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AMERICAN RADIO

SUMMER 1987 SUPPLEMENT

(Survey Dates: June 25 - September 16)

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I N T R O D U C T I O N

I am pleased to present the second edition of American Radio - Summer 1987 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 78 markets which Arbitron and Birch survey on a quarterly basis.

The "Summer Supplement" is issued every November.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as is humanly possible - well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

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(in alphabetical order)

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Wilkes Barre-Scranton
York
Youngstown

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 52/729,600

MSA Rank/Pop: 53/947,700
ADI # 51
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 26/22
Diaries: 1274/573:1/52.0%
Sample Target: 1060
% Below Line: 2.1
% Not Listed: 12.1

1986 Revenue: $16,100,000
HH Inc.: $32,824
Retail $: 5.4 Bil
Pop per Station: 33,164
#1 Biller: WGY $3,200,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WPYX-F	161/13.0	10.8	10.0	11.2	10.8	11.3	18.2
2. WROW-F	130/10.5	11.1	10.8	9.4	9.1	10.5	7.4
3. WGY	116/ 9.4	10.7	10.8	9.5	9.4	10.1	9.2
4. WFLY-F	107/ 8.7	8.4	7.8	8.9	8.0	8.5	11.3
5. WGFM-F	88/ 7.1	7.8	8.5	8.0	9.0	7.9	8.8
6. WKLI-F	74/ 6.0	6.1	6.5	6.7	6.0	6.3	6.7
7. WQBK	67/ 5.4	5.3	6.0	4.3	6.5	5.3	4.8
8. WTRY	64/ 5.2	4.0	4.5	3.2	3.6	4.2	3.8
9. WGNA-F	57/ 4.6	5.8	4.3	4.7	4.6	4.9	5.1
10. WROW	48/ 3.9	3.6	3.2	3.4	3.8	3.5	1.8
11. WQBK-F	47/ 3.8	2.6	3.1	3.6	3.1	3.3	4.8
12. WPTR	20/ 1.6	3.7	2.5	3.4	4.4	2.8	3.0

12+ TSA	1/4/CUME
1. WPYX-F	267/2943
2. WROW-F	172/1808
3. WGY	159/2490
4. WFLY-F	143/2372
5. WGFM-F	132/2439
6. WGNA-F	127/1459
7. WKLI-F	79/1155
8. WTRY	74/1030
9. WQBK	68/ 795
10. WROW	56/ 964
11. WQBK-F	52/ 908
12. WPTR	27/ 703

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WPYX-F	1888/25.9	22.5	22.1
2. WFLY-F	1791/24.5	23.3	23.3
3. WGFM-F	1699/23.3	23.4	25.0
4. WGY	1646/22.6	25.2	24.9
5. WROW-F	1314/18.0	17.5	16.9
6. WKLI-F	1055/14.5	13.8	15.6
7. WTRY	890/12.2	11.9	10.4
8. WQBK	815/10.4	9.7	11.2
9. WROW	797/10.9	9.2	11.1
10. WQBK	761/10.4	9.7	11.2
11. WGNA-F	731/10.0	10.9	7.7
12. WPTR	498/ 6.8	9.0	9.0

12+ FM SHARE (METRO): 65.99% (716 of 1085) (SUM 86: 61.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFLY-F	1. WPYX-F>	1. WPYX-F>	1. WPYX-F	1. WPYX-F	1. WROW-F	1. WGY	1. WPYX-F>	1. WPYX-F	1. WPYX-F	1. WPYX-F
2. WPYX-F	2. WFLY-F	2. WKLI-F	2. WKLI-F	2. WGY	2. WGY >	2. WPYX-F>	2. WROW-F>	2. WROW-F	2. WFLY-F	2. WROW-F
3. WGFM-F>	3. WKLI-F	3. WFLY-F	3. WGY	3. WKLI-F	3. WQBK-F	3. WROW-F	3. WGFM-F	3. WFLY-F	3. WROW-F	3. WFLY-F
4.	4. WGFM-F>	4. WGFM-F	WTRY	4. WTRY	4. WTRY	4. WQBK-F	4. WFLY-F	4. WGFM-F	4. WGY	4. WGFM-F
5.	5. WQBK-F	5. WTRY	5. WFLY-F	5. WROW-F	5. WGNA-F	5. WFLY-F	5. WKLI-F	5. WGY	5. WQBK-F	5. WGNA-F
		6. WGY			6. WROW		6. WGY	6. WKLI-F	6. WKLI-F	
							WTRY			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGFM-F	1. WKLI-F	1. WKLI-F>	1. WKLI-F	1. WKLI-F>
2. WPYX-F	2. WGFM-F	2. WFLY-F	2. WGFM-F	2. WGY
3. WFLY-F	3. WPYX-F	3. WPYX-F	3. WFLY-F	3. WROW-F
4. WKLI-F	4. WFLY-F	4. WQBK-F	4. WPYX-F>	WFLY-F
5.	5. WQBK-F	5. WGFM-F	5. WGY	5. WTRY
				6. WGNA-F
				7. WPYX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>
2. WFLY-F	2. WFLY-F	2. WFLY-F	2. WTRY	2. WTRY
3. WGFM-F	3. WGFM-F	3. WTRY	3. WFLY-F	3. WGY
4	4. WQBK-F	4. WQBK-F	4. WGY	4. WGNA-F
5.	5. WTRY	5. WGFM-F	5. WGFM-F	5. WROW-F
			WQBK-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABY	1400	Albany	1.2/3.5
WCKL	560	Catskill	1.0/1.6
WCSF-F	96.7	Clifton Park	.6/1.6
WCSS	1490	Amsterdam	.7/2.2
WEQX-F	102.7	Manchester	.4/2.6
WHAZ	1330	Troy	.8/1.5
WHRL-F	103.1	Albany	.6/2.5
WKAJ	900	Saratoga Springs	.6/1.0
WMVQ-F	97.7	Amsterdam	.3/1.1
WQQY-F	102.3	Saratoga Springs	.5/1.2
WJIV-F	101.9	Cherry Valley	.3/ .8
WPDH-F	101.5	Poughkeepsie	.3/1.2
WRCZ-F	101.7	Pittsfield, MA	.6/1.1
WSPK-F	104.7	Poughkeepsie	.6/ .8

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN,$ 16.00*	(Banner)		
WGY , 810, 50 KW	, MOR	NBC,$115.00	(Eastman)		
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	US 2,$ 32.00*	(Katz)		
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS,ABC-T,$ 40.00*	(HNWH)		
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 40.00*	(Christal)	Wilkes-Schwartz	
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS,ABC-D,$ 37.00*	(Mc-Guild)		
WHAZ, 1330, 1 KW (DAYS)	, RELIGION	ABC-E,$ 16.00	(---)		
WFLY-F, 92.3, 13 KW @ 850,	CHR	ABC-C,$ 57.00*	(Katz)		
WGFM-F, 99.5, 10 KW @ 930,	CHR	Source,$ 65.00*	(Eastman)		
WGNA-F, 107.7, 9 KW @ 980,	COUNTRY	ABC-E,$ 52.00*	(Roslin)		
WHRL-F, 103.1, 1.5 KW @ 400,	BTFL/EZ	MBS,$ 20.00	(Christal)		
WKLI-F, 100.9, 3 KW @ 300,	AC	US 1,$ 59.00*	(Banner)		
WPYX-F, 106.5, 11 KW @ 910,	AOR	ABC-R,$ 75.00*	(Mc-Guild)		
WQBK-F, 103.9, 3 KW @ 300,	AOR	CBS-R,$ 32.00*	(HNWH)		
WROW-F, 95.5, 8 KW @ 1020,	BTFL/EZ	,$ 66.00*	(Christal)	Wilkes-Schwartz	

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ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/560,700

MSA Rank/Pop: 72/649,000
Philadelphia ADI
Average Person Ratings: 17.4
Market TSL: 23.3 hours

Stations: 31/14
Diaries: 1025/547:1/51.7%
Sample Target: 930
% Below Line: 18.3
% Not Listed: 10.5

1986 Revenue: $12,700,000
HH Inc.: $31,907
Retail $: 4.2 Bil
Pop per Station: 40,050
#1 Biller: WLEV-F $2,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WZZO-F	112/11.5	10.9	11.3	10.3	10.3	11.0	13.8
2. WLEV-F	108/11.1	9.7	10.3	9.9	11.3	10.2	11.9
3. WFMZ-F	105/10.8	15.7	13.9	15.0	10.1	13.9	9.0
4. WQQQ-F	95/ 9.8	8.8	11.1	8.8	8.3	9.6	12.4
5. WAEB-F	73/ 7.5	8.0	4.0	4.8	5.4	6.1	9.9
6. WKAP	72/ 7.4	4.6	6.1	4.8	6.3	5.7	3.5
7. WAEB	48/ 4.9	6.5	6.4	5.6	6.0	5.9	5.2
8. WXKW	41/ 4.2	2.2	2.6	3.1	2.6	3.0	2.5
9. WYSP-F	33/ 3.4	2.5	2.4	3.3	2.4	2.9	3.9
10. WEST	21/ 2.2	3.4	5.5	3.7	5.8	3.7	4.3
11.							

12+ TSA	1/4/CUME
1. WZZO-F	127/1615
2. WFMZ-F	124/1264
3. WQQQ-F	122/1863
4. WLEV-F	117/1541
5. WAEB-F	82/1168
6. WKAP	72/ 655
7. WAEB	50/ 781
8. WXKW	41/ 393
9. WYSP-F	38/ 589
10. WOR	26/ 352
11.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WQQQ-F 1502/26.8	25.1	23.2
2. WLEV-F 1366/24.4	23.1	25.4
3. WZZO-F 1302/23.2	22.4	24.5
4. WFMZ-F 999/17.8	23.8	19.9
5. WAEB-F 994/17.7	15.4	13.8
6. WAEB 766/13.7	13.9	12.8
7. WKAP 655/11.7	9.0	11.2
8. WYSP-F 452/ 8.1	7.7	7.1
9. WXKW 383/ 6.8	6.7	7.2
10. KYW 288/ 5.1	7.1	5.9
11. WEST 236/ 4.2	5.3	7.0

12+ FM SHARE (METRO): 71.07% (619 of 871) (SUM 86: 67.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQQQ-F	1. WZZO-F>	1. WZZO-F	1. WLEV-F>	1. WLEV-F>	1. WFMZ-F>	1. WLEV-F	1. WLEV-F	1. WZZO-F	1. WAEB-F	1. WZZO-F
2. WAEB-F>	2. WQQQ-F	2. WLEV-F>	2. WZZO-F	2. WZZO-F>	2. WKAP	2. WFMZ-F	2. WFMZ-F	2. WQQQ-F	2. WZZO-F	2. WFMZ-F
3. WLEV-F	3. WLEV-F	3. WQQQ-F	3. WQQQ-F	3. WQQQ-F	3. WLEV-F	3. WQQQ-F	3. WZZO-F	3. WLEV-F	3. WQQQ-F	3. WQQQ-F
WZZO-F	4. WAEB-F	4. WAEB-F>	4. WAEB-F	4. WFMZ-F	4. WXKW	4. WZZO-F	4. WQQQ-F	4. WFMZ-F	4. WLEV-F	4. WLEV-F
5. WYSP-F	5.	5.	5. WFMZ-F	5. WAEB-F	5. WAEB	5. WKAP	5. WKAP	5. WKAP	5. WFMZ-F	5. WKAP
			6. WAEB							6. WAEB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQQQ-F	1. WLEV-F	1. WLEV-F	1. WLEV-F>	1. WLEV-F>
2. WZZO-F	2. WZZO-F	2. WZZO-F	2. WQQQ-F	2. WQQQ-F
3. WUSL-F	3. WQQQ-F>	3. WQQQ-F	3. WZZO-F	3. WFMZ-F
4. WAEB-F	4. WAEB-F	4. WAEB-F	4. WAEB-F	4. WZZO-F
5. WLEV-F	5.	5.	5. WFMZ-F	5. WAEB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZZO-F>	1. WZZO-F>	1. WZZO-F>	1. WZZO-F>	1. WZZO-F
2. WQQQ-F>	2. WQQQ-F	2. WLEV-F	2. WLEV-F	2. WLEV-F>
3. WYSP-F	3. WLEV-F	3. WYSP-F	3. WQQQ-F	3. WAEB-F
4. WAEB-F	4. WYSP-F	WAEB	4. WAEB-F	WQQQ-F
5.	5. WAEB-F	WAEB-F	5. WYSP-F	5. WAEB
		6. WQQQ-F		WFMZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.0/3.1
WGPA	1100	Bethlehem	.6/2.0
WLSH	1410	Lansford	.8/1.1
WSRR	1580	Washington, NJ	.6/ .9
WYNS	1160	Lehightown	.7/1.7
WBYO-F	107.5	Boyertown	.9/2.7
WKRZ-F	98.5	Scranton	.3/1.6
WOR	710	New York	1.8/3.6
WPLJ-F	95.5	New York	.6/2.2
WSBG-F	93.5	Stroudsberg	.3/1.2
WWSH-F	97.9	Hazleton	.6/1.1

See Philadelphia for more information about the following:

KYW	1.1/5.1	WMGK-F	.4/2.3
WCAU-F	.3/2.1	WMMR-F	1.5/4.7
WEAZ-F	.6/2.7	WUSL-F	1.4/3.4
WFIL	.4/1.8	WWDB-F	.4/1.2
WFLN-F	.8/2.2	WXTU-F	1.2/3.0

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	CBS,ABC-I,$ 33.00*	(Katz)	CRB
WEEX, 1230, 1 KW	, TALK	ABC-T,MBS,NBC-T,$ 15.00	(Eastman)	Wilkes-Schwartz
WEST, 1400, 1 KW	, NOSTALGIA	CBS,$ 24.00*	(Katz)	Eastern
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	ABC-E,$ 18.00	(Roslin)	
WXKW, 1470, 5 KW (DA-2)	, COUNTRY	NBC,$ 15.00*	(Republic)	
WAEB-F, 104.1, 50 KW @ 500, CHR		,$ 47.00*	(Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 870, BTFL/EZ		,$ 45.00*	(HNWH)	
WLEV-F, 96.1, 50 KW @ 500, AC		,$ 60.00*	(Katz)	Eastern
WQQQ-F, 99.9, 50 KW @ 450, CHR		,$ 53.00*	(Eastman)	Wilkes-Schwartz
WZZO-F, 95.1, 13 KW @ 630, AOR		,$ 59.00*	(Banner)	Holt

Other ranked stations - See Philadelphia

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ATLANTA

Arbitron Rank/Pop (12+): 13/2,073,200

MSA Rank/Pop: 11/2,513,700
ADI # 12
Average Person Ratings: 17.1
Market TSL: 22.3 hours

Stations: 26/25
Diaries: 1907/1087:1/42.7%
Sample Target: 1690
% Below Line: 4.7
% Not Listed: 9.6

1986 Revenue: $85,700,000
HH Inc.: $36,679
Retail $: 19.0 Bil
Pop per Station: 82,928
#1 Biller: WQXI A/F $16,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WVEE-F	372/10.5	11.0	9.8	9.6	11.0	10.2	13.9
2. WKLS-F	340/ 9.6	8.3	6.9	8.7	9.6	8.4	13.7
3. WPCH-F	315/ 8.9	7.4	9.2	8.3	7.9	8.5	5.1
4. WSB	298/ 8.4	7.7	8.1	7.9	6.6	8.0	5.7
5. WZGC-F	245/ 6.9	8.5	8.2	7.8	7.2	7.9	8.4
6. WSB-F	215/ 6.1	5.8	6.7	5.2	5.9	6.0	5.2
7. WQXI-F	198/ 5.6	5.1	6.1	6.7	7.5	5.9	6.4
WARM-F	198/ 5.6	3.3	3.1	2.5	4.0	3.6	4.9
9. WKHX-F	175/ 4.9	7.2	6.8	6.7	5.8	6.4	6.1
10. WYAY-F	173/ 4.9	8.0	7.0	5.9	4.3	6.5	5.6
11. WFOX-F	172/ 4.9	3.9	4.8	4.3	4.1	4.5	4.8
12. WGST	121/ 3.4	2.6	3.9	2.6	3.4	3.1	1.2
13. WAOK	97/ 2.7	3.2	2.3	2.7	2.9	2.7	1.3
14. WEKS-F	77/ 2.2	3.5	2.8	3.6	2.0	3.0	5.5
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12+ TSA	1/4/CUME
1. WKLS-F	434/4802
2. WVEE-F	402/3882
3. WPCH-F	361/4550
4. WYAY-F	320/3695
5. WSB	318/4481
6. WKHX-F	312/3980
7. WZGC-F	286/4718
8. WFOX-F	247/3656
9. WARM-F	238/3713
10. WSB-F	230/4103
11. WQXI-F	211/3746
12. WGST	124/1816
13. WEKS-F	105/1864
14. WAOK	97/1214
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12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WSB	4063/19.6	17.6	16.9
2. WPCH-F	3888/18.8	16.7	16.6
3. WZGC-F	3777/18.2	21.6	20.9
4. WSB-F	3664/17.7	16.8	15.5
5. WKLS-F	3619/17.5	17.7	16.9
6. WVEE-F	3466/16.7	17.7	17.9
7. WQXI-F	3394/16.4	17.2	19.8
8. WARM-F	3026/14.6	10.2	9.8
9. WFOX-F	2713/13.1	12.5	12.3
10. WKHX-F	2625/12.7	14.3	12.5
11. WYAY-F	2306/11.1	13.6	9.8
12. WGST	1779/ 8.6	7.8	7.9
13. WEKS-F	1588/ 7.7	8.1	5.9
14. WAOK	1193/ 5.8	5.6	7.8
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25.			

12+ FM SHARE (METRO): 80.03% (2565 of 3205) (SUM 86: 79.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZGC-F	1. WKLS-F	1. WVEE-F	1. WVEE-F	1. WVEE-F	1. WPCH-F	1. WSB >	1. WPCH-F	1. WVEE-F	1. WVEE-F>	1. WKLS-F
2. WARM-F	2. WVEE-F>	2. WKLS-F>	2. WKLS-F	2. WKLS-F	2. WSB >	2. WVEE-F	2. WKLS-F+	2. WKLS-F	2. WKLS-F	WVEE-F
3. WVEE-F	3. WQXI-F	3. WQXI-F	3. WSB-F	3. WSB-F	3. WKHX-F	3. WKLS-F	3. WVEE-F	3. WPCH-F>	3. WSB	3. WPCH-F
4. WKLS-F>	4. WZGC-F	4. WSB-F	4. WFOX-F	4. WFOX-F	4. WYAY-F	4. WZGC-F	4. WSB-F	4. WZGC-F	4. WZGC-F	4. WZGC-F
5. WEKS-F	5. WARM-F	5. WFOX-F	5. WQXI-F	5. WPCH-F	5. WSB-F	5. WQXI-F	5. WZGC-F	5. WSB-F	5. WARM-F	5. WYAY-F
6.	6. WSB-F	6. WZGC-F	6. WPCH-F	6. WQXI-F	6. WGST	6. WPCH-F	6. WSB	6. WARM-F	6. WPCH-F	6. WSB
7.	7. WFOX-F	7. WYAY-F	7. WYAY-F	7. WSB	7. WFOX-F	7. WYAY-F	7. WARM-F	7. WFOX-F	WSB-F	7. WFOX-F
8.	8. WYAY-F	8. WARM-F	8. WSB	8. WYAY-F	8. WVEE-F	8. WSB-F	8. WQXI-F	8. WSB	8. WQXI-F	8. WSB-F
9.	9.	WPCH-F	9.	9.	9.	9. WARM-F	9. WFOX-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10. WGST	WKHX-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVEE-F	1. WVEE-F>	1. WVEE-F>	1. WVEE-F>	1. WVEE-F
2. WZGC-F	2. WKLS-F	2. WQXI-F	2. WSB-F	2. WPCH-F
3. WKLS-F	WQXI-F	3. WFOX-F	3. WQXI-F	3. WFOX-F
4. WARM-F	4. WZGC-F	4. WSB-F	4. WZGC-F	WSB-F
5. WQXI-F	5. WSB-F	5. WKLS-F	5. WKLS-F	5. WQXI-F
6. WEKS-F	6. WARM-F	6. WZGC-F	6. WPCH-F	6. WSB
WSB-F	7. WFOX-F	7. WARM-F	7. WFOX-F	7. WYAY-F
8. WYAY-F	8. WYAY-F	8. WYAY-F	8. WYAY-F	8. WZGC-F
9.	9.	9.	9. WARM-F	9. WKHX-F
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKLS-F>	1. WKLS-F>	1. WKLS-F>	1. WKLS-F>	1. WKLS-F>
2. WZGC-F	2. WVEE-F	2. WVEE-F>	2. WVEE-F	2. WVEE-F
3. WARM-F	3. WQXI-F	3. WSB-F	3. WQXI-F	3. WSB
4. WQXI-F	4. WARM-F	4. WQXI-F	4. WSB-F	WSB-F
WVEE-F	5. WSB-F	5. WARM-F	5. WFOX-F	5. WFOX-F
6.	6. WZGC-F	6. WFOX-F	6. WYAY-F	6. WQXI-F
7.	7.	7. WZGC-F	7. WSB	7. WYAY-F
8.	8.	8.	8. WARM-F	8. WPCH-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHK-F	105.5	Canton	.3/1.7
WCNN	680	N. Atlanta	.6/1.8
WGKA	1190	Atlanta	.6/1.0
WGUN	1010	Atlanta	.3/1.1
WIGO	1340	Atlanta	.4/2.3
WJGA-F	92.1	Jackson	.7/1.0
WKEU-F	97.7	Griffin	.5/ .7
WKHX	590	Atlanta	.8/2.0
WKLS	970	Atlanta	.3/ .6
WQXI	790	Atlanta	.5/2.7
WWER-F	96.7	Newnan	.5/1.9
WNGC-F	95.5	Athens	.4/ .8

RADIO STATIONS

AM STATIONS

WAEC,	860,	5 KW (DAYS)	, RELIGION	,$ 25.00	(---)	Forus	
WAOK,	1380,	5 KW	, BLACK	NBN,NBC,$ 60.00*	(Mc-Guild)	DKM	
WCNN,	680,	50 KW/10 KW (DA-1)	, TALK	CNN,US 2,$ 45.00*	(HNWH)		
WFOM,	1230,	1 KW	, RELIGION	,$ 13.00	(---)		(MARIETTA)
WGKA,	1190,	10 KW (DAYS)	, CLASSICAL	,$ 40.00	(CMBS)		
WGST,	920,	5 KW/1 KW	, NEWS	CBS,MBS,$ 90.00*	(Katz)	Jacor	
WGUN,	1010,	50 KW (DAYS)	, RELIGION	,$ 21.00	(---)	Rivers	
WIGO,	1340,	1 KW	, BLACK	SBN,$ 50.00	(---)	Brunson	
WKHX,	590,	5 KW (DA-N)	, COUNTRY	,$ 64.00*	(Republic)	Cap Cities/ABC	
WKLS,	970,	5 KW (DAYS)	, AOR	,$ NA	(Katz)	Taft	
WQXI,	790,	5 KW/1 KW (DA-N)	, OLDIES	,$ NA	(Banner)	Jeff-Pilot	
WSB ,	750,	50 KW	, MOR	ABC-I,ABC-T,$190.00*	(Christal)	Cox	
WYZE,	1480,	5 KW (DAYS)	, BLACK/GOSPEL	,$ 16.00	(---)	Buck	

FM STATIONS

WARM ,	99.7,	100 KW @ 1000,	CHR	,$122.00	(Eastman)	Susquehanna	
WEKS+,	104.1,	60 KW @ 1200,	BLACK	CBS-R,$ 59.00	(Durpetti)	Zapis	(LA GRANGE)
WFOX ,	97.1,	100 KW @ 1566,	AC	,$150.00	(MMR)	Shamrock	
WKHX ,	101.5,	100 KW @ 900,	COUNTRY	,$174.00*	(Republic)	Cap Cities/ABC	
WKLS ,	96.1,	100 KW @ 950,	AOR	ABC-R,$190.00*	(Katz)	Taft	
WPCH ,	94.9,	100 KW @ 987,	BTFL/EZ	,$180.00*	(Katz)	Jacor	
WQXI ,	94.1,	100 KW @ 914,	AC/CONTEMP	,$300.00*	(Banner)	Jeff-Pilot	
WSB ,	98.5,	100 KW @ 919,	AC	,$160.00*	(Christal)	Cox	
WVEE ,	103.3,	100 KW @ 1022,	URBAN	US 1,$175.00*	(Mc-Guild)	DKM	
WYAY ,	106.7,	100 KW @ 1400,	COUNTRY	,$158.00*	(MMR)	New City	
WZGC ,	92.9,	100 KW @ 910,	CHR	,$177.00	(HNWH)	First Media	
WWER ,	96.7,	3 KW @ 300,	BLACK	,$ 25.00*	(Masla)	MediaComm	(NEWNAN)

AUSTIN

Arbitron Rank/Pop (12+): 59/594,100

MSA Rank/Pop: 69/699,100
ADI # 72
Average Person Ratings: 15.4
Market TSL: 20.8 hours

Stations: 21/18
Diaries: 1087/547:1/53.2%
Sample Target: 880
% Below Line: 2.7
% Not Listed: 16.1

1986 Revenue: $25,800,000
HH Inc.: $33,259
Retail $: 4.8 Bil
Pop per Station: 33,006
#1 Biller: KASE-F $5,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KASE-F	140/15.3	16.7	15.2	14.6	13.0	15.5	14.4
2. KBTS-F	85/ 9.3	9.1	7.7	---	---	8.7	11.7
3. KKMJ-F	79/ 8.6	8.8	8.3	6.8	4.8	8.1	5.9
4. KLBJ-F	65/ 7.1	8.3	8.7	10.4	10.9	8.6	12.6
5. KEYI-F+	61/ 6.7	7.1	9.7	11.5	15.5	8.8	8.7
6. KLBJ	60/ 6.6	4.3	5.4	4.7	4.2	5.3	4.3
7. KPEZ-F	56/ 6.1	5.5	6.2	6.8	5.4	6.2	5.9
8. KHFI-F	55/ 6.0	6.7	10.5	13.8	11.6	9.3	8.0
9. KAPT-F	43/ 4.7	3.5	---	---	---	4.1	4.1
10. KOKE	32/ 3.5	3.9	3.7	3.2	5.3	3.5	1.0
11. KVET	31/ 3.4	2.9	2.1	2.7	3.7	2.8	1.7

12+ TSA	1/4/CUME
1. KASE-F	182/2139
2. KBTS-F	142/1975
3. KLBJ-F	98/1396
4. KKMJ-F	92/1272
5. KLBJ	69/ 939
6. KEYI-F+	62/1277
7. KAPT-F	60/ 867
8. KHFI-F	58/1161
9. KPEZ-F	56/ 859
10. KVET	39/ 565
11. KOKE	33/ 435

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KASE-F 1479/24.9	25.8	23.5
2. KBTS-F 1289/21.7	20.5	---
3. KEYI-F+ 1140/19.2	20.2	27.7
4. KKMJ-F 1136/19.1	20.3	18.5
5. KLBJ-F 1132/19.1	21.0	21.1
6. KHFI-F 1113/18.7	22.4	27.9
7. KPEZ-F 851/14.3	13.8	12.2
8. KLBJ 813/13.7	11.6	11.5
9. KAPT-F 680/11.4	6.9	---
10. KVET 505/ 8.5	7.0	9.1
11. KOKE 407/ 6.9	4.9	7.5

12+ FM SHARE (METRO): 78.49% (602 of 767) (SUM 86: 77.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBTS-F>	1. KASE-F	1. KASE-F>	1. KASE-F>	1. KASE-F	1. KASE-F>	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F
2. KHFI-F>	2. KLBJ-F	2. KKMJ-F	2. KKMJ-F	2. KKMJ-F	2. KLBJ-F	2. KEYI-F+	2. KKMJ-F	2. KBTS-F	2. KBTS-F>	2. KBTS-F
3.	3. KBTS-F	3. KLBJ-F	3. KEYI-F+	3. KEYI-F+	3. KKMJ-F	3. KKMJ-F	3. KEYI-F+	3. KKMJ-F	3. KEYI-F+	3. KLBJ-F
4.	4. KPEZ-F	4. KEYI-F+	4. KPEZ-F>	4. KPEZ-F>	4. KOKE	4. KLBJ	KLBJ-F	4. KLBJ-F	KLBJ	4. KKMJ-F
5.	5. KKMJ-F	5. KBTS-F	5. KBTS-F	5. KBTS-F	5. KVET	5. KBTS-F	5. KBTS-F	5. KEYI-F+	5. KLBJ-F	5. KPEZ-F
			KLBJ-F	KLBJ-F	6. KEYI-F+	6. KLBJ-F		6. KLBJ		6. KEYI-F+
				KLBJ						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBTS-F>	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F
2. KHFI-F	2. KBTS-F	2. KEYI-F+	2. KKMJ-F	2. KKMJ-F
KKMJ-F	3. KKMJ-F	3. KKMJ-F	3. KEYI-F+	3. KEYI-F+
4. KASE-F	4. KEYI-F+	4. KAPT-F	4. KBTS-F	4.
5. KPEZ-F	5. KHFI-F	5. KPEZ-F	5.	5.
	6. KPEZ-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLBJ-F>	1. KLBJ-F>	1. KASE-F	1. KLBJ-F	1. KASE-F>
2. KAPT-F	2. KASE-F	2. KPEZ-F	2. KASE-F	2. KPEZ-F
3. KBTS-F	3. KPEZ-F	3. KLBJ-F	3. KPEZ-F	3. KLBJ
4. KPEZ-F	4. KBTS-F>	4. KBTS-F	4. KBTS-F	4. KEYI-F+
5. KASE-F	5. KAPT-F	5.	KEYI-F	5. KKMJ-F
				KLBJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELG	1440	Elgin	.5/1.1
KIXL	970	Del Valle	.5/2.8
KQFX-F	96.5	Georgetown	.8/3.4
KRGT-F	92.1	Hutto	.9/1.4
KTAE	1260	Taylor	.5/1.4
KTXZ	1560	West Lake Hills	1.0/1.7
KSSR-F	107.1	Bastrop	1.0/1.5
KTSA	550	San Antonio	.5/1.0
WOAI	1200	San Antonio	.8/2.9

RADIO STATIONS

KLBJ, 590, 5 KW/1 KW (DA-N) , NEWS/TALK MBS,CBS,NBC-T,$ 44.00* (Eastman)
KOKE, 1370, 5 KW/500 W (DA-2) , NOSTALGIA ,$ 30.00 (Torbet)
KVET, 1300, 5 KW/1 KW (DA-2) , COUNTRY ABC-I,$ 41.00* (Katz)

KAPT-F , 94.7, 100 KW @ 1154, CHR ,$ NA (---) (LULING)
KBTS-F , 93.3, 100 KW @ 1983, CHR ,$ 65.00* (Durpetti) (KILLEEN)
KEYI-F+, 103.5, 100 KW @ 1260, AC ,$ 90.00* (Torbet) Hicks
KHFI-F , 98.3, 1.3 KW @ 413, CHR ,$ 70.00 (Christal) Encore
KKMJ-F , 95.5, 100 KW @ 1000, AC ,$ 75.00* (CBS) Keymarket
KLBJ-F , 93.7, 100 KW @ 1050, AOR ,$ 83.00* (Eastman)
KPEZ-F , 102.3, 3 KW @ 300, CLASSIC AOR ,$ 55.00* (HNWH) Clear Channel
KASE-F , 100.7, 33 KW @ 1190, COUNTRY ,$110.00* (Katz)
KQFX-F , 96.5, 29 KW @ ?? , COUNTRY ,$ 20.00* (Banner) Capitol-Johnson

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BALTIMORE

Arbitron Rank/Pop (12+): 16/1,943,300

MSA Rank/Pop: 15/2,264,300
ADI # 21
Average Person Ratings: 17.6
Market TSL: 22.8 hours

Stations: 33/20
Diaries: 2248/864:1/49.6%
Sample Target: 1700
% Below Line: 13.1
% Not Listed: 9.4

1986 Revenue: $51,500,000
HH Inc.: $32,763
Retail $: 15.7 Bil
Pop per Station: 97,166
#1 Biller: WBSB-F $6,900,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WLIF-F	304/8.9	9.8	10.5	10.0	8.8	9.8	5.6
WBSB-F	304/8.9	9.7	9.0	7.2	6.7	8.7	11.1
3. WBAL	266/7.8	6.7	8.4	8.6	9.1	7.9	7.2
4. WXYV-F	254/7.4	5.7	6.3	7.2	8.7	6.7	10.6
5. WPOC-F	225/6.6	5.9	4.8	5.7	5.8	5.8	5.9
6. WIYY-F	190/5.6	5.0	5.1	4.7	6.1	5.1	7.9
7. WWMX-F	139/4.1	3.3	4.5	4.4	3.1	4.1	3.2
8. WFBR	110/3.2	3.2	3.3	3.3	4.4	3.3	3.0
9. WWIN	101/3.0	2.4	1.9	1.9	1.7	2.3	1.6
10. WQSR-F	94/2.8	3.0	2.1	2.7	1.9	2.7	2.6
11. WCBM	92/2.7	2.8	1.1	1.3	1.4	2.0	1.7
12. WITH	91/2.7	2.6	2.1	3.0	3.0	2.6	2.2
13. WEBB	88/2.6	2.1	2.3	2.3	2.0	2.3	1.3
14. WYST-F	84/2.5	2.1	2.9	3.3	2.8	2.7	1.9
15. WGHT-F	82/2.4	2.5	3.2	3.1	2.7	2.8	2.0
16. WBGR	79/2.3	3.2	3.1	2.5	2.8	2.8	1.5
17. WCAO	76/2.2	4.1	3.4	2.9	2.4	3.2	2.5
18. WWDC-F	72/2.1	2.6	3.3	2.7	3.2	2.7	4.0
19. WGRX-F	66/1.9	1.8	2.3	1.9	1.7	2.0	2.6
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WBSB-F	350/4944
2. WLIF-F	325/3545
3. WBAL	275/3446
4. WXYV-F	272/3035
5. WPOC-F	263/2741
6. WIYY-F	200/2930
7. WWMX-F	146/2875
8. WFBR	110/1502
9. WWIN	101/1558
10. WQSR-F	96/1678
11. WCBM	94/1751
WWDC-F	94/1906
13. WGRX-F	93/1531
14. WITH	91/ 989
15. WCAO	89/1471
16. WEBB	88/1237
17. WYST-F	86/1341
18. WGHT-F	82/1425
19. WBGR	80/ 810
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME	RATING	SPG 87	SUM 86
1. WBSB-F	4392/22.6	22.4	19.9
2. WLIF-F	3267/16.8	17.2	16.3
3. WBAL	3244/16.7	17.4	17.2
4. WXYV-F	2896/14.9	12.5	16.7
5. WWMX-F	2685/13.8	12.2	11.5
6. WIYY-F	2684/13.8	13.8	14.6
7. WPOC-F	2328/12.0	12.5	11.7
8. WYST-F	1779/ 9.2	7.4	9.3
9. WCBM	1686/ 8.7	10.5	4.4
10. WQSR-F	1624/ 8.4	8.1	6.5
11. WWDC-F	1593/ 8.2	9.6	8.9
12. WWIN	1558/ 8.0	7.7	5.4
13. WFBR	1470/ 7.6	8.5	12.0
14. WGHT-F	1425/ 7.3	6.8	7.0
15. WCAO	1316/ 6.8	8.3	5.9
16. WRQX-F	1250/ 6.4	6.2	6.5
17. WEBB	1237/ 6.4	6.0	6.2
18. WGRX-F	1167/ 6.0	6.7	5.5
19. WITH	969/ 5.0	6.5	5.7
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 68.72% (2124 of 3091) (SUM 86: 67.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBSB-F>	1. WBSB-F	1. WBSB-F	1. WBSB-F	1. WPOC-F	1. WLIF-F	1. WBAL >	1. WLIF-F	1. WLIF-F	1. WXYV-F	1. WLIF-F
2. WXYV-F>	2. WIYY-F	2. WXYV-F	2. WXYV-F	2. WBSB-F	2. WBAL >	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WCBM	2. WBSB-F
3. WEBB	3. WXYV-F	3. WIYY-F	3. WPOC-F	3. WXYV-F	3. WPOC-F>	3. WLIF-F	3. WBAL	3. WXYV-F	3. WBSB-F	3. WXYV-F
4. WRQX-F	4. WWMX-F>	4. WPOC-F	4. WWMX-F	4. WLIF-F	4. WFBR	4. WPOC-F	4. WPOC-F	4. WPOC-F	4. WLIF-F	4. WPOC-F>
5. WIYY-F	5. WWDC-F	5. WWMX-F	5. WIYY-F	5. WWMX-F	5. WITH	5. WXYV-F	5. WIYY-F	5. WIYY-F	5. WBAL	5. WBAL
6. WGHT-F	6. WGRX-F	6. WLIF-F	6. WLIF-F	6. WBAL	6. WCBM	6. WIYY-F	6. WXYV-F	6. WBAL	6. WIYY-F	6. WWIN
7.	7. WWIN	7. WQSR-F	7. WQSR-F	7. WIYY-F	7. WXYV-F	7. WWDC-F	7. WWMX-F	7. WWMX-F	7. WPOC-F	7. WIYY-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBSB-F	1. WBSB-F>	1. WBSB-F	1. WBSB-F	1. WBSB-F
2. WXYV-F	2. WXYV-F	2. WXYV-F	2. WXYU-F	2. WXYV-F
3. WIYY-F>	3. WWMX-F	3. WWMX-F>	3. WWMX-F	3. WPOC-F
4. WWMX-F	4. WIYY-F>	4. WYST-F	4. WPOC-F	4. WLIF-F
5. WGHT-F	5. WYST-F	5. WIYY-F	5. WLIF-F	5. WWMX-F
6.	6. WGHT-F	6. WQSR-F	6. WIYY-F	6. WQSR-F
7.	7. WWIN	7. WGHT-F	7. WQSR-F	7. WBAL
8.	8.	WLIF-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIYY-F	1. WIYY-F>	1. WIYY-F>	1. WIYY-F	1. WPOC-F
2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WIYY-F
3. WXYV-F	3. WXYV-F	WXYV-F	3. WXYV-F	3. WXYV-F
4. WWDC-F	4. WWDC-F	4. WWMX-F	4. WPOC-F	4. WBAL
5.	5. WWMX-F	5. WGRX-F	5. WWDC-F	WBSB-F
6.	6. WGRX-F	6. WWDC-F	6. WWMX-F	6. WLIF-F
7.	7. WHFS-F	7.	7. WBAL	7. WWMX-F
8.	8.	8.	8. WGRX-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRBS-F	95.1	Baltimore	.8/2.5
WYST	1010	Baltimore	.4/1.6

See Washington for more information about the following:

WASH-F	.7/2.2	WLTT-F	.6/2.0
WAVA-F	.4/2.7	WMAL	.4/1.8
WGAY-F	.7/2.5	WMZQ-F	.4/1.6
WHFS-F	1.3/3.7	WPGC-F	.7/3.6
WHUR-F	1.3/4.7	WRQX-F	1.6/6.4
WKYS-F	.5/1.7	WTOP	1.1/4.4

RADIO STATIONS

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E,$110.00*	(HNWH)	Hearst	
WBGR,	860,	2.5 KW (DAYS,DA)	, GOSPEL	UPI,$ 40.00	(Roslin)	Mortenson	
WBMD,	750,	1 KW (DAYS)	, RELIGION	,$ 12.00	(---)		
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC,$ 95.00*	(Mc-Guild)	DKM	
WCBM,	680,	10 KW/5 KW (DA-2)	, TALK	ABC-T,UPI,$ 60.00	(Katz)	Resort	
WEBB,	1360,	5 KW/1.7 KW (DA-1)	, BLACK	SBN,$ 39.00*	(---)	Brunson	
WFBR,	1300,	5 KW (DA-1)	, TALK	CBS,NBC-T,$ 75.00*	(Republic)		
WITH,	1230,	1 KW	, NOSTALGIA	MBS,$ 40.00	(Groskin)		
WJRO,	1590,	1 KW (DA-2)	, BTFL (?)	,$ 14.00	(---)		
WWIN,	1400,	1 KW	, BLACK	NBN,$ 38.00*	(MMR)	MediaComm	
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR,$ 31.00	(MMR)	United	

FM STATIONS

WBSB,	104.3,	50 KW @ 422,	CHR	ABC-C,$140.00	(Banner)	Scripps-Howard	
WGRX,	100.7,	20 KW @ 715,	CLASSIC AOR	ABC-F,$ 52.00	(Torbet)	Shamrock-Lynett	(WESTMINSTER)
WIYY,	97.9,	10 KW @ 950,	AOR	ABC-R,$110.00*	(HNWH)	Hearst	
WLIF,	101.9,	14 KW @ 960,	BTFL/EZ	,$155.00*	(Christal)	JAG	
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC-D,$130.00	(Eastman)	Nationwide	
WQSR,	105.7,	50 KW @ 300,	OLDIES	US 1,CBS-R,$ 50.00*	(Banner)		
WRBS,	95.1,	50 KW @ 500,	RELIGION	,$ 17.00	(---)		
WGHT,	95.9,	3 KW @ 300,	URBAN/CHR	,$ 60.00*	(MMR)	MediaComm	
WWMX,	106.5,	29 KW @ 620,	AC	,$ 85.00*	(Katz)	Capitol (WRAL)	
WXYV,	102.7,	50 KW @ 400,	URBAN	,$105.00	(Mc-Guild)	DKM	
WYST,	92.3,	10 KW @ 709,	AC	APR,$ 80.00*	(MMR)	United	

Other listed stations - See Washington

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BATON ROUGE

Arbitron Rank/Pop (12+): 78/450,000

MSA Rank/Pop: 89/552,100
ADI # 91
Average Person Ratings: 16.8
Market TSL: 22.8 hours

Stations: 21/15
Diaries: 858/524:1/47.6%
Sample Target: 820
% Below Line: 8.4
% Not Listed: 11.7

1986 Revenue: $13,000,000
HH Inc.: $30,824
Retail $: 3.4 Bil
Pop per Station: 30,000
#1 Biller: WFMF-F $2,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WFMF-F	87/11.5	12.5	10.8	12.3	10.4	11.8	13.8
2. WYNF-F+	83/11.0	13.4	14.7	16.1	12.7	13.8	11.0
WGGZ-F	83/11.0	9.1	11.0	8.9	10.4	10.0	13.0
4. WXOK	74/ 9.8	10.4	9.4	9.8	10.3	9.9	9.4
5. KQXL-F	64/ 8.5	10.1	8.3	8.8	6.0	8.9	12.6
6. WKJN-F	52/ 6.9	9.2	7.0	6.4	7.4	7.4	6.8
7. WQXY-F	49/ 6.5	7.2	4.5	6.0	7.0	6.1	5.6
8. WJBO	42/ 5.6	4.0	3.4	4.2	4.3	4.3	3.7
9. WLUX	31/ 4.1	1.8	2.0	2.1	1.9	2.5	1.2
10. KDEA-F	20/ 2.6	2.1	2.8	2.4	2.8	2.5	.7
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WYNK-F+	161/2055
WGGZ-F	161/2640
3. WFMF-F	117/2119
4. WKJN-F	113/1329
5. KQXL-F	83/ 918
6. WXOK	79/1042
7. KDEA-F	60/ 726
8. WQXY-F	56/ 849
9. WJBO	45/ 561
10. WLUX	33/ 231
WQUE-F	33/ 446
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WFMF-F	1357/30.2	30.7	30.7
2. WGGZ-F	1223/27.2	25.6	26.7
3. WYNK-F+	1065/23.7	21.4	22.1
4. WXOK	950/21.1	18.6	17.1
5. KQXL-F	714/15.9	16.4	12.3
6. WQXY-F	698/15.5	18.7	16.9
7. WKJN-F	651/14.5	14.8	13.9
8. WJBO	500/11.1	11.2	10.9
9. WIBR	279/ 6.2	4.8	5.9
10. WTKL	264/ 5.9	5.2	10.3
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 70.01% (467 of 677) (SUM 86: 69.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGGZ-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WFMF-F	1. WFMF-F	1. WGGZ-F	1. WYNK-F
2. WFMF-F	2. WGGZ-F>	2. WGGZ-F	2. WYNK-F+	2. WFMF-F	2. WXOK	2. WFMF-F	2. WGGZ-F	2. WGGZ-F	2. KQXL-F	2. WGGZ-F
3. KQXL-F	3. KQXL-F	3. KQXL-F	3. WQXY-F	3. WXOK	3. WJBO	3. WGGZ-F	3. WYNK-F+	3. WYNK-F+	3. WFMF-F	3. KQXL-F
4.	4. WQXY-F	4. WQXY-F	4. WGGZ-F	4. WQXY-F	4. WLUX	4. WKJN-F	4. WXOK	4. WXOK	4. WJBO	4. WXOK
5.	5. WXOK	WXOK	WXOK	5. WGGZ-F	5. WKJN-F	WXOK	5. WQXY-F	5. KQXL-F	WXOK	5. WFMF-F
		6. WYNK-F+				6. WQXY-F+				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WFMF-F
2. WGGZ-F	2. WQXY-F	2. WQXY-F	2. WQXY-F	2. WQXY-F
3. KQXL-F	3. WGGZ-F	3. WGGZ-F	3. WXOK	3. WXOK
WQXY-F	4. KQXL-F	4. KQXL-F	4. WGGZ-F	WYNK-F+
5. WXOK	5. WXOK	5. WXOK	5. KQXL-F	5. KQXL-F
				WKJN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGGZ-F	1. WGGZ-F>	1. WGGZ-F	1. WGGZ-F	1. WYNK-F+>
2. WFMF-F	2. WFMF-F	2. WYNK-F+	2. WFMF-F	2. WFMF-F
3. KQXL-F>	3. KQXL-F	3. WFMF-F	3. WYNK-F+	WGGZ-F
4. WXOK	4. WYNK-F+	4. KQXL-F	4. KQXL-F	4. WXOK
WCKW-F	5. WKJN-F	5. WQXY-F	5. WXOK	5. WQXY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIU	1210	Denham Springs	1.2/5.4
WIBR	1300	Baton Rouge	1.5/6.2
WQCK-F	92.8	Clinton	.8/2.8
WQXY	100.7	Baton Rouge	.3/1.4
KAJN-F	102.9	Crowley	.4/1.8
WCKW-F	92.3	Laplace	1.7/4.8
WQUE-F	93.3	New Orleans	1.5/3.5
WWL	870	New Orleans	.5/2.7
WYLD-F	98.5	New Orleans	.7/1.9

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N)	, OLDIES	,$ 20.00*	(Katz)		
WJBO, 1150, 5 KW (DA-1)	, NEWS/TALK	NBC-T,CBS,$ 23.00	(HNWH)		
WLUX, 1550, 5 KW (DAYS)	, RELIGION	UPI,$ 10.00	(---)	Swaggert	
WTKL, 1260, 1 KW (DAYS)	, RELIGION	ABC-C,NBN,$ 16.00	(Masla)		
WXOK, 1460, 5 KW/1 KW (DA-N)	, BLACK	NBC,$ 32.00	(Banner)		
KQXL-F , 106.3, 3 KW @ 300,	BLACK	SBN,ABC-F,$ 36.00	(Masla)		(NEW ROADS)
WFMF-F , 102.5, 100 KW @ 560,	CHR	,$ 73.00*	(HNWH)		
WGGZ-F , 98.1, 100 KW @ 1550,	CHR	CBS-R,$ 70.00*	(Katz)		
WKJN-F , 103.3, 100 KW @ 1045,	COUNTRY	,$ 56.00	(Torbet)	Sterling	
WQXY-F , 100.7, 100 KW @ 750,	AC	,$ 50.00	(Christal)	Encore	
WYNK-F+, 101.5, 100 KW @ 403,	COUNTRY	ABC-E,$ 80.00	(Katz)	Narragansett	

KSMB, KDEA - See Lafayette WCKW - See New Orleans

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BIRMINGHAM

Arbitron Rank/Pop (12+): 47/64,400

MSA Rank/Pop: 56/901,800
ADI # 45
Average Person Ratings: 16.5
Market TSL: 22.3 hours

Stations: 23/19
Diaries: 1219/627:1/44.6%
Sample Target: 1080
% Below Line: 2.3
% Not Listed: 7.1

1986 Revenue: $21,500,000
HH Inc.: $26,895
Retail $: 4.9 Bil
Pop per Station: 40,232
#1 Biller: WZZK A/F $5,300,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WZZK-F+	226/18.0	16.4	16.8	17.1	18.5	17.1	18.5
2. WKXX-F	159/12.6	10.9	6.9	7.2	6.5	9.4	19.9
3. WAPI-F	139/11.0	11.6	12.7	15.5	13.7	12.7	14.7
4. WENN-F	124/ 9.8	8.7	12.8	9.8	12.2	10.3	7.7
5. WMJJ-F	101/ 8.0	11.8	8.4	7.3	7.2	8.9	8.4
6. WAGG	64/ 5.1	5.2	2.9	5.5	4.9	4.7	2.6
7. WERC	58/ 4.6	4.1	6.2	5.4	4.3	5.1	3.7
8. WAPI	51/ 4.1	4.1	4.0	4.6	4.3	4.2	2.4
9. WLTB-F	49/ 3.9	3.6	4.6	4.1	3.6	4.1	4.3
WATZ	49/ 3.9	3.3	5.1	4.8	4.8	4.3	3.1
11. WDJC-F	33/ 2.6	3.2	1.8	2.3	2.2	2.5	2.4
12. WJLD	24/ 1.9	1.9	1.9	2.4	2.7	2.0	.7
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WZZK-F+	388/4112
2. WKXX-F	204/2422
3. WAPI-F	198/2827
4. WENN-F	180/1994
5. WMJJ-F	125/2066
6. WQEN-F	76/1168
7. WLTB-F	68/1105
8. WDJC-F	66/1001
WAGG	66/ 553
10. WERC	65/ 836
11. WZBQ-F	52/ 787
12. WAPI	52/ 684
13. WATV	49/ 638
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WZZK-F+	2249/29.4	30.8	32.6
2. WAPI-F	1824/23.9	24.4	25.2
3. WKXX-F	1778/23.3	22.8	20.9
4. WMJJ-F	1558/20.4	20.7	17.2
5. WENN-F	1380/18.1	17.1	19.0
6. WERC	802/10.5	9.5	9.6
7. WLTB-F	761/10.0	9.9	9.7
8. WATV	638/ 8.3	7.7	10.1
9. WAPI	612/ 8.0	7.3	8.8
10. WDJC-F	606/ 7.9	8.6	7.3
11. WVOK	578/ 7.6	8.2	9.9
12. WAGG	531/ 6.9	7.2	7.7
13. WJLD	424/ 5.5	5.0	8.9
14.			
15.			

12+ FM SHARE (METRO): 72.47% (848 of 1170) (SUM 86: 70.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAPI-F	1. WKXX-F	1. WZZK-F+	1. WZZK-F>	1. WZZK-F+>	1. WZZK-F	1. WZZK-F+>	1. WZZK-F+>	1. WZZK-F+>	1. WKXX-F>	1. WZZK-F>+
2. WKXX-F>	2. WAPI-F	2. WKXX-F>	2. WKXX-F	2. WMJJ-F	2. WERC	2. WKXX-F	2. WKXX-F	2. WKXX-F	2. WENN-F	2. WKXX-F
3. WENN-F>	3. WZZK-F+	3. WAPI-F	3. WMJJ-F	3. WKXX-F	3. WAPI-F	3. WMJJ-F	3. WAPI-F	3. WAPI-F	3. WAPI-F	3. WENN-F
4. WZZK-F+	4. WENN-F	4. WENN-F	4. WENN-F	4. WENN-F	4. WENN-F	4. WAPI-F	4. WMJJ-F	4. WENN-F>	4. WZZK-F+	4. WAPI-F>
5.	5. WMJJ-F	5. WMJJ-F	5. WAPI-F	5. WAPI-F	5. WAGG	5. WENN-F	5. WENN-F	5. WMJJ-F	5.	5. WMJJ-F
					WMJJ-F	6. WERC				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKXX-F>	1. WKXX-F>	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+>
2. WAPI-F	2. WMJJ-F	2. WKXX-F	2. WKXX-F>	2. WMJJ-F
3. WENN-F	3. WAPI-F	3. WAPI-F	3. WMJJ-F	3. WKXX-F
4. WMJJ-F	4. WENN-F	4. WENN-F	4. WENN-F	4. WENN-F
WZZK-F+	5. WZZK-F+	5. WZZK-F+	5. WAPI-F	5. WAPI-F
				WLTB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPI-F	1. WKXX-F	1. WKXX-F	1. WZZK-F+	1. WZZK-F+>
2. WKXX-F	WAPI-F	2. WAPI-F	2. WKXX-F	2. WKXX-F
3. WZZK-F+	3. WZZK-F+	3. WZZK-F+	3. WAPI-F	3. WAPI-F
4. WENN-F>	4. WENN-F>	4. WENN-F	4. WENN-F	4. WENN-F
5.	5. WMJJ-F	5. WMJJ-F	5. WMJJ-F	WMJJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYE	1220	Birmingham	.8/2.6
WCRT	1260	Birmingham	1.0/2.4
WFFN-F	92.9	Cordova	.7/ .8
WFHK	1430	Pell City	.5/ .9
WVOK	690	Birmingham	1.3/7.6
WYDE	850	Birmingham	.8/3.0
WQEN-F	103.7	Gadsden	.6/2.5
WQSB-F	105.1	Albertville	.3/ .8
WKSA-F	96.9	Decatur	.5/ .9
WZBQ-F	102.5	Jasper	1.0/3.3

RADIO STATIONS

WAGG, 1320, 5 KW	, BLACK	NBN,$ 30.00	(HNWH)		
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,$ 28.00	(Christal)		
WATV, 900, 1 KW	, BLACK	ABC-E,$ 30.00*	(Roslin)		
WAYE, 1220, 1 KW/75 KW	, RELIGION	,$ 15.00	(---)	Woods	
WCRT, 1260, 5 KW (DAYS)	, OLDIES	CNN,$ 15.00	(---)		
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	NBC-T,$ 40.00*	(Mc-Guild)	Sun Group	
WJLD, 1400, 1 KW	, BLACK	MBS,$ 24.00	(Masla)		
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS,$ 16.00	(Eastman)	REBS	
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	,$ 18.00	(---)	American General	
WAPI-F , 94.5, 100 KW @ 1214, CHR		ABC-C,$ 75.00*	(Christal)		
WDJC-F , 93.7, 100 KW @ 984, RELIGION		,$ 18.00	(---)	Crawford	
WENN-F , 107.7, 100 KW @ 640, BLACK		NBN,$ 60.00*	(HNWH)		
WKXX-F , 106.9, 100 KW @ 1114, URBAN/CHR		ABC-D,$ 54.00*	(Mc-Guild)		
WLTB-F , 99.5, 100 KW @ 870, SOFT AC		,$ 40.00*	(Eastman)	REBS	
WMJJ-F , 96.5, 100 KW @ 900, AC		,$ 90.00*	(Banner)	Capitol-Johnson	
WZZK-F+, 104.7, 100 KW @ 1300, COUNTRY		,$125.00*	(Katz)	New City	
WQEN-F , 103.7, 100 KW @ 1080, CHR		ABC-C,$ 38.00*	(Dora)		(GADSDEN)

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BOSTON

Arbitron Rank/Pop (12+): 7/3,166,800

MSA Rank/Pop: 6/3,711,700
ADI # 6
Average Person Ratings: 18.4
Market TSL: 24.5 hours

Stations: 35/30
Diaries: 2401/1319:1/38.6%
Sample Target: 2170
% Below Line: 4.1
% Not Listed: 11.5

1986 Revenue: $96,100,000
HH Inc.: $39,032
Retail $: 29.4 Bil
Pop per Station: 105,560
#1 Biller: WBCN-F $15,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WXKS-F	472/8.1	8.8	8.9	8.0	8.5	8.5	9.9
2. WBCN-F	427/7.3	7.1	6.8	7.1	7.6	7.1	11.2
3. WBZ	417/7.1	8.7	9.0	8.4	8.2	8.3	6.3
4. WRKO	372/6.4	6.9	7.0	5.6	6.8	6.5	6.2
5. WJIB-F	369/6.3	5.7	6.7	6.8	6.8	6.4	3.8
6. WEEI	288/4.9	4.6	5.1	4.5	4.3	4.8	3.1
7. WHDH	271/4.6	5.7	5.8	6.0	5.1	5.5	3.7
8. WSSH-F	254/4.4	4.7	4.9	4.8	4.1	4.7	4.5
9. WZOU-F	251/4.3	4.7	3.6	3.5	2.1	4.0	7.4
10. WROR-F	243/4.2	3.8	3.8	3.8	4.3	3.9	3.4
11. WZLX-F	235/4.0	4.5	4.1	3.4	4.6	4.0	4.2
12. WMJX-F	169/2.9	3.5	4.0	3.2	3.2	3.4	2.5
13. WILD	162/2.8	2.3	1.7	1.4	1.6	2.1	2.1
14. WVBF-F	158/2.7	2.5	3.1	2.9	2.6	2.8	1.9
15. WAAF-F	112/1.9	2.7	1.8	2.4	3.0	2.2	4.3
WBOS-F	112/1.9	2.2	1.6	2.8	2.4	2.1	3.7
17. WCRB-F	104/1.8	1.4	1.6	1.9	1.4	1.7	1.6
WPLM-F+	104/1.8	1.0	.7	.8	1.6	1.1	.5
19. WXKS	98/1.7	1.8	1.4	1.7	1.1	1.7	.8
20. WMRQ-F	86/1.5	1.4	1.3	.9	1.1	1.3	.9
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WXKS-F	577/1188
2. WBZ	567/7739
3. WBCN-F	528/7847
4. WZOU-F	431/6152
5. WRKO	429/5910
6. WJIB-F	416/5212
7. WSSH-F	369/5324
8. WROR-F	334/6351
9. WPRO-F	323/4272
10. WEEI	309/5216
11. WZLX-F	303/4710
12. WHDH	291/4776
13. WHJY	288/3616
14. WAAF-F	284/4733
15. WLKW-F	237/2517
16. WMJX-F	200/3882
17. WVBF-F	185/3006
18. WBOS-F	175/2663
19. WILD	164/1286
20. WPLM-F+	153/2358
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WBCN-F 6193/19.6	17.6	17.9
2. WXKS-F 5899/18.6	21.1	20.5
3. WBZ 5585/17.6	19.3	18.1
4. WRKO 4710/14.9	17.4	15.6
5. WEEI 4659/14.7	15.9	14.5
6. WROR-F 4431/14.0	13.6	14.0
7. WJIB-F 4408/13.9	13.1	13.5
8. WHDH 4301/13.6	13.9	12.4
9. WZOU-F 3842/12.1	13.7	9.9
10. WSSH-F 3712/11.7	12.8	10.3
11. WZLX-F 3632/11.5	10.4	10.6
12. WMJX-F 3424/10.8	12.3	11.0
13. WVBF-F 2494/ 7.9	7.4	8.1
14. WAAF-F 2401/ 7.6	8.2	8.6
15. WMRQ-F 1762/ 5.6	5.4	5.0
16. WBOS-F 1756/ 5.5	5.5	6.4
17. WCRB-F 1582/ 5.0	4.8	4.2
18. WPLM-F+ 1365/ 4.3	4.5	4.6
19. WILD 1255/ 4.0	4.3	3.7
20. WXKS 1132/ 3.6	4.0	3.2
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 64.16% (2315 of 5166) (SUM 86: 64.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZOU-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBZ	1. WBZ	1. WBCN-F	1. WXKS-F	1. WBZ >	1. WXKS-F
2. WXKS-F>	2. WXKS-F	2. WXKS-F>	2. WKXE-F	2. WXKS-F	2. WJIB-F	2. WBCN-F	WJIB-F	2. WBCN-F	2. WRKO	2. WBCN-F
3. WBCN-F>	3. WZLX-F>	3. WZLX-F	3. WROR-F	3. WROR-F	3. WRKO	3. WXKS-F	3. WXKS-F	3. WJIB-F	3. WXKS-F	3. WJIB-F
4. WAAF-F	4. WZOU-F	4. WROR-F	4. WSSH-F	WSSH-F	4. WEEI	4. WEEI	4. WSSH-F	4. WRKO >	4. WBCN-F	4. WZLX-F
5. WILD	5. WMJX-F	5. WSSH-F	5. WZLX-F	5. WBZ	5. WHDH	5. WHDH	5. WRKO	5. WSSH-F	5. WZOU-F	5. WROR-F
WZLX-F	WROR-F	6. WMJX-F	6. WMJX-F	6. WZLX-F	6. WSSH-F	6. WRKO	6. WROR-F	6. WZOU-F	6. WEEI	WZOU-F
7.	7. WILD	7. WVBF-F	7. WBZ	7. WVBF-F	7. WROR-F	7. WJIB-F	7. WZLX-F	7. WROR-F	7. WHDH	7. WRKO
8.	8. WVBF-F	8. WZOU-F	WVBF-F	8. WHDH	8. WXKS-F	8. WROR-F	8. WZOU-F	8. WZLX-F	8. WMJX-F	8. WHDH
9.	WAAF-F	9.	9. WHDH	WMJX-F	9.	9.	9.	9.	9.	WSSH-F
10.	10.	10.	10.	10. WJIB-F	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXKS-F>	1. WXKS-F>	1. WXKS-F	1. WXKS-F>	1. WXKS-F
2. WZOU-F	2. WBCN-F	2. WBCN-F	2. WROR-F	2. WROR-F
3. WILD	3. WMJX	3. WROR-F	3. WBCN-F	3. WSSH-F
4. WBCN-F	4. WZOU-F	4. WMJX-F	4. WSSH-F	4. WBZ
5. WJIB-F	5. WROR-F	5. WZLX-F	5. WMJX-F	5. WMJX-F
6. WMJX-F	6. WILD	6. WVBF-F	6. WZOU-F	6. WBCN-F
7. WZLX-F	7. WZLX-F	7. WSSH-F	7. WVBF-F	WVBF-F
8. WROR-F	8. WVBF-F	8. WMRQ-F	8. WLID	8. WHDH
9.	9.	9.	WZLX-F	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>
2. WXKS-F	2. WZLX-F	2. WZLX-F	2. WZLX-F	2. WZLX-F
3. WZLX-F>	3. WXKS-F>	3. WXKS-F	3. WXKS-F>	3. WXKS-F
4. WAAF-F	4. WAAF-F	4. WRKO	4. WROR-F	4. WRKO
5. WZOU-F	5. WFNX-F	5. WILD	5. WRKO	5. WBZ
6. WFNX-F	6. WROR-F	6. WFNX-F	WSSH-F	WSSH-F
7. WROR-F	WZOU-F	7. WMJX-F	7. WBZ	7. WROR-F
8.	8. WRKO	8. WSSH-F	8. WFNX-F	8. WEEI
9.	9.	WVBF-F	9.	9.
10.	10.	10.	10. WHDH	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAP	980	Lowell	.5/1.0
WCCM	800	Lawrence	.3/ .6
WCGY-F	93.7	Lawrence	.4/2.1
WESX	1230	Salem	.3/1.0
WEZE	1260	Boston	.4/ .9
WFNX-F	101.7	Lynn	1.4/3.5
WJDA	1300	Quincy	.6/1.1
WLYT-F	92.5	Haverhill	.4/1.6
WMEX	1150	Boston	1.0/3.3
WROL	950	Boston	.9/2.5
WOKQ-F	97.5	Dover	.4/1.5
WHJY-F	94.1	Providence	.7/2.5
WLKW-F	101.5	Providence	.3/ .6
WPRO-F	92.3	Providence	.3/ .7

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, MOR	ABC-I,$260.00*	(Group W)	Westinghouse		
WDLW, 1330, 5 KW (DA-2)	, COUNTRY	,$ 40.00	(---)			
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS,$107.00	(CBS)			
WEZE, 1260, 5 KW (DA-N)	, RELIGION	,$ 20.00	(---)			
WHDH, 850, 50 KW (DA-2)	, MOR	,$220.00*	(Banner)	Sconnix		
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN,$ 40.00	(Masla)			
WKOX, 1200, 10 KW (DA-N)	, MOR/TALK	ABC-E,$ 30.00	(Mc-Guild)	Fairbanks	(FRAMINGHAM)	
WMEX, 1150, 5 KW (DA-2)	, OLDIES	ABC-E,Trans,$ 60.00*	(Mc-Guild)	Greater Media		
WMRE, 1510, 50 KW (DA-2)	, NOSTALGIA	,$ NA	(---)	Noble		
WRKO, 680, 50 KW (DA-2)	, TALK	NBC,MBS,NBC-T,$145.00*	(Republic)	RKO		
WROL, 950, 5 KW (DAYS)	, RELIGION	,$ NA	(---)			
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	.$ 55.00	(MMR)	Pyramid		

FM STATIONS

WBCN, 104.1, 19 KW @ 742, AOR	,$350.00*	(Torbet)	Infinity		
WBOS, 92.9, 17 KW @ 860, COUNTRY	ABC-D,$125.00	(Durpetti)	Sconnix		
WCGY, 93.7, 50 KW @ 403, OLDIES	,$ 67.00	(Masla)	Curt Gowdy		
WCRB, 102.5, 11 KW @ 920, CLASSICAL	,$ 90.00	(---)			
WFNX, 101.7, 3 KW @ 170, AOR	,$ 54.00	(---)			
WHRB, 95.3, 3 KW @ 110, CLASS/JAZZ	,$ 22.00	(Roslin)			
WJIB, 96.9, 12 KW @ 1010, BTFL/EZ	,$170.00	(Mc-Guild)	NBC		
WMJX, 106.7, 12 KW @ 720, AC	,$140.00*	(Mc-Guild)	Greater Media		
WODS, 103.3, 12 KW @ 890, OLDIES	CBS-R,$100.00*	(CBS)	CBS		
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	,$ 42.00	(---)		(PLYMOUTH)	
WROR, 98.5, 8 KW @ 1191, AC	US 1,$175.00*	(Republic)	RKO		
WSSH, 99.5, 32 KW @ 600, SOFT AC	,$140.00*	(HNWH)	Noble		
WVBF, 105.7, 14 KW @ 954, AC	,$130.00*	(Mc-Guild)	Fairbanks		
WXKS, 107.9, 21 KW @ 710, CHR	,$270.00	(MMR)	Pyramid		
WZLX, 100.7, 50 KW @ 500, CLASSIC AOR	,$150.00*	(Christal)	First Media		
WZOU, 94.5, 5 KW @ 1140, CHR	,$138.00*	(Banner)	Ardmore		

WAAF - See Worcester

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BUFFALO

Arbitron Rank/Pop (12+): 35/1,006,500

MSA Rank/Pop: 48/965,000
ADI # 36
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 25/22
Diaries: 1424/707:1/51.1%
Sample Target: 1290
% Below Line: 1.3
% Not Listed: 8.8

1986 Revenue: $25,000,000
HH Inc.: $30,884
Retail $: 6.6 Bil
Pop per Station: 45,750
#1 Biller: WBEN $3,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WJYE-F	167/9.3	7.2	10.4	9.7	10.2	9.2	5.5
2. WHTT-F	163/9.1	7.6	7.9	7.0	4.1	7.9	11.6
3. WYRK-F	162/9.0	8.9	6.9	6.2	8.2	7.8	6.8
4. WBEN	157/8.8	8.0	10.0	11.9	7.6	9.7	5.3
5. WBUF-F	139/7.7	10.3	6.8	6.3	9.7	7.8	7.2
6. WKSE-F	135/7.5	5.6	6.0	5.2	3.0	6.1	8.3
7. WPHD-F	112/6.2	4.8	5.4	4.6	5.8	5.3	7.3
8. WECK	90/5.0	5.6	5.2	5.2	5.9	5.3	4.9
9. WRLT-F	85/4.7	4.6	4.1	3.6	4.2	4.3	2.4
10. WBLK-F	78/4.3	5.4	5.5	6.6	5.4	5.5	8.5
11. WGR	69/3.8	5.2	4.3	5.1	4.1	4.6	4.0
12. WMJQ-F	64/3.6	5.3	4.2	4.8	5.1	4.4	3.5
13. WWKB	58/3.2	3.6	4.2	4.3	3.2	3.8	3.9
14. WBYR-F	31/1.7	2.6	2.6	4.1	7.4	2.8	4.5
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WYRK-F	210/1877
2. WJYE-F	176/2082
3. WHTT-F	171/2386
4. WBEN	161/2454
5. WBUF-F	153/2077
WKSE-F	153/2131
7. WMJQ-F	134/2828
8. WPHD-F	125/2212
9. WECK	91/1055
10. WRLT-F	90/1225
11. WGR	80/1677
12. WBLK-F	78/ 957
13. WWKB	61/1441
14. WBYR-F	44/ 986
15. WDCX-F	27/ 439
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WBEN	2253/22.4	20.6	21.9
2. WHTT-F	2186/21.7	19.4	15.9
3. WPHD-F	2010/20.0	19.1	17.6
4. WJYE-F	1840/18.3	17.5	19.5
5. WKSE-F	1814/18.0	16.8	10.6
6. WBUF-F	1813/18.0	18.8	18.4
7. WMJQ-F	1671/16.6	20.4	20.5
8. WYRK-F	1383/13.7	16.5	15.8
9. WGR	1359/13.5	14.8	15.6
10. WWKB	1297/12.9	14.1	11.6
11. WRLT-F	1112/11.0	11.4	10.1
12. WECK	1022/10.2	9.0	9.4
13. WBLK-F	957/ 9.5	9.0	9.4
14. WBYR-F	795/ 7.9	9.0	12.2
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 71.82% (1175 of 1636) (SUM 86: 72.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKSE-F>	1. WHTT-F>	1. WHTT-F	1. WBUF-F	1. WBUF-F	1. WJYE-F	1. WBEN >	1. WJYE-F	1. WHTT-F+	1. WKSE-F	1. WYRK-F
2. WPHD-F	2. WPHD-F	2. WBUF-F	2. WHTT-F	2. WHTT-F	2. WBEN	2. WHTT-F+	2. WHTT-F+	2. WYRK-F	2. WHTT-F	2. WKSE-F
3. WHTT-F	3. WBUF-F	3. WYRK-F	3. WYRK-F>	3. WYRK-F	3. WYRK-F	3. WJYE-F	3. WYRK-F	3. WJYE-F	3. WPHD-F+	3. WBUF-F
4. WBLK-F	4. WKSE-F	4. WPHD-F	4. WRLT-F	4. WJYE-F	4. WECK	4. WYRK-F	4. WBUF-F	4. WKSE-F	4. WBEN	WJYE-F
5. WMJQ-F	5. WYRK-F	5. WKSE-F	5. WJYE-F	5. WRLT-F	5. WBUF-F	5. WBUF-F	5. WPHD-F+	5. WBUF-F	5. WYRK-F	5. WHTT-F
6.	6. WBLK-F	6. WRLT-F	6. WPHD-F	6. WPHD-F	6. WRLT-F	WPHD-F+	6. WKSE-F	6. WPHD-F+	6. WBLK-F	6. WECK
7.	7. WMJQ-F	7. WJYE-F	7. WGR	7. WBEN	7. WGR	7. WWKB	7. WBEN	7. WECK	7. WWKB	7.
8.	8.	8.	8. WKSE-F	WGR	8.	8. WKSE-F	8.	8. WRLT-F	8. WGR	8.
9.	9.	9.	9.	9. WKSE-F	9.	9. WGR	9.	9. WBEN	9.	9.
10.	10.	10.	10.	WWKB	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKSE-F>	1. WBUF-F	1. WBUF-F	1. WBUF-F>	1. WBUF-F>
2. WPHD-F	2. WHTT-F	2. WHTT-F	2. WHTT-F	2. WJYE-F
3. WHTT-F	3. WKSE-F	3.	WKSE-F	3. WYRK-F
4. WBLK-F	4. WPHD-F	4.	4. WRLT-F	4. WRLT-F
5. WBUF-F	5. WBLK-F	5.	5. WYRK-F	5. WHTT-F>
6. WMJQ-F	6. WYRK-F	6.	6. WPHD-F	6. WBLK-F
7.	7. WMJQ-F	7.	7. WJYE-F	7. WBEN
8.	8.	8.	8. WBLK-F	8. WWKB
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHTT-F	1. WHTT-F>	1. WHTT-F>	1. WHTT-F>	1. WHTT-F
2. WPHD-F>	2. WPHD-F	2. WBUF-F	2. WYRK-F	2. WYRK-F
3. WKSE-F	3. WYRK-F	3. WPHD-F	3. WBUF-F	3. WBUF-F>
WYRK-F	4. WBUF-F	WYRK-F	4. WPHD-F>	4. WGR
5.	5. WKSE-F	5. WKSE-F	5. WGR	WJYE-F
6.	6. WMJQ-F	6.	6. WKSE-F	6. WPHD-F
7.	7.	7.	7.	7. WBEN
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCX-F	99.5	Buffalo	.9/2.8
WHLD	1270	Niagara Falls	.8/2.5
WHTT	104.1	Buffalo	.4/2.1
WJJL	1440	Niagara Falls	.4/1.2
WLVL	1340	Lockport	.7/2.3
WPHD	1400	Buffalo	.5/2.7
WUFO	1080	Amherst	1.0/2.7
WXRL	1300	Lancaster	.9/3.2
CFNY-F	102.1	Brampton, ON	.3/1.9
CHUM-F	104.5	Toronto	.4/1.5
CILQ-F	107.1	Toronto	.5/2.7

RADIO STATIONS

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, MOR	NBC,$ 77.00*	(Eastman)		
WECK,	1230,	1 KW	, NOSTALGIA	CBS,$ 44.00*	(Roslin)		
WGR ,	550,	5 KW (DA-N)	, MOR/AC	ABC-E,$ 50.00*	(Katz)		
WHLD,	1270,	5 KW (DAYS,DA)	, COUNTRY	,$ 17.00	(Market 4)		(NIAGARA FALLS)
WHTT,	1120,	1 KW (DAYS)	, CLASSIC AOR	,$ NA	(MMR)	Pyramid	
WJJL,	1440,	1 KW (DAYS)	, MOR	MBS,$ 11.00	(S. Katz)		(NIAGARA FALLS)
WUFO,	1080,	1 KW (DAYS)	, BLACK	SBN,$ 18.00	(Roslin)		
WWKB,	1520,	50 KW (DA-1)	, OLDIES	ABC-D,NBC-T,$ 45.00*	(HNWH)	Price	
WXRL,	1300,	1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,$ 19.00	(---)		

FM STATIONS

WMJQ,	102.5,	110 KW @ 1347,	CHR	ABC-C,$ 52.00*	(Eastman)	
WBLK,	93.7,	50 KW @ 400,	BLACK	CBS-R,$ 41.00*	(Durpetti)	
WBUF,	92.9,	91 KW @ 580,	AC	,$ 70.00*	(Mc-Guild)	Lincoln
WBYR,	107.7,	14 KW @ 650,	AOR	Source,$ 40.00*	(Torbet)	Burbach
WDCX,	99.5,	17 KW @ 430,	RELIGION	,$ 20.00	(---)	Crawford
WHTT,	104.1,	50 KW @ 500,	CLASSIC AOR	,$ 62.00*	(MMR)	Pyramid
WJYE,	96.1,	50 KW @ 480,	BTFL/EZ	,$ 65.00*	(Christal)	
WKSE,	98.5,	46 KW @ 420,	URBAN/CHR	,$ 44.00*	(HNWH)	Price
WPHD,	103.3,	49 KW @ 423,	CHR	CBS-R,$ 48.00*	(CBS)	
WRLT,	96.9,	13 KW @ 890,	AC	Source,$ 43.00*	(Katz)	
WYRK,	106.5,	50 KW @ 390,	COUNTRY	,$ 61.00*	(Mc-Guild)	Stoner

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CHARLOTTE

Arbitron Rank/Pop (12+): 41/877,200

MSA Rank/Pop: 44/1,058,300
ADI # 32
Average Person Ratings: 17.4
Market TSL: 23.3 hours

Stations: 29/23
Diaries: 1442/608:1/52.0%
Sample Target: 1130
% Below Line: 6.0
% Not Listed: 11.1

1986 Revenue: $26,000,000
HH Inc.: $30,258
Retail $: 7.6 Bil
Pop per Station: 38,139
#1 Biller: WEZC-F $5,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WPEG-F	210/13.7	11.9	10.0	10.9	10.8	11.6	15.7
2. WSOC-F	165/10.8	12.2	13.7	13.6	9.7	12.6	11.2
3. WROQ-F	128/ 8.4	7.6	8.8	7.9	9.3	8.2	9.9
4. WRFX-F	117/ 7.7	7.8	6.9	7.4	6.4	7.5	9.0
5. WLVK-F	112/ 7.3	7.1	8.1	9.0	8.4	7.9	10.7
6. WEZC-F	110/ 7.2	6.5	8.9	8.9	9.3	7.9	7.2
7. WBT	109/ 7.1	8.0	8.3	7.3	7.7	7.7	4.1
8. WBCY-F	81/ 5.3	5.1	6.5	4.0	6.1	5.2	4.8
9. WWMG-F	78/ 5.1	5.6	1.5	---	---	4.1	6.3
10. WLIT-F	52/ 3.4	4.5	4.0	6.0	4.3	4.5	2.2
11. WGIV	27/ 1.8	1.1	1.5	1.5	2.0	1.5	1.3
12. WRDX-F	18/ 1.2	1.1	.9	1.3	.5	1.1	.5

12+ TSA	1/4/CUME
1. WSOC-F	300/3359
2. WPEG-F	248/1863
3. WLVK-F	210/2486
4. WBCY-F	194/2991
5. WROQ-F	193/2735
6. WEZC-F	155/2154
7. WWMG-F	146/1531
8. WRFX-F	144/1767
9. WBT	124/1690
10. WLIT-F	68/1154
11.	
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WSOC-F	1934/17.2	17.6	17.7
2. WROQ-F	1562/18.9	16.7	21.5
3. WPEG-F	1506/17.2	17.6	17.7
4. WBCY-F	1413/16.1	15.0	18.0
5. WBT	1377/15.7	17.1	17.7
6. WEZC-F	1369/15.6	16.1	18.1
7. WRFX-F	1289/14.7	13.9	12.0
8. WLVK-F	1168/13.3	14.3	15.6
9. WWMG-F	941/10.7	10.6	---
10. WLIT-F	797/ 9.1	8.7	7.6
11.			
12.			

12+ FM SHARE (METRO): 85.29% (1160 of 1360) (SUM 86: 78.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPEG-F>	1. WRFX-F	1. WPEG-F	1. WSOC-F	1. WPEG-F	1. WSOC-F	1. WSOC-F+	1. WSOC-F+	1. WPEG-F	1. WPEG-F>	1. WPEG-F
WROQ-F	2. WPEG-F	2. WRFX-F	2. WEZC-F	2. WSOC-F	2. WBY	2. WBT	2. WEZC-F	2. WSOC-F+	2. WROQ-F>	2. WSOC-F+
3. WLVK-F	3. WROQ-F	3. WSOC-F	3. WPEG-F	3. WEZC-F	3. WPEG-F	3. WPEG-F	3. WPEG-F	3. WROQ-F	3. WBT	3. WROQ-F
4. WBCY-F	4. WEZC-F	4. WEZC-F	4. WRFX-F	4. WLVK-F	4. WLVK-F	4. WRFX-F	4. WROQ-F	4. WLVK-F	4. WSOC-F	4. WLVK-F
5.	5. WBCY-F	5. WROQ-F	5. WWMG-F	WWMG-F	5. WEZC-F	5. WEZC-F	5. WRFX-F	5. WRFX-F	5. WRFX-F	5. WRFX-F
	6. WWMG-F	6. WLVK-F	6. WLVK-F	6. WRFX-F			6. WWMG-F	6. WEZC-F	6. WLVK-F	6. WBCY-F
								7. WBT		7. WEZC-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPEG-F	1. WPEG-F	1. WEZC-F	1. WEZC-F	1. WPEG-F
2. WBCY-F	2. WEZC-F	2. WPEG-F	2. WPEG-F	2. WEZC-F
3. WEZC-F	3. WBCY-F	3. WLVK-F	3. WSOC-F	3. WSOC-F
4. WROQ-F	4. WRFX-F	WRFX-F	4. WBCY-F	4. WLVK-F>
5. WRFX-F	5. WLVK-F	WWMG-F	5. WLVK-F	5. WWMG-F
	WROQ-F	6. WBCY-F		
	WWMG-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRFX-F	1. WRFX-F>	1. WRFX-F>	1. WRFX-F	1. WSOC-F
2. WROQ-F	2. WROQ-F	2. WWMG-F	2. WPEG-F	2. WPEG-F
3. WPEG-F	3. WPEG-F>	3. WROQ-F	3. WSOC-F	3. WRFX-F
4.	4. WWMG-F	4. WPEG-F	4. WROQ-F	4. WWMG-F
5.	5. WEZC-F	5. WEZC-F	5. WWMG-F	5. WBT
	WSOC-F			6. WEZC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	.4/2.3
WAME	1480	Charlotte	.4/1.4
WEGO	1410	Concord	.3/ .7
WGSP	1310	Charlotte	.7/1.8
WIXE	1190	Monroe	.5/ .7
WLON	1050	Lincolnton	.9/1.3
WQCC	1540	Charlotte	.4/1.4
WRLX-F	102.9	Hickory	.5/ .8
WRNA	1140	China Grove	.3/ .8
WSOC	930	Charlotte	.3/2.0
WTYC	1150	Rock Hill	.3/ .9
WXRC-F	95.7	Hickory	.4/3.3
WMIT-F	106.9	Black Mountain	.6/2.5
WKRR-F	92.3	Asheboro	.4/1.9
WKSI-F	98.7	Greensboro	.5/1.0
WSPA-F	98.9	Spartanburg	1.2/3.3
WWDM-F	101.3	Sumter	2.3/2.5

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, CHR	US 1,$ NA	(Republic)	CRB	
WAME, 1480, 5 KW (DA-2)	, RELIGION	UPI,$ 16.00	(---)	Swaggert	
WBT , 1110, 50 KW (DA-N)	, MOR/AC	ABC-I,MBS,$ 86.00*	(Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,$ 28.00	(HNWH)	Dorton	
WGSP, 1310, 1 KW (DAYS,DA)	, GOSPEL (?)	NBN,$ 19.00*	(Masla)	Willis	
WHVN, 1240, 1 KW (DA-1)	, RELIGION	,$ NA	(---)	Buck	
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,$ NA	(Savalli)		
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	MBS,$ NA	(Christal)	Cox	
WBCY-F, 107.9, 97 KW @ 970, CHR		,$ 68.00*	(Banner)	Jeff-Pilot	
WEZC-F, 104.7, 100 KW @ 1240, AC		,$115.00*	(MMR)	EZ	
WLIT-F, 101.9, 100 KW @ 870, AC		US 2,$ 50.00*	(Republic)	Beasley	
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-E,$ 57.00*	(Torbet)	Capitol-Johnson	(STATESVILLE)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R,$ 70.00*	(HNWH)	Dorton	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR		,$ 55.00*	(Mc-Guild)	Metroplex	(KANNAPOLIS)
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1,$ 65.00*	(Republic)	CRB	
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		MBS,$120.00*	(Christal)	Cox	
WWMG-F, 96.1 100 KW @ 1745, AC		,$ NA	(Katz)	Voyager	(SHELBY)
WXRC-F, 95.7 100 KW @ 1275, AOR		Source,$ 40.00	(---)		(HICKORY)
WRDX-F, 106.5 100 KW @ 1003, AC		,$ 26.00	(Southern)		(SALISBURY)

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CHATTANOOGA

Arbitron Rank/Pop (12+): 95/356,100

MSA Rank/Pop: 109/420,000
ADI # 81
Average Person Ratings: 15.4
Market TSL: 21.0 hours

Stations: 16/15
Diaries: 847/422:1/44.2%
Sample Target: 760
% Below Line: 1.2
% Not Listed: 10.4

1986 Revenue: $10,000,000
HH Inc.: $26,278
Retail $: 2.8 Bil
Pop per Station: 23,833
#1 Biller: WSKZ-F $2,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WSKZ-F	103/18.8	17.4	17.4	19.3	20.6	18.2	26.9
2. WUSY-F	78/14.2	11.8	11.0	10.2	10.8	11.8	13.5
3. WDEF-F	59/10.7	9.9	9.8	9.5	9.2	10.0	6.3
4. WLMX-F	58/10.6	9.4	10.0	2.4	5.0	8.1	12.8
5. WDOD-F	45/ 8.2	8.7	10.0	10.9	11.1	9.5	9.2
6. WJTT-F	33/ 6.0	6.4	5.4	6.2	9.1	6.0	7.1
7. WDEF	30/ 5.5	4.6	6.1	6.2	5.9	5.6	3.7
8. WNOO-F	23/ 4.2	6.1	3.9	4.5	3.6	4.7	6.0
9. WNOO	21/ 3.8	5.4	6.4	5.3	2.8	5.2	2.3
10. WDOD	11/ 2.0	3.0	3.4	4.1	1.7	3.1	1.9
11. WLFA	9/ 1.6	1.1	1.2	.9	.8	1.2	.3
12. WGOW	7/ 1.3	2.5	2.7	3.6	3.8	2.5	.8
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WSKZ-F	216/2362
2. WUSY-F	160/1709
3. WDOD-F	89/1176
4. WDEF-F	77/1153
5. WLMX-F	61/ 921
6. WJTT-F	35/ 442
7. WDEF	30/ 339
8. WNOO-F	25/ 289
9. WJSQ-F	24/ 209
10. WNOO	21/ 199
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WSKZ-F	1213/33.9	30.2	36.6
2. WDEF-F	880/24.6	19.2	21.0
3. WLMX-F	801/22.4	21.1	10.6
4. WUSY-F	753/21.1	21.4	21.7
5. WDOD-F	698/19.5	19.6	21.1
6. WJTT-F	425/11.9	13.6	15.0
7. WDEF	339/ 9.5	9.8	12.5
8. WDOD	280/ 7.8	7.7	6.2
9. WNOO-F	256/ 7.4	9.0	7.1
10. WGOW	214/ 6.0	6.7	10.5
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 82.32% (405 of 492) (SUM 86: 77.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WUSY-F	1. WUSY-F	1. WDEF-F>	1. WDEF-F+>	1. WUSY-F	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>
2.	2. WLMX-F	2. WUSY-F	2. WLMX-F	2. WLMX-F	WUSY-F	2. WSKZ-F	2. WSKZ-F>	2. WLMX-F	2. WJTT-F	2. WUSY-F
3.	3. WUSY-F	3. WLMX-F>	3. WSKZ-F	3. WSKZ-F	3. WDOD-F	3. WUSY-F>	3. WLMX-F	WUSY-F>	WUSY-F	3. WLMX-F
4.	4. WJTT-F	4. WDOD-F	4. WDOD-F	4. WDOD-F	4. WDEF >	4. WLMX-F	4. WDEF-F	4. WDOD-F	4. WLMX-F	4. WDEF-F
5.	5. WNOO-F	5. WDEF-F	5. WDEF-F	5. WDEF-F	5. WLMX-F	5. WDOD-F	5. WDOD-F	5. WDEF-F	5.	5. WDOD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WUSY-F
2. WLMX-F	2. WLMX-F	2. WDOD-F	2. WUSY-F	2. WSKZ-F
3. WUSY-F	3. WUSY-F	3. WLMX-F	3. WLMX-F>	3. WLMX-F
4.	4. WDOD-F	4. WUSY-F	4. WDOD-F	4. WDEF-F
5.	5. WJTT-F	5.	5. WDEF-F	WDOD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>	1. WSKZ-F>	1. WLMX-F>	1. WSKZ-F	1. WLMX-F
2. WUSY-F	2. WLMX-F	2. WSKZ-F	2. WUSY-F	2. WUSY-F>
3. WJTT-F	3. WUSY-F	3. WUSY-F	3. WLMX-F>	3. WDOD-F
4.	4. WJTT-F	4. WDEF-F	4. WDOD-F	WSKZ-F
5.	5. WNOO-F	5.	5. WDEF-F	5. WDEF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	.7/3.5
WEPG	910	S. Pittsburgh	.4/1.1
WFLI	1070	Lookout Mountain	.5/3.5
WJSQ-F	101.7	Athens	1.1/1.9

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS,NBC,$ 35.00*	(Katz)	Park	
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 27.00*	(Banner)	Bahakel	
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC-E,$ 12.00	(---)		
WGOW, 1150, 5 KW/1 KW (DA-N)	, AC	,$ 30.00*	(Christal)	Bloomington	
WNOO, 1260, 5 KW (DAYS)	, GOSPEL	SBN,$ 12.00	(Masla)		
WDEF-F, 92.3, 100 KW @ 895, BTFL/EZ		ABC-D,$ 46.00	(Katz)	Park	
WDOD-F, 96.5, 100 KW @ 1080, COUNTRY		ABC-E,$ 55.00*	(Banner)	Bahakel	
WJTT-F, 94.3, 3 KW @ 300, BLACK		CBS-R,$ 30.00*	(HNWH)		
WLMX-F, 105.5, 3 KW @ 270, AC		,$ 45.00*	(Republic)		(ROSSVILLE, GA)
WNOO-F, 102.3, 3 KW @ 300, BLACK		,$ 24.00*	(Masla)		
WSKZ-F, 106.5, 100 KW @ 1076, CHR		,$ 70.00	(Christal)	Bloomington	
WUSY-F, 100.7, 100 KW @ 500, COUNTRY		US 2,$ 60.00	(Mc-Guild)	Colonial	

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CHICAGO

Arbitron Rank/Pop (12+): 3/6,673,400

MSA Rank/Pop: 3/6,154,500
ADI # 3
Average Person Ratings: 17.9
Market TSL: 23.8 hours

Stations: 34/34
Diaries: 3540/1885:1/49.2%
Sample Target: 3120
% Below Line: 0
% Not Listed: 10.7

1986 Revenue: $182,500,000
HH Inc.: $36,555
Retail $: 50.1 Bil
Pop per Station: 196,276
#1 Biller: WGN $34,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WGN	1154/9.7	8.4	8.1	9.3	10.1	8.9	8.1
2. WGCI-F	976/8.2	8.6	7.7	7.9	8.4	8.1	10.7
3. WBBM	755/6.3	5.7	6.8	5.5	5.6	6.1	5.1
4. WLOO-F	637/5.3	5.3	6.2	6.3	5.6	5.8	4.4
5. WBMX-F	609/5.1	4.4	4.6	4.5	5.9	4.7	4.6
6. WBBM-F	494/4.1	3.8	3.7	4.2	3.3	4.0	5.3
7. WCKG-F	443/3.7	2.9	2.8	1.9	2.0	2.8	4.7
8. WLUP-F	434/3.6	3.7	5.1	4.6	5.6	4.3	5.5
9. WYTZ-F	419/3.5	2.7	2.7	2.7	2.5	2.9	4.7
10. WLAK	396/3.3	4.2	4.2	4.0	3.6	3.9	2.8
11. WJMK-F	352/2.9	2.9	2.4	3.3	2.6	2.9	1.9
12. WKQX-F	351/2.9	3.2	3.0	2.6	3.4	2.9	3.8
13. WFYR-F	342/2.9	2.6	2.3	2.3	2.6	2.5	1.9
14. WCLR-F	326/2.7	3.0	3.5	3.7	3.0	3.2	1.4
15. WJJD	320/2.7	2.6	3.4	2.8	2.5	2.9	1.5
16. WUSN-F	308/2.6	3.3	3.1	2.9	2.6	3.0	2.9
17. WXRT-F	285/2.4	2.7	2.9	2.3	2.9	2.6	2.9
18. WLS	267/2.2	2.5	2.7	3.0	2.6	2.6	2.7
19. WLUP	226/1.9	1.2	.7	.5	.5	.8	2.4
WMAQ	226/1.9	2.2	1.7	1.6	1.8	1.9	2.4
21. WVON	149/1.2	1.5	1.5	1.2	1.6	1.4	.4
22. WNUA-F	141/1.2	1.6	1.3	1.2	1.5	1.3	1.2
23. WZRC-F	137/1.1	.9	1.1	1.1	---	1.1	1.5
24. WOJO-F	133/1.1	1.2	1.3	1.1	1.2	1.2	1.2
WFMT-F	133/1.1	1.4	1.3	1.9	1.4	1.4	1.5

12+ TSA	1/4/CUME
1. WGN	1384/17627
2. WGCI-F	978/11300
3. WBBM	814/14418
4. WLOO-F	651/ 7503
5. WBMX-F	627/ 9980
6. WBBM-F	497/10920
7. WCKG-F	467/ 6285
8. WLUP-F	462/ 7939
9. WYTZ-F	436/ 8930
10. WLAK	398/ 6976
11. WLS	391/ 8105
12. WJMK-F	381/ 6193
13. WFYR-F	355/ 6951
14. WKQX-F	354/ 7820
15. WJJD	344/ 3618
16. WCLR-F	329/ 6178
17. WUSN-F	313/ 4650
18. WXRT-F	291/ 4061
19. WMAQ	287/ 6871
20. WLUP	242/ 3949
21. WNUA-F	141/ 3414
22. WVON	149/ 1143
23. WZRC-F	144/ 2240
24. WFMT-F	142/ 2854
25. WLNR-F	139/ 2068

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WGN	14042/21.0	20.8	21.9
2. WBBM	12225/18.3	18.1	17.3
3. WGCI-F	11189/16.8	15.2	15.5
4. WBBM-F	10598/15.9	14.4	13.4
5. WBMX-F	9606/14.4	11.6	14.0
6. WYTZ-F	8449/12.7	10.9	9.5
7. WLUP-F	7660/11.5	11.6	11.9
8. WKQX-F	7626/11.4	11.4	11.7
9. WLOO-F	7302/10.9	11.1	10.7
10. WLAK	6846/10.3	11.3	9.7
11. WFYR-F	6595/ 9.9	8.5	8.7
12. WCLR-F	6101/ 9.1	9.8	9.4
13. WCKG-F	6010/ 9.0	8.1	6.1
14. WJMK-F	5873/ 8.8	8.6	8.3
15. WMAQ	5233/ 7.8	8.1	8.4
16. WLS	5094/ 7.6	8.7	9.6
17. WUSN-F	4445/ 6.7	8.0	6.3
18. WXRT-F	3852/ 5.8	7.0	7.4
19. WLUP	3642/ 5.5	4.6	2.0
20. WNUA-F	3243/ 4.9	7.1	6.2
21. WJJD	3190/ 4.8	5.5	6.2
22. WFMT-F	2659/ 4.0	4.9	5.0
23. WNIB	2270/ 3.4	4.4	3.8
24. WZRC-F	2102/ 3.1	2.8	---
25. WLNR-F	2068/ 3.1	3.7	2.5

12+ FM SHARE (METRO): 68.12% (7258 of 10654) (SUM 86: 68.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGCI-F	1. WGCI-F	1. WGCI-F>	1. WGCI-F>	1. WGCI-F	1. WGN >	1. WGN >	1. WGCI-F+	1. WGN	1. WGIC-F	1. WGCI-F
2. WBMX-F	2. WCKG-F	2. WCKG-F	2. WGN	2. WGN	2. WBBM	2. WBBM	2. WLOO-F	2. WGCI-F+>	2. WBMX-F	2. WGN >
3. WBBM-F	3. WLUP-F	3. WBMX-F	3. WCKG-F	3. WCKG-F	3. WLOO-F>	3. WGCI-F+	3. WGN	3. WLOO-F	3. WGN	3. WLOO-F
4. WYTZ-F>	4. WBMX-F	WLUP-F	4. WFYR-F	WFYR-F	4. WJJD	WLUP-F+>	4. WBBM	4. WLUP	4. WBBM	4. WBBM-F
5. WZRC-F	5. WBBM-F	5. WGN	WJMK-F	WJMK-F	5. WGCI-F	5. WLOO-F	5. WLAK-F	5. WBBM	5. WBBM-F	5. WBMX-F
6.	WXRT-F	6. WJMK-F	6. WLUP-F	6. WLAK-F	6. WLAK-F	6. WBMX-F	6. WCKG-F	6. WBMX-F	6. WLOO-F	6. WCKG-F
7.	7. WYTZ-F	7. WFYR-F	7. WBMX-F	7. WBBM	7. WUSN-F	7. WBBM-F	7. WBMX-F	7. WCKG-F	7. WMAQ	7. WBBM
8.	8. WKQX-F	8. WBBM-F	8. WCLR-F	WLUP-F	8. WMAQ	8. WKQX-F	8. WBBM-F	8. WBBM-F	8. WYTZ-F	WYTZ-F
9.	9. WCLR-F	9. WKQX-F	9. WKQX-F	9. WBMX-F	9. WFYR-F	9. WYTZ-F	WYTZ-F	9. WYTZ-F	9. WCKG-F	9. WKQX-F
10.	10. WJMK-F	10. WCLR-F	WLAK-F	10. WCLR-F	10. WJMK-F	10. WJJD	10. WCLR-F	10. WJMK-F	10. WJMK-F	WLAK-F
		WLAK-F	WXRT-F						WLAK-F	WXRT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGCI-F	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>
2. WYTZ-F	2. WBMX-F	2. WLUP-F	2. WBMX-F	2. WLAK-F
3. WBBM-F	3. WBBM-F	3. WBMX-F	3. WLAK-F	3. WLOO-F
4. WBMX-F	4. WLUP-F	4. WCLR-F	4. WBBM-F	4. WGN
5. WCKG-F	5. WCKG-F	5. WKQX-F	5. WCLR-F	5. WCLR-F
6. WLUP-F	6. WYTZ-F	6. WCKG-F	6. WYTZ-F	WFYR-F
7. WKQX-F	7. WKQX-F	7. WBBM-F	7. WKQX-F	7. WBMX-F
WLAK-F	8. WCLR-F	8. WFYR-F	8. WFYR-F	WJMK-F
9. WXRT-F	9. WLAK-F	9. WJMK-F	9. WJMK-F	9. WKQX-F
10. WCLR-F	10. WFYR-F	10. WLAK-F	10. WLUP-F	10. WUSN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGCI-F	1. WCKG-F	1. WCKG-F	1. WCKG-F	1. WGN
2. WLUP-F	2. WLUP-F	2. WXRT-F	2. WGCI-F	2. WCKG-F
3. WCKG-F	3. WGCI-F	3. WLUP-F	3. WLUP-F	3. WGCI-F
4. WBMX-F	4. WXRT-F	4. WGCI-F	4. WGN	4. WXRT-F
5. WBBM-F	5. WBMX-F	5. WLUP	5. WBMX-F	WBBM
6. WYTZ-F	6. WLUP	6. WBMX-F	6. WXRT-F	6. WLUP-F
7. WZRC-F	7. WKQX-F	WKQX-F	7. WJMK-F	7. WJMK-F
8. WNUA-F	8. WBBM-F	8. WBBM	8. WBBM	8. WFYR-F
9. WLUP	WJMK-F	9. WCLR-F	WLUP	9. WKQX-F
10.	10. WYTZ-F	WUSN-F	10. WFYR-F	WLUP

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUR-F	107.9	Aurora	.3/1.5
WCZE	820	Chicago	.8/3.0
WGCI	1390	Chicago	.4/1.9
WIND	560	Chicago	.4/1.7
WJOB	1230	Hammond, IN	.3/1.0
WJPC	950	Chicago	.5/2.3
WLNR-F	106.3	Lansing	1.2/3.1
WNIB-F	97.1	Chicago	.8/3.4
WYCA-F	92.3	Hammond, IN	.5/1.4

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS,$220.00*	(CBS)	CBS	
WLUP, 1000, 50 KW (DA-2)	, TALK	MBS,$ 65.00	(MMR)	H & W	
WCZE, 820, 5 KW/1 KW (DA-N)	, SOFT AC	MBS,$ 70.00	(HNWH)	Century	
WGCI, 1390, 5 KW (DA-2)	, URBAN	,$ NA	(Mc-Guild)	Gannett	
WGN , 720, 50 KW	, VARIETY/TALK	ABC-I,$340.00*	(Christal)	Tribune Co.	
WIND, 560, 5 KW (DA-2)	, SPANISH	,$ 80.00	(Katz)	Tichenor	
WJJD, 1160, 50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,$140.00*	(MMR)	Infinity	
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	NBN,$ 70.00*	(---)	Johnson	
WLS , 890, 50 KW	, AC/CONTEMP	ABC-C,$170.00*	(Banner)	Cap Cities/ABC	
WMAQ, 670, 50 KW	, TALK	NBC,NBC-T,$150.00*	(Eastman)	NBC	
WSBC, 1240, 1 KW	, ETHNIC	,$ 24.00	(---)		
WVON, 1450, 1 KW	, BLACK	MBS,$ 51.00	(Roslin)		

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR	CBS-R,$150.00*	(CBS)	CBS		
WBMX, 102.7, 6 KW @ 1170, BLACK	ABC-F,$155.00*	(Durpetti)			
WCKG, 105.9, 4 KW @ 1575, AOR	,$115.00*	(Katz)	Cox		
WCLR, 101.9, 4 KW @ 1560, AC	,$175.00*	(Mc-Guild)	Bonneville		
WFMT, 98.7, 16 KW @ 1167, CLASSICAL	,$150.00	(CMBS)			
WFYR, 103.5, 4 KW @ 1548, AC	US 1,$140.00*	(Republic)	RKO		
WGCI, 107.5, 33 KW @ 600, URBAN	,$190.00*	(Mc-Guild)	Gannett		
WJMK, 104.3, 19 KW @ 820, OLDIES	US 2,$160.00	(MMR)	Infinity		
WKQX, 101.1, 6 KW @ 1170, CONTEMP	Source,$180.00*	(Eastman)	NBC		
WLAK, 93.9, 5 KW @ 1581, SOFT AC	,$175.00*	(Christal)	Viacom		
WLOO, 100.3, 6 KW @ 1167, BTFL/EZ	ABC-E,$240.00	(HNWH)	Century		
WLUP, 97.9, 6 KW @ 1170, AOR	,$225.00*	(MMR)	H & W		
WNIB, 97.1, 8 KW @ 1196, CLASSICAL	,$ 95.00	(---)			
WOJO, 105.1, 6 KW @ 1174, SPANISH	,$ 87.00	(Katz)	Tichenor		
WNUA, 95.5, 6 KW @ 1170, JAZZ/NEW AGE	,$105.00*	(Torbet)	Pyramid		
WUSN, 99.5, 6 KW @ 1170, COUNTRY	ABC-D,$165.00*	(Torbet)	First Media		
WXRT, 93.1, 7 KW @ 1310, AOR	,$175.00	(CBS)			
WYTZ, 94.7, 6 KW @ 1170, CHR	ABC-R,$130.00*	(Banner)	Cap Cities/ABC		
WZRC, 106.7, 50 KW @ 328, AOR	SMN,$ 80.00*	(Groskin)			(DES PLAINES)
WLNR, 106.3, 2 KW @ 397, AC/JAZZ	,$ 28.00	(---)			(LANSING)

CINCINNATI

Arbitron Rank/Pop (12+): 30/1,151,600

MSA Rank/Pop: 31/1,409,400
ADI # 29
Average Person Ratings: 16.9
Market TSL: 22.2 hours

Stations: 23/19
Diaries: 1340/859:1/53.9%
Sample Target: 1340
% Below Line: 2.2
% Not Listed: 8.2

1986 Revenue: $42,300,000
HH Inc.: $31,906
Retail $: 10.9 Bil
Pop per Station: 60,611
#1 Biller: WLW $6,300,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WEBN-F	325/16.7	10.3	12.6	10.8	9.8	12.6	18.0
2. WLW	262/13.4	13.9	7.2	7.4	11.7	10.5	11.6
3. WWEZ-F	180/ 9.2	9.6	10.5	11.3	10.1	10.2	6.3
4. WKRQ-F	152/ 7.8	9.6	10.0	9.8	9.3	9.3	11.6
5. WKRC	118/ 6.1	6.3	8.8	7.9	7.1	7.3	5.3
6. WCKY	117/ 6.0	4.2	4.5	5.9	5.2	5.2	2.7
7. WUBE-F	103/ 5.3	5.9	6.2	6.1	6.4	5.9	5.3
8. WRRM-F	81/ 4.2	4.0	5.0	4.1	4.2	4.3	3.8
9. WBVE-F	74/ 3.8	4.4	3.8	2.6	3.0	3.7	4.2
10. WBLZ-F	66/ 3.4	4.6	4.7	6.1	6.6	4.7	5.9
11. WLLT-F	65/ 3.3	2.7	3.4	4.5	3.9	3.5	2.8
12. WIZF-F	47/ 2.4	2.5	1.8	.3	.4	1.8	3.9
13. WWNK-F	42/ 2.2	3.3	3.1	3.4	3.9	3.0	3.1
14. WJOJ-F	32/ 1.6	1.7	1.3	1.3	1.4	1.5	1.6
15. WCIN	28/ 1.4	1.2	1.7	3.1	2.2	1.6	1.9
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WLW	411/6053
2. WEBN-F	407/4084
3. WWEZ-F	229/2490
4. WKRQ-F	204/3684
5. WBVE-F	166/2436
6. WHIO-F	159/1668
7. WTUE-F	158/2026
8. WUBE-F	146/1954
9. WKRC	135/2346
10. WCKY	128/1514
11. WGTZ-F	114/2025
12. WBLZ-F	103/1746
13. WLLT-F	95/1895
14. WRRM-F	92/1648
15. WWNK-F	56/1391
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12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WLW	3618/31.4	31.2	28.8
2. WEBN-F	3161/27.4	25.5	22.7
3. WKRQ-F	2673/23.2	26.5	23.4
4. WKRC	1908/16.6	17.7	18.6
5. WWEZ-F	1907/16.6	17.7	16.8
6. WCKY	1343/11.7	11.3	11.4
7. WRRM-F	1334/11.6	12.4	12.8
8. WUBE-F	1233/10.7	12.3	13.0
9. WLLT-F	1138/ 9.9	10.6	12.4
10. WBLZ-F	1130/ 9.8	11.5	11.8
11. WBVE-F	1071/ 9.3	8.9	10.2
12. WWNK-F	1000/ 8.7	11.2	10.4
13. WIZF-F	615/ 5.3	5.5	1.7
14. WJOJ-F	549/ 4.8	5.0	4.4
15. WCIN	541/ 4.7	3.7	5.8
16.			
17.			
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25.			

12+ FM SHARE (METRO): 67.46% (1207 of 1789) (SUM 86: 67.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKRQ-F	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F	1. WLW >	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WLW >	1. WEBN-F>
2. WEBN-F>	2. WKRQ-F	2. WLW	2. WLW >	2. WLW >	2. WWEZ-F	2. WKRC	2. WWEZ-F	2. WWEZ-F	2. WEBN-F>	2. WWEZ-F
3.	3. WLW >	3. WKRQ-F	3. WUBE-F	3. WUBE-F	3. WCKY	3. WLW	3. WKRQ-F	3. WLW	3. WKRQ-F>	3. WKRQ-F
4.	4. WRRM-F	4. WRRM-F	4. WRRM-F	4. WWEZ-F	4. WKRC	4. WCKY	4. WKRC	4. WKRQ-F>	4. WCKY	4. WCKY
5.	5. WLLT-F	5. WUBE-F	5. WKRQ-F	5. WRRM-F	5. WUBE-F	5. WWEZ-F	WLW	5. WUBE-F	5. WWEZ-F	5. WUBE-F
6.	6. WBLZ-F	6. WWEZ-F	6. WLLT-F	6. WKRC	6.	6. WKRQ-F	6. WUBE-F	6. WKRC	6.	6. WBVE-F
7.	7. WBVE-F	7. WBLZ-F	7.	7. WKRQ-F	7.	7. WUBE-F	7.	7. WRRM-F	7.	7.
8.	8. WUBE-F	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F
2. WKRQ-F	2. WKRQ-F>	2. WKRQ-F	2. WKRQ-F	2. WRRM-F
3. WBLZ-F	3. WRRM-F	3. WRRM-F	3. WRRM-F	3. WLW
WRRM-F	4. WBLZ-F	4. WLLT-F	4. WLLT-F	4. WUBE-F
5. WIZF-F	WLLT-F	WLW	5. WLW	5. WWEZ-F
WLLT-F	6. WBVE-F	6. WBLZ-F	WUBE-F	6. WKRQ-F
7. WBVE-F	7. WUBE-F	WBVE-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F
2. WKRQ-F>	2. WLW >	2. WLW	2. WLW >	2. WLW >
3. WLW	3. WKRQ-F>	3. WUBE-F	3. WKRQ-F	3. WUBE-F
4. WIZF-F	4.	4. WLLT-F	4. WUBE-F	4. WKRC
5.	5.	5. WKRQ-F	5.	5.
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDJO	1230	Cincinnati	.6/2.5
WMLX	1180	Florence, KY	.7/1.7
WNOP	740	Newport, KY	.6/2.0
WWNK	1360	Cincinnati	1.0/3.4
WGTZ-F	92.9	Eaton	.5/1.6
WHIO-F	99.1	Dayton	.5/1.3
WPFB-F	105.9	Middleton	.5/1.6
WTUE-F	104.7	Dayton	.7/3.2

RADIO STATIONS

AM STATIONS

WCIN, 1480,	5 KW/500 W (DA-2)	, BLACK	NBN,SBN,$ 32.00	(Roslin)			
WCKY, 1530,	5 KW (DA-N)	, NEWS/TALK	NBC,CBS,NBC-T,$ 67.00	(CBS)	Federated		
WDJO, 1230,	1 KW	, OLDIES	US 2,$ 41.00	(Mc-Guild)	American		
WKRC, 550,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,$ 90.00*	(Katz)	Taft		
WLW , 700,	50 KW	, MOR	ABC-I,$ 90.00*	(Eastman)	Jacor		
WNOP, 740,	1 KW (DAYS,DA)	, JAZZ/VARIETY	,$ 22.00	(---)		(NEWPORT, KY)	
WTSJ, 1050,	1 KW (DAYS)	, RELIGION	CNN,$ 20.00	(---)			
WWNK, 1360,	5 KW (DA-N)	, OLDIES	,$ 35.00*	(MMR)	Booth		

FM STATIONS

WBLZ, 103.5,	19 KW @ 790,	BLACK	,$ 71.00*	(Republic)	Panache	(HAMILTON)	
WBVE, 96.5,	20 KW @ 810,	COUNTRY	,$ 45.00*	(Durpetti)	Reams	(HAMILTON)	
WEBN, 102.7,	17 KW @ 876,	AOR	,$ 90.00*	(Eastman)	Jacor		
WIZF, 100.9,	1 KW @ 466,	URBAN	,$ 20.00	(Torbet)	Inter Urban	(ERLANGER, KY)	
WLLT, 94.9,	27 KW @ 650,	AC	,$ 65.00*	(Republic)	Hoker	(FAIRFIELD)	
WJOJ, 107.1,	3 KW @ 300,	AC	,$ 40.00	(Masla)		(MILFORD)	
WKRQ, 101.9,	25 KW @ 660,	CHR	ABC-F,$ 93.00*	(Katz)	Taft		
WRRM, 98.5,	15 KW @ 810,	AC	,$ 73.00*	(Banner)	Susquehanna		
WUBE, 105.1,	14 KW @ 920,	COUNTRY	,$ 78.00*	(Mc-Guild)	American		
WWEZ, 92.5,	11 KW @ 905,	BTFL/EZ	,$ 80.00*	(CBS)	Federated		
WWNK, 94.1,	32 KW @ 550,	AC	,$ 55.00*	(MMR)	Booth		

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CLEVELAND

Arbitron Rank/Pop (12+): 21/1,782,100

MSA Rank/Pop: 23/1,854,300
ADI # 11
Average Person Ratings: 16.9
Market TSL: 22.8 hours

Stations: 26/21
Diaries: 1727/1032:1/48.1%
Sample Target: 1640
% Below Line: 5.0
% Not Listed: 9.4

1986 Revenue: $43,400,000
HH Inc.: $32,141
Retail $: 13.2 Bil
Pop per Station: 84,862
#1 Biller: WMMS-F $8,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WMMS-F	354/11.7	12.9	12.1	15.7	13.5	13.1	16.5
2. WZAK-F	295/ 9.8	7.5	8.1	5.6	4.9	7.8	12.0
3. WQAL-F	280/ 9.3	8.5	8.2	7.8	8.2	8.5	6.6
4. WMJI-F	244/ 8.1	9.4	7.7	5.8	7.8	7.8	8.4
5. WLTF-F	196/ 6.5	5.4	6.3	7.1	6.3	6.3	8.1
6. WWWE	194/ 6.4	6.9	5.1	5.8	6.9	6.1	5.1
7. WNCX-F	141/ 4.7	4.1	3.2	4.3	5.1	4.1	5.8
8. WDOK-F	134/ 4.4	5.2	6.3	5.3	5.9	5.3	3.0
9. WGAR-F	121/ 4.0	5.9	4.7	3.9	3.6	4.6	3.0
10. WBBG	97/ 3.2	3.7	3.8	3.7	4.2	3.6	3.3
11. WRQC-F	94/ 3.1	3.1	3.5	2.7	2.5	3.1	5.7
12. WERE	89/ 2.9	3.2	3.2	3.1	3.5	3.1	1.8
13. WPHR-F	61/ 2.0	1.5	2.2	3.5	3.5	2.3	1.1
14. WABQ	56/ 1.9	1.3	2.5	1.1	1.4	1.7	.6
15. WJMO	54/ 1.8	1.6	2.0	1.6	1.5	1.8	1.3
16. WCLV-F	42/ 1.4	1.6	1.7	1.9	1.6	1.7	1.1
17. WONE-F	37/ 1.2	1.5	1.5	1.8	1.8	1.5	1.5
18. WKDD-F	36/ 1.2	1.4	1.0	1.2	.5	1.2	.9
19. WHK	33/ 1.1	1.2	1.3	1.6	1.1	1.3	1.0
WEOL	33/ 1.1	.7	1.5	.8	.8	1.0	.4
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WMMS-F	487/6879
2. WZAK-F	377/2967
3. WQAL-F	326/3803
4. WMJI-F	318/5158
5. WWWE	266/3864
6. WLTF-F	256/4141
7. WKDD-F	215/3448
8. WDOK-F	181/3168
9. WNCX-F	164/3110
10. WONE-F	158/1955
11. WGAR-F	147/2319
12. WBBG	106/1414
13. WDBN-F	104/1443
14. WRQC-F	95/1954
15. WERE	92/1706
16. WPHR-F	85/1783
17. CKLW	57/ 544
18. WABQ	56/ 503
19. WJMO	54/ 863
20. WCZR-F	52/1261
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WMMS-F 4724/25.5	27.9	27.6
2. WMJI-F 3819/21.4	21.7	19.7
3. WLTF-F 3063/17.2	16.7	17.2
4. WQAL-F 3002/16.8	15.0	15.4
5. WWWE 2816/15.8	17.6	19.5
6. WDOK-F 2333/13.1	13.7	13.2
7. WNCX-F 2286/12.8	11.8	19.1
8. WZAK-F 2248/12.6	11.2	9.9
9. WRQC-F 1901/10.7	12.0	9.7
10. WGAR-F 1743/ 9.8	10.6	8.3
11. WERE 1609/ 9.0	9.4	8.0
12. WBBG 1315/ 7.4	7.5	8.6
13. WPHR-F 1269/ 7.1	6.6	8.8
14. WCLV-F 1014/ 5.7	4.9	5.0
15. WKDD-F 934/ 5.2	4.9	3.4
16. WJMO 863/ 4.8	5.5	4.6
17. WONE-F 773/ 4.3	4.4	4.2
18. WHK 663/ 3.7	4.1	5.6
19. WCZR-F 592/ 3.3	3.6	4.1
20. WRMR 562/ 3.2	4.1	5.7
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 76.67% (2097 of 2735) (SUM 86: 73.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZAK-F	1. WMMS-F>	1. WMMS-F>	1. WMMS-F	1. WMMS-F	1. WQAL-F>	1. WMMS-F>	1. WMMS-F	1. WMMS-F	1. WZAK-F>	1. WZAK-F
2. WRQC-F	2. WZAK-F	2. WMJI-F	2. WMJI-F	2. WMJI-F	2. WWWE-F>	2. WMJI-F>	WQAL-F	2. WQAL-F	2. WWWE-F>	2. WQAL-F
3. WMMS-F	3. WMJI-F	3. WZAK-F	3. WLTF-F	3. WZAK-F	3. WDOK-F	3. WQAL-F	3. WMJI-F	3. WZAK-F	3. WMMS-F	3. WMMS-F
4. WPHR-F>	4. WNCX-F	4. WLTF-F	4. WZAK-F	4. WLTF-F	4. WMJI-F	4. WZAK-F	4. WLTF-F	4. WLTF-F	4. WMJI-F	4. WMJI-F
5. WMJI-F	5. WLTF-F>	5. WNCX-F	5. WQAL-F	5. WQAL-F>	5. WGAR-F	5. WWWE	5. WZAK-F	5. WMJI-F	5. WLTF-F	5. WLTF-F
6. WCZR-F	6.	6. WQAL-F	6. WNCX-F>	6. WNCX-F	6. WBBG	6. WLTF-F	6. WDOK-F	6. WNCX-F	WQAL-F	6. WGAR-F
WKDD-F	7.	7.	7. WDOK-F	7. WWWE-F	7. WLTF-F	7. WGAR-F+	7. WNCX-F	7. WGAR-F+	7.	7. WBBG
8.	8.	8.	8.	8.	8. WZAK-F	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WLTF-F
2. WZAK-F>	2. WZAK-F	2. WMJI-F	2. WZAK-F	2. WMJI-F
3. WLTF-F	3. WMJI-F	3. WZAK-F	3. WLTF-F	3. WZAK-F
4. WMJI-F	4. WLTF-F>	4. WLTF-F>	4. WMJI-F>	4. WMMS-F
5. WNCX-F	5. WNCX-F	5. WNCX-F	5. WQAL-F	5. WQAL-F
6.	6.	6. WQAL-F	6. WNCX-F	6. WDOK-F
7.	7.	7. WJMO	7.	7. WGAR-F
8.	8.	8. WRQC	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>
2. WNCX-F	2. WNCX-F>	2. WNCX-F	2. WMJI-F	2. WMJI-F
3. WMJI-F	3. WMJI-F	3. WMJI-F	3. WNCX-F>	3. WNCX-F
4. WZAK-F	4. WZAK-F	4. WZAK-F	4. WZAK-F	WWWE
5.	5. WLTF-F	5. WLTF-F	5. WQAL-F	5. WZAK-F
6.	6. WQAL-F	6. WWWE	6. WWWE	6. WQAL-F
7.	7.	7. WQAL-F	7. WLTF-F	7. WLTF-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCZR-F	107.3	Elyria	1.1/3.3
WGAR	1220	Cleveland	.6/2.7
WRMR	850	Cleveland	1.1/3.2
WDBN-F	94.9	Medina	1.0/2.1
CKLW	800	Windsor, ONT	.8/1.5
WJR	760	Detroit	.3/1.3

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL	SBN,$ 21.00	(---)		
WBBG, 1260, 5 KW (DA-2)	, NOSTALGIA	,$ 50.00*	(Eastman)		
WELW, 1330, 500 W (DAYS,DA)	, BTFL/ETHNIC	,$ 18.00	(---)		
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	CBS,MBS,ABC-T,$ 57.00*	(Torbet)	Metropolis	
WHK , 1420, 5 KW (DA-N)	, OLDIES	NBC,$ 50.00*	(Katz)	Malrite	
WJMO, 1490, 1 KW	, BLACK	NBN,SBN,$ 35.00*	(MMR)	United	
WRMR, 850, 10 KW/5 KW (DA-2)	, NOST/MOR	APR,$ 44.00*	(Christal)	Booth	
WWWE, 1100, 50 KW	, TALK/NEWS	ABC-I,CNN,NBC-T,$ 80.00*	(Mc-Guild)		
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(HNWH)	Nationwide	

FM STATIONS

WCLV, 95.5, 37 KW @ 580, CLASSICAL	,$ 58.00	(CMBS)			
WCZR, 107.3, 50 KW @ 275, AOR	SMN,$ 28.00*	(Regional)			(ELYRIA)
WDOK, 102.1, 9 KW @ 1000, BTFL/EZ	,$ 82.00*	(Mc-Guild)			
WGAR, 99.5, 50 KW @ 500, COUNTRY	ABC-E,$ 80.00*	(HNWH)	Nationwide		
WLTF, 106.5, 11 KW @ 1060, AC	APR,$110.00*	(Christal)	Booth		
WMJI, 105.7, 27 KW @ 900, AC	,$104.00	(Eastman)	Jacor		
WMMS, 100.7, 32 KW @ 600, AOR/CHR	Source,$160.00*	(Katz)	Malrite		
WNCX, 98.5, 16 KW @ 960, CLASSIC AOR	ABC-F,$ 75.00	(Torbet)	Metropolis		
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ	,$100.00*	(Christal)	WIN		
WRQC, 92.3, 27 KW @ 234, CHR	ABC-C,ABC-R,$ 56.00	(MMR)	United		
WZAK, 93.1, 28 KW @ 620, URBAN	CBS-R,$ 90.00	(Durpetti)	Zapis		
WPHR, 107.9, 70 KW @ 390, CHR	ABC-C,US 1,$ 65.00*	(Republic)	Beasley		

Other ranked stations - See Akron

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COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,068,000

MSA Rank/Pop: 36/1,299,100
ADI # 33
Average Person Ratings: 15.4
Market TSL: 20.5 hours

Stations: 22/20
Diaries: 1503/711:1/51.7%
Sample Target: 1280
% Below Line: 3.6
% Not Listed: 13.3

1986 Revenue: $33,200,000
HH Inc.: $30,887
Retail $: 8.9 Bil
Pop per Station: 53,400
#1 Biller: WTVN $6,200,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WLVQ-F	195/11.9	11.3	13.1	12.4	16.3	12.2	16.9
2. WBNS-F	176/10.7	8.9	12.9	11.0	10.2	10.9	5.7
3. WNCI-F	175/10.6	9.2	8.2	7.3	8.7	8.8	12.8
4. WXGT-F	137/ 8.3	9.2	8.9	8.8	7.9	8.8	12.4
5. WTVN	125/ 7.6	10.1	8.7	9.8	6.9	9.1	7.2
6. WSNY-F	112/ 6.8	9.7	7.9	7.4	7.9	8.0	7.9
7. WHOK-F	73/ 4.4	4.4	3.6	5.2	4.1	4.4	3.4
8. WMGG-F	59/ 3.6	4.1	4.2	7.1	5.6	4.8	4.1
9. WMNI	56/ 3.4	3.3	3.1	2.7	2.5	3.1	2.6
10. WLW	45/ 2.7	2.1	1.4	1.1	1.3	1.8	2.7
11. WCKX-F	44/ 2.7	1.8	1.4	.8	.6	1.7	2.0
12. WCOL	41/ 2.5	1.8	2.2	1.7	1.7	2.1	1.6
13. WVKO	32/ 1.9	3.1	3.3	2.4	3.5	2.7	4.4
14. WBBY-F	30/ 1.8	2.3	1.5	1.4	2.3	1.7	1.9
15. WZZT-F	29/ 1.8	2.5	1.7	1.7	2.2	1.9	1.9
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WNCI-F	256/3728
2. WLVQ-F	236/2728
3. WBNS-F	196/2294
4. WXGT-F	179/2926
5. WTVN	171/2488
6. WSNY-F	120/2191
7. WHOK-F	97/1218
8. WLW	81/1354
9. WMGG-F	67/1287
10. WMNI	60/ 590
11. WMRN-F	46/ 531
12. WCKX-F	45/ 526
13. WCOL	42/ 590
14. WRFD	34/ 498
15. WVKO	32/ 652
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WNCI-F	2558/24.0	22.7	23.0
2. WLVQ-F	2259/21.2	21.7	24.9
3. WBNS-F	1979/18.5	17.9	17.3
4. WSNY-F	1978/18.5	19.8	20.8
5. WTVN	1753/16.5	20.4	17.6
6. WMGG-F	1099/10.3	12.5	10.1
7. WHOK-F	937/ 8.8	8.6	7.5
8. WLW	799/ 7.5	7.4	4.5
9. WVKO	652/ 6.1	7.1	7.3
10. WZZT-F	649/ 6.1	6.0	6.6
11. WBNS	610/ 5.7	6.0	6.5
12. WCOL	579/ 5.4	6.0	6.5
13. WBBY-F	524/ 4.9	7.4	7.6
14. WMNI	515/ 4.8	6.5	6.0
15. WCKX-F	514/ 4.8	5.6	3.1
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 74.62% (1064 of 1426) (SUM 86: 76.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WXGT-F	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F	1. WLVQ-F	1. WBNS-F>	1. WLVQ-F	1. WBNS-F	1. WLVQ-F	1. WLVQ-F	1. WBNS-F
2. WNCI-F>	2. WNCI-F>	2. WNCI-F	2. WSNY-F	2. WSNY-F	2. WTVN >	2. WTVN	2. WLVQ-F	2. WBNS-F	2. WXGT-F	2. WLVQ-F
3. WLVQ-F	3. WXGT-F	3. WSNY-F	3. WNCI-F	3. WNCI-F	3. WSNY-F	3. WNCI-F	3. WNCI-F>	3. WNCI-F	3. WNCI-F	3. WXGT-F
4.	4. WSNY-F	4. WXGT-F	4. WTVN	4. WTVN	4. WMNI	4. WBNS-F	4. WSNY-F	4. WXGT-F	4. WLW	4. WNCI-F
5.	5. WMGG-F	5. WTVN	5. WXGT-F	5. WBNS-F	5. WCOL	5. WSNY-F	5. WTVN	5. WTVN	5. WSNY-F	5. WSNY-F
6.	6. WHOK-F	6. WMGG-F	6. WMGG-F	6. WXGT-F	WHOK-F	6. WXGT-F	6. WXGT-F	6. WSNY-F	6. WBNS-F	6. WHOK-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7. WTVN
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNCI-F	1. WNCI-F>	1. WNCI-F	1. WNCI-F	1. WSNY-F
2. WLVQ-F	2. WLVQ-F	2. WSNY-F	2. WSNY-F	2. WNCI-F
3. WXGT-F>	3. WXGT-F	3. WLVQ-F	3. WLVQ-F	3. WTVN
4.	4. WSNY-F>	4. WXGT-F	4. WTVN	4. WBNS-F
5.	5. WMGG-F	5. WMGG-F	5. WBNS-F	5. WLVQ-F
6.	6. WTVN	6. WTVN	6.	6. WXGT-F
7.	7.	7.	7.	7. WHOK-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>
2. WNCI-F	2. WNCI-F	2. WNCI-F	2. WNCI-F	2. WTVN
3. WCKX-F	3. WXGT-F	3. WHOK-F	3. WSNY-F	3. WSNY-F
4. WXGT-F	4. WHOK-F	WXGT-F	4. WTVN	4. WNCI-F
5.	5. WMGG-F	5. WMGG-F	WXGT-F	5. WMGG-F
6.	6. WSNY-F	6. WSNY-F	6. WMGG-F	WXGT-F
7.	7.	7.	7. WHOK-F	7. WHOK-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus	1.5/5.7
WCLT	1430	Newark	.5/1.3
WCLT-F	100.3	Newark	1.3/3.2
WLOH	1320	Lancaster	.4/ .6
WNRE	1540	Circleville	.4/ .7
WRFD	880	Worthington	1.4/3.5
WMRN-F	106.9	Marion	.4/1.1

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N)	, MOR	ABC-I,NBC-T,$ 45.00*	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW	, NOSTALGIA	SMN,$ 35.00	(Christal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2)	, COUNTRY	MBS,$ 34.00*	(Torbet)	
WRFD,	880,	5 KW (DAYS)	, RELIGION	CNN,$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N)	, MOR/AC	ABC-E,$113.00	(Katz)	Taft
WVKO,	1580,	1 KW/250 W (DA-2)	, BLACK	SBN,$ 35.00*	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2 KW @ 360,	JAZZ	US 2,$ 25.00	(Torbet)		
WBNS,	97.1,	26 KW @ 660,	BTFL/EZ	,$ 65.00*	(Banner)	Columbus Dispatch	
WCKX,	106.3,	3 KW @ 300,	BLACK	NBN,$ 28.00*	(Roslin)		
WLVQ,	96.3,	18 KW @ 753,	AOR	,$105.00*	(Katz)	Taft	
WHOK,	95.5,	50 KW @ 215,	COUNTRY	APR,$ 20.00	(Regional)		(LANCASTER)
WMGG,	99.7,	50 KW @ 500,	AC/CLAS. HITS	MBS,$ 60.00*	(Torbet)		
WNCI,	97.9,	175 KW @ 565,	CHR	ABC-C,$ 90.00	(MMR)	Nationwide	
WSNY,	94.7,	22 KW @ 753,	AC	,$100.00*	(Mc-Guild)	Saga	
WXGT,	92.3,	18 KW @ 753,	CHR	CBS-R,$ 70.00*	(Christal)	Great Trails	
WZZT,	103.1,	1.5 KW @ 444,	BLACK	MBS,$ 36.00	(Masla)		(JOHNSTOWN)

WLW - See Cincinnati

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DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 10/2,959,100

MSA Rank/Pop: Dallas - 13/2,302,500
ADI # 8 Fort Worth - 39/1,211,000
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 31/31
Diaries: 2512/1178:1/46.3%
Sample Target: 2200
% Below Line: 0
% Not Listed: 6.5

1986 Revenue: $117,400,000
HH Inc.: $36,369
Retail $: 27.8 Bil
Pop per Station: 95,454
#1 Biller: KVIL A/F $22,700,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KKDA-F	544/10.6	8.7	9.6	8.4	8.9	9.3	10.3
2. KVIL-F+	414/ 8.1	7.5	7.2	9.3	7.1	8.0	7.5
3. KPLX-F	354/ 6.9	7.4	8.4	8.3	6.6	7.8	8.7
4. KMEZ-F+	321/ 6.3	4.9	6.3	7.2	6.0	6.2	2.3
5. KSCS-F	295/ 5.8	4.5	3.2	3.9	4.6	4.4	4.5
6. KRLD	285/ 5.6	5.6	5.5	7.3	5.8	6.0	4.1
7. WBAP	269/ 5.2	6.6	5.2	4.6	6.7	5.4	5.6
8. KEGL-F	235/ 4.6	6.3	5.3	5.1	5.7	5.3	7.9
9. KHYI-F	210/ 4.1	3.9	4.2	2.5	3.5	3.7	6.7
10. KTXQ-F	201/ 3.9	4.6	4.3	4.7	5.3	4.4	7.1
11. KLUV-F	182/ 3.6	4.0	3.3	3.4	3.3	3.6	3.3
12. KQZY-F	170/ 3.3	3.6	3.6	3.3	3.8	3.5	2.8
13. KMGC-F	155/ 3.0	3.6	3.9	2.7	3.3	3.3	2.4
14. KHVN	149/ 2.9	2.0	3.0	2.7	1.7	2.7	.7
15. KZEW-F	144/ 2.8	2.5	2.2	2.9	3.1	2.6	3.2
16. KOJO-F	125/ 2.4	1.4	1.9	1.2	2.0	1.7	1.9
17. KZPS-F	124/ 2.4	2.7	2.0	1.3	1.0	2.1	2.0
18. KTKS-F	112/ 2.2	2.0	3.1	3.7	4.6	2.8	3.8
19. KLIF	88/ 1.7	1.9	1.5	1.1	1.1	1.6	1.5
20. KDLZ-F	70/ 1.4	1.4	2.0	1.6	2.3	1.6	1.7
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KKDA-F	607/4475
2. WBAP	513/7050
3. KVIL-F+	426/4948
4. KPLX-F	398/5186
5. KMEZ-F+	349/4031
6. KRLD	333/5830
7. KSCS-F	319/4401
8. KEGL-F	296/5899
9. KHYI-F	215/3939
10. KTXQ-F	212/3888
11. KQZY-F	205/2943
12. KLUV-F	202/3252
13. KZEW-F	166/2853
14. KMGC-F	163/2811
15. KHVN	149/ 980
16. KTKS-F	131/3042
17. KZPS-F	128/2385
KOJO-F	128/1675
19. KLIF	97/1624
20. KDLZ-F	71/1605
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KEGL-F	4810/16.3	17.1	16.4
2. KRLD	4767/16.1	16.6	16.8
3. KVIL-F+	4736/16.0	16.3	16.7
4. KPLX-F	4492/15.2	15.5	14.0
5. WBAP	4053/13.7	15.3	14.2
6. KKDA-F	3893/13.2	11.7	12.4
7. KSCS-F	3823/12.9	13.3	11.5
8. KHYI-F	3651/12.3	10.2	5.4
9. KMEZ-F+	3620/12.2	10.8	12.7
10. KTXQ-F	3516/11.9	12.0	12.8
11. KLUV-F	2833/ 9.6	11.3	9.3
12. KTKS-F	2691/ 9.1	9.4	13.9
13. KMGC-F	2660/ 9.0	9.8	9.7
14. KZEW-F	2612/ 8.8	9.4	8.6
15. KQZY-F	2524/ 8.5	10.0	8.8
16. KZPS-F	2283/ 7.7	7.4	4.8
17. KDLZ-F	1571/ 5.3	5.2	5.7
18. KOJO-F	1544/ 5.2	1.6	2.9
19. KLIF	1521/ 5.1	5.2	3.5
20. WRR-F	1085/ 3.7	4.2	5.0
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 77.58% (3717 of 4791) (SUM 86: 78.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKDA-F	1. KKDA-F>	1. KKDA-F	1. KVIL-F+	1. KVIL-F+	1. KMEZ-F+	1. KKDA-F	1. KVIC-F+	1. KKDA-F	1. KKDA-F>	1. KKDA-F
2. KHYI-F	2. KTXQ-F	2. KVIL-F+	2. KPLX-F	2. KPLX-F	2. KRLD-F	2. KVIL-F+	2. KKDA-F	2. KVIL-F+	2. WBAP	2. KVIL-F+
3. KEGL-F	3. KVIL-F+	3. KPLX-F>	3. KKDA-F	3. KKDA-F	3. KVIL-F+	3. KRLD	3. KMEZ-F+	3. KPLX-F	3. KHYI-F	3. KPLX-F
4.	4. KPLX-F	4. KSCS-F	4. KLUV-F	4. KSCS-F	4. WBAP	4. KPLX-F	4. KPLX-F	4. KMEZ-F+	4. KEGL-F	4. KMEZ-F+
5.	5. KEGL-F	5. KTXQ-F	5. KSCS-F	5. KLUV-F	5. KPLX-F	5. WBAP	5. KSCS-F>	KSCS-F	5. KDLZ-F	5. KSCS-F
6.	6. KZEW-F	6. KLUV-F	6. KQZY-F	6. KQZY-F	6. KSCS-F	6. KMEZ-F+	6. KRLD	6. KEGL-F	KPLX-F	6. KEGL-F
7.	7. KSCS-F	7. KEGL-F	7. KMGC-F	7. KMEZ-F+	7. KKDA-F	KSCS-F	7. KMGC-F	7. KRLD	7. KMEZ-F+	7. KLUV-F
8.	8. KMGC-F	8. KMGC-F	8. KMEZ-F+	8. WBAP	8. KHVN	8. KEGL-F	8. KLUV-F	8. KTXQ-F	8. KSCS-F	8. WBAP
9.	9.	9.	9. KZPS-F	9.	9.	9.	KQZY-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	KTXQ-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKDA-F>	1. KKDA-F>	1. KVIL-F+	1. KVIL-F+	1. KVIL-F+>
2. KEGL-F	2. KVIL-F+	2. KKDA-F	2. KKDA-F	2. KPLX-F>
3. KTKS-F	3. KPLX-F	3. KPLX-F>	3. KPLX-F>	3. KKDA-F
4. KPLX-F	4. KMEZ-F+	4. KMGC-F	4. KSCS-F	4. KLUV-F
5. KSCS-F	KSCS-F	5. KLUV-F	5. KLUV-F	5. KQZY-F
6. KTXQ-F	6. KTKS-F	6. KSCS-F	6. KMGC-F	6. KMEZ-F+
7. KVIL-F+	7. KEGL-F	7. KQZY-F	7. KQZY-F	KSCS-F
8. KHYI-F	8. KLUV-F	8. KOJO-F	8. KMEZ-F+	8. KMGC-F
9. KMGC-F	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKDA-F>	1. KKDA-F>	1. KKDA-F	1. KKDA-F>	1. KKDA-F
2. KTXQ-F	2. KTXQ-F	2. KTXQ-F	2. KTXQ-F	2. KPLX-F
3. KEGL-F	3. KEGL-F>	3. KZEW-F	3. KPLX-F	KVIL-F+
4. KHYI-F	KZEW-F	4. KZPS-F	4. KEGL-F	4. KSCS-F
5. KPLX-F	5. KZPS-F	5. KVIL-F+	KVIL-F+	5. KZPS-F
6. KZEW-F	6. KPLX-F	6. KEGL-F	6. KSCS-F	6. KRLD-F
7.	7. KSCS-F	7. KOJO-F	7. KZEW-F	WBAP
8.	8. KHYI-F	KSCS-F	8. KZPS-F	8. KLUV-F
9.	9. KVIL-F+	9. KMGC-F	9. KLUV-F	9. KTXQ-F
10.	10.	10. KLUV-F	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	.7/2.1
KESS	1270	Fort Worth	1.3/2.9
KFJZ	870	Fort Worth	.4/1.1
KKDA	730	Grand Prairie	.7/1.5
KLDD	570	Dallas	.7/2.5
KPBC	1040	Dallas	.8/1.7
KSSA	1600	Plano	.4/ .8
KZRK-F	94.5	Gainesville	.4/1.6
WRR-F	101.1	Dallas	1.2/3.7

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	,$ 50.00*	(Durpetti)	Bonneville
KFJZ, 870, 250 W (DAYS)	, NOSTALGIA	ABC-E,ABC-D,$ 60.00	(Roslin)	
KKDA, 730, 500 W/10 W	, BLACK (?)	APR,$ NA	(Katz)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	CBS,$ 60.00	(MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,NBC-T,$ 61.00*	(Eastman)	Susquehanna
KMEZ, 1480, 5 KW/1 KW (DA-2)	, BTFL/EZ	,$ NA	(Mc-Guild)	DKM
KPBC, 1040, 1 KW (DAYS)	, RELIGION	,$ 58.00	(---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,$220.00*	(Katz)	Metropolitan
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	,$ 25.00	(---)	Dorton
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	,$ 35.00	(---)	Universal
KESS, 1270, 5 KW (DA-1)	, SPANISH	,$ 70.00	(Caballero)	
KHVN, 970, 1 KW (DAYS)	, GOSPEL	NBN,$ 40.00	(Masla)	Sheridan
KMIA, 1540, 50 KW/1 KW (DA-2)	, RELIGION	,$ 41.00	(---)	Command
WBAP, 820, 50 KW	, COUNTRY	ABC-I,$190.00*	(Banner)	Cap Cities/ABC

FM STATIONS

KDLZ , 107.5, 100 KW @ 450, BLACK		,$100.00	(Masla)	Sheridan
KEGL , 97.1, 98 KW @ 1460, CHR/AOR		ABC-C,$145.00*	(Torbet)	Sandusky
KKDA , 104.5, 100 KW @ 1585, URBAN		APR,$170.00*	(Katz)	
KHYI , 94.9, 100 KW @ 1140, CHR		,$ NA	(Christal)	H & G
KLUV , 98.7, 100 KW @ 1585, OLDIES/AC		US 2,$120.00*	(Republic)	TK
KMEZ , 100.3, 100 KW @ 1280, BTFL/EZ		,$160.00*	(Mc-Guild)	DKM
KMGC , 102.9, 100 KW @ 1572, AC		,$135.00*	(Christal)	Shamrock
KPLX , 99.5, 100 KW @ 1680, COUNTRY		APR,$200.00*	(Eastman)	Susquehanna
KQZY , 105.3, 100 KW @ 1560, SOFT AC		,$110.00*	(Group W)	Westinghouse
KSCS , 96.3, 100 KW @ 1680, COUNTRY		,$160.00*	(Banner)	Cap Cities/ABC
KTKS , 106.1, 100 KW @ 1585, CHR		,$130.00*	(HNWH)	Gannett
KTXQ , 102.1, 100 KW @ 1420, AOR		ABC-R,$140.00*	(CBS)	CBS
KVIL+, 103.7, 100 KW @ 1470, AC		,$415.00	(Torbet)	Infinity
KZEW , 97.9, 100 KW @ 1680, AOR		Source,$140.00*	(MMR)	Anchor
KZPS , 92.5, 100 KW @ 1685, CLASSIC HITS		,$115.00*	(Durpetti)	Bonneville
WRR , 101.1, 100 KW @ 1510, CLASSICAL		,$ 75.00	(CMBS)	City of Dallas
KOJO , 94.1, 100 KW @ 1585, SPANISH		,$ 98.00	(Caballero)	

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DAYTON

Arbitron Rank/Pop (12+): 45/795,500

MSA Rank/Pop: 53/924,300
ADI # 49
Average Person Ratings: 15.6
Market TSL: 20.8 hours

Stations: 22/17
Diaries: 1370/581:1/55.3%
Sample Target: 1110
% Below Line: 13.0
% Not Listed: 9.3

1986 Revenue: $19,300,000
HH Inc.: $31,951
Retail $: 5.8 Bil
Pop per Station: 46,794
#1 Biller: WHIO $3,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WHIO-F	164/13.2	11.5	12.8	10.4	12.5	12.0	10.9
2. WTUE-F	154/12.4	13.9	11.0	7.8	9.1	11.3	16.9
3. WGTZ-F	151/12.1	12.5	12.7	11.6	13.1	12.2	15.3
4. WHIO	115/ 9.2	6.5	7.5	8.7	8.9	8.0	7.0
5. WONE	77/ 6.2	7.2	4.7	5.9	6.3	6.0	4.6
6. WWSN-F	66/ 5.3	5.2	6.4	9.1	6.4	6.5	4.0
7. WLW	62/ 5.0	4.1	2.3	2.8	3.5	3.6	4.0
8. WYMJ-F	59/ 4.7	4.4	4.5	5.1	4.8	4.7	6.5
9. WVUD-F	41/ 3.3	3.2	5.3	3.9	2.6	3.9	1.3
10. WBLZ-F	38/ 3.1	3.7	4.9	4.2	3.9	4.0	8.6
11. WBVE-F	37/ 3.0	4.2	3.0	1.9	3.0	3.0	3.1
12. WING	28/ 2.3	2.6	3.1	2.7	3.8	2.7	1.9
13. WDAO	25/ 2.0	3.6	3.4	2.8	2.7	3.0	2.0
14. WBZI-F	23/ 1.8	.8	2.0	1.8	2.1	1.6	1.7
15.							

12+ TSA	1/4/CUME
1. WGTZ-F	245/3344
2. WHIO-F	213/2298
3. WTUE-F	207/2353
4. WLW	178/2851
5. WHIO	121/1586
6. WBVE-F	89/1424
7. WONE	85/1192
8. WWSN-F	76/1179
9. WEBN-F	65/ 756
10. WYMJ-F	61/1253
11. WVUD-F	50/ 883
12. WBLZ-F	48/ 747
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WGTZ-F	2262/28.4	25.2	26.3
2. WTUE-F	1695/21.3	22.8	16.2
3. WHIO-F	1665/20.9	21.5	21.5
4. WHIO	1459/18.3	15.7	20.4
5. WYMJ-F	1195/15.0	12.2	11.4
6. WLW	1033/13.0	13.3	8.7
7. WWSN-F	993/12.5	13.2	12.0
8. WONE	954/12.0	12.7	12.1
9. WVUD-F	687/ 8.6	7.9	6.7
10. WBVE-F	604/ 7.6	7.3	8.1
11. WING	599/ 7.5	6.8	9.8
12. WBLZ-F	553/ 7.0	7.0	8.4
13. WDAO	325/ 4.1	4.9	5.7
14. WBZI-F	320/ 4.0	3.8	4.6
15.			

12+ FM SHARE (METRO): 70.75% (798 of 1128) (SUM 86: 69.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGTZ-F>	1. WTUE-F>	1. WTUE-F	1. WTUE-F>	1. WTUE-F	1. WHIO-F>	1. WHIO	1. WHIO-F	1. WHIO-F	1. WGTZ-F	1. WHIO-F
2. WTUE-F	2. WGTZ-F>	2. WGTZ-F>	2. WGTZ-F	2. WHIO-F	2. WHIO >	2. WHIO-F	2. WTUE-F	2. WGTZ-F	2. WHIO	2. WGTZ-F
3. WYMJ-F>	3. WYMJ-F	3. WHIO-F	3. WHIO-F	3. WGTZ-F	3. WONE >	3. WGTZ-F	3. WGTZ-F	3. WTUE-F>	3. WLW	3. WTUE-F
4. WBLZ-F	4. WWSN-F	4. WWSN-F	4. WWSN-F	4. WWSN-F	4. WLW	4. WTUE-F	4. WWSN-F	4. WWSN-F	4. WTUE-F	4. WONE
5.	5. WHIO-F	5. WYMJ-F	5. WHIO	5. WHIO	5. WWSN-F	5. WONE	5. WHIO	5. WHIO	5. WHIO-F	5. WBVE-F
			WONE	6. WONE						
			WVUD-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGTZ-F	1. WGTZ-F	1. WTUE-F	1. WGTZ-F>	1. WHIO-F>
2. WTUE-F	2. WTUE-F>	2. WGTZ-F	2. WHIO-F	2. WGTZ-F
3. WYMJ-F	3. WWSN-F	3. WWSN-F	WTUE-F	WWSN-F
4.	4. WYMJ-F	4. WHIO-F	4. WWSN-F	4. WTUE-F
5.	5. WHIO-F	5. WLW	5. WYMJ-F	5. WHIO
		6. WYMJ-F		6. WONE
				7. WVUD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>
2. WGTZ-F>	2. WGTZ-F>	2. WGTZ-F>	2. WGTZ-F>	2. WHIO-F
3.	3. WYMJ-F	3. WLW	3. WHIO-F	3. WGTZ-F
4.	4. WLW	4. WYMJ-F	4. WLW	4. WLW
5.	5. WHIO	5. WHIO	5. WHIO	5. WHIO
			WYMJ-F	WONE

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	1.0/4.0
WBLY	1600	Springfield	1.0/2.0
WFCJ-F	93.7	Miamisburg	1.2/3.7
WPFB-F	105.9	Middleton	.7/2.4
WPTW	1570	Piqua	.8/1.5
WPTW-F	95.7	Piqua	1.5/2.3
WEBN-F	102.7	Cincinnati	.3/1.5
WLLT-F	94.9	Fairfield	.5/2.2

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN,$ 37.00*	(Eastman)	Stoner
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS,$ 74.00*	(Christal)	Cox
WING, 1410, 5 KW (DA-N)	, AC	MBS,ABC-I,$ 40.00*	(Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS,ABC-D,$ 50.00*	(Mc-Guild)	DKM

WBZI-F, 95.3, 3 KW @ 300, COUNTRY	US 2,$ 25.00	(Masla)			(XENIA)
WFCJ-F, 93.7, 59 KW @ 245, RELIGION	APR,$ 10.00	(---)			(MIAMISBURG)
WHIO-F, 99.1, 50 KW @ 1060, BTFL/EZ	,$ 80.00*	(Christal)	Cox		
WPFB-F, 105.9, 34 KW @ 593, SPANISH (?)	MBS,$ 21.00	(Lotus)			(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 780, AOR	,$ 60.00*	(Mc-Guild)	DKM		
WVUD-F, 99.9, 50 KW @ 500, SOFT AC	CBS-R,$ 33.00*	(Masla)	University of Dayton		
WWSN-F, 107.7, 50 KW @ 420, AC	,$ 63.00*	(Eastman)	Stoner		
WYMJ-F, 103.9, 1.5 KW @ 528, AC	US 1,$ 41.00*	(Banner)	Malkan		
WGTZ-F, 92.9, 40 KW @ 590, CHR	,$ 70.00*	(Katz)	Great Trails		(EATON)

Other ranked stations - See Cincinnati

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DENVER

Arbitron Rank/Pop (12+): 23/1,568,200

MSA Rank/Pop: 27/1,639,500
ADI # 19
Average Person Ratings: 17.0
Market TSL: 22.3 hours

Stations: 28/27
Diaries: 1753/894:1/45.6%
Sample Target: 1490
% Below Line: 0.8
% Not Listed: 8.8

1986 Revenue: $50,200,000
HH Inc.: $34,827
Retail $: 14.8 Bil
Pop per Station: 58,081
#1 Biller: KOA $7,150,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KOSI-F	237/8.9	8.4	8.8	9.3	10.2	8.9	5.5
2. KRXY-F	236/8.8	7.6	5.7	5.9	5.1	7.0	11.1
3. KBCO-F+	213/7.9	7.8	8.3	6.9	8.2	7.7	7.0
4. KOA	174/6.5	5.4	6.5	7.3	5.7	6.4	4.8
5. KBPI-F	157/5.9	6.1	5.3	6.8	6.7	6.0	8.8
6. KMJI-F	147/5.5	7.0	6.4	6.0	7.5	6.2	4.9
7. KAZY-F	146/5.5	5.6	5.4	3.9	3.6	5.1	3.9
8. KLZ	115/4.3	1.9	2.0	2.0	2.9	2.6	3.3
9. KOAQ-F	107/4.0	4.8	3.5	4.1	4.5	4.1	3.6
10. KYGO-F	102/3.8	5.6	5.4	5.6	4.5	5.1	4.5
11. KHOW	94/3.5	3.8	3.3	4.0	2.9	3.7	2.6
12. KNUS	84/3.1	3.1	3.2	2.6	3.6	3.0	2.6
13. KDKO	80/3.0	1.1	1.6	2.3	2.1	2.0	4.1
14. KXKL-F	71/2.7	1.6	.9	1.0	.6	1.6	1.8
15. KIMN	69/2.6	2.1	1.8	2.8	3.0	2.3	2.8
16. KSYY-F	59/2.2	2.7	4.4	4.9	4.7	3.6	2.2
17. KRZN	57/2.1	1.7	1.3	1.1	1.9	1.6	1.7
18. KEZW	55/2.1	3.5	4.0	2.7	3.9	3.1	1.2
19. KHIH-F	54/2.0	2.1	4.3	2.0	---	2.6	2.2
20. KVOD-F	43/1.6	3.4	3.5	4.0	2.9	3.1	2.6
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KOSI-F	285/3168
2. KOA	263/4201
3. KRXY-F	251/3625
4. KBCO-F+	228/2559
5. KBPI-F	197/3296
6. KAZY-F	180/2531
7. KMJI-F	171/2584
8. KLZ	162/2189
9. KHOW	123/1743
10. KOAQ-F	120/2372
11. KYGO-F	107/1691
12. KNUS	96/1450
13. KXKL-F	94/1245
14. KIMN	91/1677
15. KDKO	80/ 639
16. KHIH-F	75/1261
17. KSYY-F	63/1250
18. KRZN	59/ 987
19. KEZW	58/ 796
20. KVOD-F	55/1086
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KRXY-F 3286/ 8.8	7.6	5.1
2. KBPI-F 2747/ 5.9	6.1	6.7
3. KOA 2670/ 6.5	5.4	5.7
4. KOSI-F 2608/ 8.9	8.4	10.2
5. KMJI-F 2294/ 5.5	7.0	7.5
6. KBCO-F+ 2202/14.0	16.4	14.4
7. KAZY-F 2150/13.7	13.1	10.4
8. KOAQ-F 2131/13.6	13.0	13.5
9. KYGO-F 1517/ 9.7	13.0	10.5
10. KLZ 1476/ 9.4	5.1	6.5
11. KIMN 1364/ 8.7	8.8	9.9
12. KHOW 1318/ 8.4	9.3	8.7
13. KNUS 1241/ 7.9	6.9	7.4
14. KSYY-F 1114/ 7.1	10.8	13.8
15. KXKL-F 980/ 6.2	4.3	3.3
16. KHIH-F 955/ 6.1	7.0	---
17. KVOD-F 929/ 5.9	9.1	7.4
18. KRZN 916/ 5.8	5.2	6.7
19. KEZW 743/ 4.7	5.7	7.3
20. KQKS-F 711/ 4.5	3.7	---
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 66.93% (1629 of 2434) (SUM 86: 65.19%)

TEENS	18-34	18-49	25-4	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRXY-F>	1. KBCO-F+>	1. KBCO-F+	1. KBCO-F+	1. KBCO-F+	1. KOSI-F>	1. KOA	1. KOSI-F	1. KRXY-F	1. KRXY-F>	1. KBCO-F+
2. KDKO	2. KRXY-F	2. KRXY-F	2. KMJI-F	2. KMJI-F	2. KOA >	2. KRXY-F	2. KBCO-F+	2. KOSI-F	2. KBPI-F	2. KRXY-F
3. KBPI-F>	3. KAZY-F	3. KMJI-F	3. KRXY-F	3. KOSI-F	3. KLZ	3. KOSI-F	3. KRXY-F	3. KBCO-F+	3. KBCO-F+	3. KOSI-F
4. KAZY-F	4. KBPI-F	4. KAZY-F	4. KOSI-F	4. KRXY-F	4. KNUS	4. KBCO-F+	4. KMJI-F	4. KOA	KOSI-F	4. KAZY-F
5.	5. KMJI-F	5. KBPI-F	5. KOAQ-F	5. KOA	5. KMJI-F	5. KHOW	5. KOA	5. KAZY-F	5. KAZY-F	5. KMJI-F
6.	6. KOAQ-F	6. KOSI-F	6. KBPI-F	6. KOAQ-F	6. KHOW	6. KMJI-F	6. KBPI-F	6. KBPI-F	6. KNUS	6. KBPI-F
7.	7.	7. KOAQ-F	7. KHOW	7. KLZ	7. KYGO-F	7. KLZ	7. KAZY-F	7. KMJI-F	KOA	7. KOAQ-F
8.	8.	8. KHOW	8. KAZY-F	8.	8.	8. KBPI-F	8. KLZ	8.	8. KDKO	8. KLZ
9.	9.	9.	KOA	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRXY-F>	1. KRXY-F	1. KBCO-F+	1. KRXY-F	1. KMJI-F
2. KAZY-F	2. KBCO-F+	KRXY-F	2. KMJI-F	2. KOSI-F
3. KBPI-F	3. KMJI-F	3. KOAQ-F>	3. KBCO-F+	KRXY-F
4. KBCO-F+	4. KOAQ-F	4. KBPI-F	4. KOAQ-F	4. KBCO-F+
KOAQ-F	5. KAZY-F	5. KAZY-F	5. KOSI-F	5. KOAQ-F
6. KDKO	6. KBPI-F>	6. KXKL-F	6. KBPI-F	6. KLZ
7.	7. KDKO	7.	KLZ	7. KYGO-F
8.	8.	8.	8. KAZY-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAZY-F	1. KBCO-F+>	1. KBCO-F+	1. KBCO-F>	1. KBCO-F>
2. KBPI-F	2. KAZY-F	2. KBPI-F	2. KAZY-F	2. KOA
3. KBCO-F+	3. KBPI-F>	3. KAZY-F>	3. KBPI-F>	3. KOSI-F
4. KRXY-F	4. KRXY-F>	4. KHIH-F	4. KMJI-F	4. KMJI-F
5.	5. KOAQ-F	5. KOA	KRXY-F	5. KAZY-F
6.	6. KHIH-F	6. KOAQ-F	6. KOSI-F	KBPI-F
7.	KMJI-F	7. KMJI-F	7. KHOW	7. KHOW
8.		KXKL-F	8.	8. KYGO-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	.8/2.2
KDEN	1340	Denver	1.1/4.2
KMVP	1600	Lakewood	.4/2.2
KQKS-F	104.3	Longmont	1.3/4.5
KXKL	1280	Denver	.2/1.4
KYBG	1090	Aurora	.4/1.8
KTCL-F	93.3	Fort Collins	.7/2.1

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, SPANISH	,$ 30.00	(Caballero)		
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS,$ 38.00	(Torbet)	Shamrock	
KDEN, 1340, 1 KW	, NEWS/TALK	MBS,ABC-E,$ 45.00*	(Savalli)		
KOKO, 1510, 10 KW/5 KW (DA-1)	, BLACK	,$ 58.00	(---)	SRO	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	MBS,$ 56.00*	(Group W)	Westinghouse	
KHOW, 630, 5 KW (DA-N)	, MOR	US 2,$ 85.00*	(Eastman)	Legacy	
KIMN, 950, 5 KW (DA-N)	, AC	US 1,$ 80.00*	(Banner)	Jeff-Pilot	
KYBG, 1090, 50 KW/500 W (DA-2)	, OLDIES	Trans,$ 40.00*	(ANWH)	Century	
KLZ , 560, 5 KW (DA-1)	, COUNTRY	ABC-I,$ 58.00*	(Mc-Guild)	DKM	
KNUS, 710, 5 KW (DA-1)	, TALK	NBC,$ 70.00*	(Durpetti)	Sandusky	
KOA , 850, 50 KW	, NEWS/TALK	CBS,$130.00	(Katz)	Jacor	
KPOF, 910, 5 KW/1 KW (DA-2)	, RELIGION	,$ 25.00*	(---)		
KPPL, 1390, 5 KW (DAYS)	, SPANISH (?)	,$ 20.00	(Roslin)		
KRKS, 990, 5 KW/390 W	, RELIGION	,$ 12.00	(---)		
KMVP, 1600, 5 KW (DA-N)	, AC/TALK	MBS,ABC-E,$ 30.00*	(Torbet)	Cap Cities/ABC	
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	,$ 37.00*	(Christal)	Duffy	

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R,$ 75.00*	(Mc-Guild)	DKM		
KADX, 92.1, 720 W @ 620, JAZZ	APR,$ 34.00	(Roslin)	Century		(CASTLE ROCK)
KBCO, 97.3, 100 KW @ 1541, AOR	,$125.00*	(Masla)			(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	Source,$105.00*	(Durpetti)	Sandusky		
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS,$ 60.00	(Torbet)	Shamrock		
KHIH, 94.7, 100 KW @ 984, CHR	US 1,$ 55.00*	(Republic)	SRO		(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC	,$125.00*	(Christal)	Duffy		
KOAQ, 103.5, 100 KW @ 1061, AC	CBS-R,$ 80.00*	(Katz)	Jacor		
KOSI, 101.1, 100 KW @ 790, BTFL/EZ	,$120.00*	(Group W)	Westinghouse		
KSYY, 95.7, 100 KW @ 725, SOFT AC	MBS,Trans,$ 90.00*	(Eastman)	Legacy		
KRXY, 107.5, 100 KW @ 545, CHR	,$ 95.00*	(Torbet)	Cap Cities/ABC		
KVOD, 99.5, 100 KW @ 380, CLASSICAL	,$ 85.00*	(Republic)	Henry		
KYGO, 98.5, 100 KW @ 720, COUNTRY	,$ 90.00*	(Blair)	Jeff-Pilot		

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DETROIT

Arbitron Rank/Pop (12+): 6/3,573,100

MSA Rank/Pop: 5/4,271,000
ADI # 7
Average Person Ratings: 13.1
Market TSL: 24.0 hours

Stations: 30/27
Diaries: 2891/1236:1/49.7%
Sample Target: 2310
% Below Line: 5.4
% Not Listed: 7.6

1986 Revenue: $91,300,000
HH Inc.: $34,322
Retail $: 30.0 Bil
Pop per Station: 132,337
#1 Biller: WJR $18,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WJR	836/13.7	10.9	8.4	8.8	11.6	10.5	10.7
2. WJLB-F	502/ 7.8	7.8	9.0	8.1	7.9	8.2	12.2
3. WJOI-F	348/ 5.4	5.5	5.7	6.8	5.7	5.9	2.4
4. WHYT-F	308/ 4.8	4.4	5.2	4.4	4.0	4.7	6.7
WWJ	308/ 4.8	4.5	5.2	5.6	4.7	5.0	2.8
6. WCZY-F	307/ 4.7	4.9	5.5	5.2	5.0	5.1	5.1
7. WLLZ-F	296/ 4.6	4.6	4.1	5.3	5.0	4.7	5.8
8. WWWW-F	267/ 4.1	3.9	3.8	4.2	3.5	4.0	5.8
9. WRIF-F	251/ 3.9	4.5	4.8	4.2	5.3	4.4	6.0
10. WOMC-F	249/ 3.8	3.3	3.7	4.0	2.6	3.7	2.4
11. WNIC-F	248/ 3.8	3.9	4.0	3.3	3.9	3.8	3.6
12. WCSX-F	243/ 3.8	4.2	1.7	2.0	2.1	2.9	3.8
13. CKLW	232/ 3.6	3.8	4.1	2.9	4.1	3.6	3.3
14. WXYT	228/ 3.5	4.8	4.0	3.7	3.4	4.0	4.1
15. WLTI-F	173/ 2.7	2.8	3.5	2.5	2.6	2.9	2.4
16. WKSG-F	134/ 2.1	2.4	2.5	2.4	2.4	2.4	2.4
17. WDTX-F	118/ 1.8	2.7	2.6	2.8	3.1	2.5	2.9
18. WJZZ-F	115/ 1.8	1.6	2.6	2.1	1.9	2.0	2.4
19. WCXI	104/ 1.6	1.4	1.5	1.5	1.4	1.5	1.0
WQRS-F	104/ 1.6	1.2	1.3	1.5	2.1	1.4	.4
21. WQBH	85/ 1.3	.7	1.2	1.3	1.1	1.1	.8
WGPR-F	85/ 1.3	1.6	1.2	1.8	1.7	1.5	1.9
23. WCHB	74/ 2.4	2.6	2.8	2.5	3.1	2.6	.6
24. CKLW-F	68/ 1.1	1.0	1.6	1.1	1.5	1.2	1.1
25. WMTG	61/ .9	1.1	---	---	.3	.5	.8

12+ TSA	1/4/CUME
1. WJR	1148/13872
2. WJLB-F	522/ 5468
3. WJOI-F	383/ 4691
4. WHYT-F	341/ 7017
5. WWJ	332/ 5188
6. WCZY-F	329/ 7180
7. WLLZ-F	325/ 5244
8. WRIF-F	284/ 5662
9. WWWW-F	283/ 3720
CKLW	283/ 3725
11. WCSX-F	279/ 4809
12. WNIC-F	264/ 4688
13. WOMC-F	260/ 3801
14. WXYT	233/ 3166
15. WIOG-F	195/ 2252
16. WLTI-F	175/ 2344
17. WKSG-F	134/ 2396
18. WDTX-F	123/ 3330
19. WCXI	122/ 1600
20. WJZZ-F	117/ 2137
21. WQRS-F	116/ 1900
22. WGPR-F	111/ 1895
23. WQBH	85/ 1069
24. CKLW-F	82/ 1838
25. WCHB	74/ 846

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WJR	10234/29.6	25.6	26.9
2. WCZY-F	6555/18.3	19.3	17.1
3. WHYT-F	6215/17.4	16.9	17.0
4. WJLB-F	5062/14.2	14.8	14.0
5. WRIF-F	4852/13.6	14.1	16.5
6. WWJ	4628/13.0	15.3	15.4
7. WLLZ-F	4618/12.9	13.5	16.1
8. WNIC-F	4328/12.1	12.9	15.0
9. WJOI-F	4316/12.1	11.7	11.6
10. WCSX-F	4225/11.8	11.0	8.9
11. WOMC-F	3563/10.0	10.1	9.8
12. WWWW-F	3415/ 9.6	9.0	8.1
13. WXYT	3040/ 8.5	8.9	7.4
14. CKLW	3005/ 8.4	9.1	8.8
15. WDTX-F	3000/ 8.4	10.6	9.9
16. WKSG-F	2352/ 6.6	6.7	7.1
17. WLTI-F	2205/ 6.2	7.6	7.2
18. WJZZ-F	2071/ 5.8	6.5	6.7
19. WQRS-F	1706/ 4.8	3.8	4.4
20. WGPR-F	1596/ 4.5	4.5	5.2
21. CKLW-F	1534/ 4.3	4.4	5.0
22. WCXI	1288/ 3.6	3.3	3.9
23. WMUZ-F	1134/ 3.2	3.3	2.5
24. WNTM-F	1102/ 3.1	3.4	3.8
25. WQBH	1069/ 3.0	2.5	2.7

12+ FM SHARE (METRO): 65.55% (3920 of 5980) (SUM 86: 68.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHYT-F	1. WJLB-F	1. WJLB-F	1. WJR >	1. WJR >	1. WJR >	1. WJR >	1. WJR	1. WJR	1. WJR >	1. WJR
2. WJLB-F>	2. WLLZ-F	2. WJR	2. WJLB-F	2. WOMC-F	2. WJOI-F	2. WCZY-F	2. WJOI-F	2. WJLB-F	2. WJLB-F>	2. WJLB-F>
3. WCZY-F	3. WCSX-F	3. WLLZ-F	3. WOMC-F	3. WWWW-F	3. WWJ	3. WWJ	3. WJLB-F	3. WJOI-F	3. WNIC-F	3. WJOI-F
4. WLLZ-F	4. WRIF-F	4. WCSX-F	4. WCSX-F	4. WJLB-F	4. CKLW	4. WJLB-F>	4. WOMC-F	4. WHYT-F	4. WHYT-F	4. CKLW
5. WDTX-F	5. WCZY-F	5. WCZY-F	5. WCZY-F	5. WCZY-F	5. WXYT-F	5. WLLZ-F	5. WLLZ-F	5. WWWW-F	5. WLTI-F	5. WWWW-F
6. WRIF-F	6. WNIC-F	6. WRIF-F	6. WNIC-F	6. WCSX-F	6. WWWW-F	6. WOMC-F	6. CKLW	6. WCSX-F	6. WRIF-F	6. WLLZ-F
7.	7. WJR	7. WNIC-F	7. WWWW-F	7. WNIC-F	7. WOMC-F>	7. WJOI-F	7. WWWW-F	WLLZ-F	WXYT-F	7. WHYT-F
8.	WHYT-F	8. WOMC-F	8. WRIF-F	8. WJOI-F	8. WCZY-F	8. WHYT-F	8. WXYT-F	WWJ	8. WJOI-F	8. WCSX-F
9.	9. WWWW-F	9. WWWW-F	9. WLLZ-F	9. WRIF-F	9. WCXI-F	CKLW	9. WCSX-F	9. WCZY-F	9. WCZY-F	9. WNIC-F
10.	10. WOMC-F	10. WHYT-F	10. WLTI-F	10. WLLZ-F	WNIC-F	10. WRIF-F	10. WHYT-F	10. WRIF-F	WJZZ-F	WXYT-F
							WRIF-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WJLB-F>	1. WJLB-F>	1. WJLB-F>	1. WJLB-F>	1. WJR
2. WHYT-F	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WJLB-F
3. WNIC-F	3. WCZY-F	3. WCZY-F	3. WCZY-F	3. WOMC-F
4. WLLZ-F	4. WHYT-F	4. WCSX-F	4. WOMC-F	4. WCZY-F
5. WCZY-F	5. WCSX-F	5. WOMC-F	5. WJR	5. WWWW-F
6. WCSX-F	6. WLLZ-F	6. WRIF-F	6. WLTI-F	6. WNIC-F
7. WLTI-F	7. WOMC-F	7. WHYT-F	7. WHYT-F	7. WJOI-F
8. WGPR-F	WRIF-F	WJR	8. WWWW-F	8. WLTI-F
9. WRIF-F	9. WLTI-F	WKSG-F	9. WCSX-F	9. WCSX-F
10. WDTX-F	10. WJR	10. WLTI-F	10. WLLZ-F	WHYT-F
WOMC-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLLZ-F>	1. WLLZ-F	1. WCSX-F	1. WJR	1. WJR >
2. WJLB-F	2. WRIF-F	2. WRIF-F	2. WLLZ-F	2. WCSX-F
3. WRIF-F>	3. WCSX-F	3. WLLZ-F	3. WCSX-F	3. WLLZ-F
4. WCSX-F	4. WJLB-F>	4. WJR	4. WRIF-F	WRIF-F
5. WCZY-F	5. WJR >	5. WJLB-F	5. WJLB-F	5. WWWW-F
WHYT-F	6. WCZY-F	6. WWWW-F	6. WCZY-F	6. WOMC-F
7. WDTX-F	7. WWWW-F	7. WKSG-F	7. WWWW-F	7. WJLB-F
WLTI-F	8. WHYT-F	8. WCZY-F	8. WOMC-F	8. WCZY-F
9. WJR	9. WKSG-F	9. WNIC-F	9. WNIC-F	9. WKSG-F
10. WWWW-F	10. WNIC-F	10.	10. WKSG-F	WNIC-F
				WWJ

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXL	1340	Royal Oak	.4/1.4
WHND	560	Monroe	.9/2.8
WMUZ-F	103.5	Detroit	.7/3.2
WNTM-F	92.3	Detroit	.6/3.1
WIOG-F	102.5	Bay City	.4/ .8

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR,$ 90.00*	(Christal)	Shamrock		
WHND, 560, 500 W (DAYS,DA)	, OLDIES	US 1,$ NA	(MMR)	Greater Media		(MONROE)
WJR , 760, 50 KW	, MOR	ABC-I,$230.00	(Eastman)	Cap Cities/ABC		
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN,$ 40.00*	(Durpetti)	Price		
WQBH, 1400, 1 KW	, BLACK	,$ 60.00	(Roslin)			
WWJ , 950, 5 KW (DA-N)	, NEWS	CBS,$145.00*	(CBS)	Federal		
WXYT, 1270, 5 KW (DA-N)	, TALK	MBS,NBC,NBC-T,$105.00*	(Roslin)			
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	,$ 25.00	(---)	Wolpin		(LIVONIA)
WCHB, 1440, 1 KW	, BLACK	NBN,$ 45.00	(Torbet)			(INKSTER)
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	,$ 85.00*	(Masla)			(WINDSOR, ONT)

FM STATIONS

WCZY, 95.5, 100 KW @ 430, CHR		,$200.00	(HNWH)			
WDTX, 99.5, 21 KW @ 754, CONTEMP		CBS-R,$125.00*	(Torbet)	Metropolis		
WGPR, 107.5, 50 KW @ 360, BLACK		SBN,$ 65.00	(Lazar)			
WHYT, 96.3, 20 KW @ 786, CHR		ABC-C,$140.00*	(Eastman)	Cap Cities/ABC		
WILB, 97.9, 50 KW @ 490, BLACK		,$150.00*	(MMR)	Booth		
WJOI, 97.1, 12 KW @ 802, BTFL/EZ		,$142.00*	(CBS)	Federal		
WJZZ, 105.9, 20 KW @ 724, JAZZ		,$ 80.00	(Torbet)			
WKSG, 102.7, 50 KW @ 500, OLDIES		Source,$107.00*	(Masla)	Inner City		
WLLZ, 98.7, 50 KW @ 480, AOR		ABC-F,$170.00	(Mc-Guild)	Legacy		
WLTI, 93.1, 20 KW @ 500, SOFT AC		,$103.00*	(Christal)	Keymarket		
WMUZ, 103.5, 50 KW @ 500, RELIGION		,$ 45.00	(---)	Crawford		
WNIC, 100.3, 50 KW @ 400, AC		,$142.00*	(Durpetti)	Price		
WNTM, 92.3, 22 KW @ 742, AC		,$ 85.00*	(Roslin)			
WOMC, 104.3, 190 KW @ 416, AC		US 2,$145.00	(Katz)	Metropolitan		
WQRS, 105.1, 18 KW @ 482, CLASSICAL		,$ 89.00	(CMBS)			
WRIF, 101.1, 27 KW @ 880, AOR		ABC-R,$142.00*	(Mc-Guild)	Taft		
WWWW, 106.7, 61 KW @ 508, COUNTRY		APR,$132.00*	(Christal)	Shamrock		
WCSX, 94.7, 10 KW @ 950, CLASSIC AOR		US 1,$ 95.00*	(MMR)	Greater Media		
CKLW, 93.9, 100 KW @ 700, AC/OLDIES		,$ 70.00*	(Masla)			(WINDSOR, ONT)

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EL PASO

Arbitron Rank/Pop (12+): 79/429,300

MSA Rank/Pop: 91/548,600
ADI # 100
Average Person Ratings: 18.8
Market TSL: 24.5 hours

Stations: 22/18
Diaries: 1038/414:1/48.3%
Sample Target: 800
% Below Line: 2.7
% Not Listed: 7.5

1986 Revenue: $11,800,000
HH Inc.: $28,130
Retail $: 2.7 Bil
Pop per Station: 23,850
#1 Biller: KHEY $1,850,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KEZB-F	114/14.2	11.6	12.4	15.8	16.9	13.5	13.9
2. KLAQ-F	93/11.6	10.7	11.3	11.7	11.6	11.3	14.5
3. KAMZ-F	62/ 7.7	7.4	11.8	11.6	10.9	9.6	10.5
4. KHEY-F	58/ 7.2	8.7	9.3	9.5	8.9	8.7	6.8
5. KPRR-F	57/ 7.1	4.6	4.4	1.0	.4	4.3	11.7
6. KOFX-F	51/ 6.3	5.8	5.3	3.7	4.3	5.3	5.5
KTSM-F	51/ 6.3	8.4	6.4	7.4	7.4	7.1	4.9
8. KAMA	48/ 6.0	5.4	6.0	5.8	5.1	5.8	6.9
9. KBNA-F+	46/ 5.7	3.8	2.5	3.9	3.6	4.0	7.0
10. KLTO-F	42/ 5.2	4.9	5.0	3.0	4.0	4.5	3.1
11. KTSM	25/ 3.1	5.4	4.1	2.2	2.6	3.7	2.1
KHEY	25/ 3.1	4.4	2.8	5.6	3.0	4.0	2.1
13. KROD	24/ 3.0	4.8	4.8	3.7	4.2	4.1	2.3
14. KPAS-F	12/ 1.5	1.4	2.2	---	.8	1.3	---
15. KFNA	9/ 1.1	1.1	1.4	3.1	1.7	1.7	.7

12+ TSA	1/4/CUME
1. KEZB-F	128/1629
2. KLAQ-F	120/1251
3. KTSM-F	72/ 877
4. KHEY-F	71/1062
5. KAMZ-F	70/1148
6. KOFX-F	60/ 791
KPRR-F	60/ 798
8. KAMA	51/ 552
9. KBNA-F+	48/ 680
10. KLTO-F	43/ 621
11. KHEY	32/ 589
12. KROD	26/ 466
KTSM	26/ 392
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KEZB-F	1354/31.5	35.3	36.1
2. KAMZ-F	1032/24.0	26.1	30.2
3. KLAQ-F	968/22.5	24.1	22.5
4. KHEY-F	808/18.8	20.4	18.9
5. KPRR-F	759/17.7	14.0	1.8
6. KOFX-F	667/15.5	13.7	9.6
7. KBNA-F+	653/15.2	9.9	---
8. KTSM-F	599/14.0	16.2	13.8
9. KLTO-F	578/13.5	14.4	16.7
10. KAMA	512/11.9	12.8	13.3
11. KHEY	411/ 9.6	11.4	8.6
12. KROD	407/ 9.5	11.8	12.6
13. KTSM	361/ 8.4	9.5	7.7
14.			
15.			

12+ FM SHARE (METRO): 78.93% (588 of 745) (SUM 86: 73.62%)

TEENS	18-34	18-49	25-49	25-54	35	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KEZB-F	1. KLAQ-F	1. KEZB-F	1. KEZB-F	1. KEZB-F	1. KTSM-F	1. KEZB-F+	1. KEZB-F+	1. KEZB-F+	1. KEZB-F+>	1. KEZB-F+
2. KAMZ-F	2. KEZB-F>	2. KLAQ-F>	2. KHEY-F	2. KHEY-F	2. KAMA	2. KLAQ-F	2. KLAQ-F>	2. KLAQ-F>	2. KLAQ-F	2. KLAQ-F
3. KPRR-F>	3. KPRR-F	3. KHEY-F	3. KLAQ-F	3. KLAQ-F	3. KHEY-F	3. KBNA-F+	3. KAMA	3. KHEY-F	3. KPRR-F	3. KAMZ-F
4. KLAQ-F	4. KOFX-F	4. KOFX-F	4. KOFX-F	4. KOFX-F	4. KBNA-F+	KHEY-F	4. KHEY-F	4. KAMZ-F	4. KAMZ-F>	4. KHEY-F
5.	5. KAMZ-F	5. KAMZ-F	5. KLTO-F	5. KBNA-F+	5. KHEY	5. KAMZ-F	5. KAMZ-F	5. KTSM-F	5. KTSM-F	5. KTSM-F
	KHEY-F	KLTO-F	6. KBNA-F+	6. KLTO-F	KTSM	6. KOFX-F	6. KOFX-F	6. KPRR-F		6. KAMA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KEZB-F>	1. KEZB-F>	1. KEZB-F>	1. KEZB-F>	1. KEZB-F>
2. KAMZ-F	2. KAMZ-F	2. KOFX-F	2. KAMZ-F	2. KHEY-F
3. KPRR-F	KOFX-F	3. KLTO-F	KOFX-F	3. KLTO-F
4. KLAQ-F	4. KLAQ-F	4. KLAQ-F	4. KLTO-F	4. KOFX-F
KOFX-F	5. KLTO-F	5. KAMZ-F	5. KHEY-F	5. KBNA-F+
	KPRR-F	6. KHEY-F	6. KLAQ-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F
2. KPRR-F	2. KPRR-F	2. KEZB-F	2. KEZB-F	2. KHEY-F
3. KEZB-F	3. KEZB-F	3. KOFX-F	3. KHEY-F	3. KEZB-F
4.	4. KHEY-F	4. KPRR-F	4. KPRR-F	4. KBNA-F+
5.	5. KOFX-F	5.	5. KOFX-F	KOFX-F
			6. KBNA-F+	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLEP	1590	El Paso	.5/2.1
KEZB	1150	El Paso	.5/3.2
XEJ	970	Juarez	.4/2.0
XHGU-F	105.9	Juarez	.4/1.5
XHNZ-F	107.5	Juarez	.9/2.2
KZOL	860	Juarez	.9/1.1

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2)	, SPANISH		,$ 42.00*	(Caballero)	Thrash
KFNA, 1060, 10 KW (DAYS)	, SPANISH		,$ 12.00*	(MMR)	
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I	,$ 40.00*	(Katz)	
KROD, 600, 5 KW (DA-N)	, AC		,$ 23.00	(HNWH)	
KTSM, 1380, 5 KW/500 W	, NEWS/TALK	CBS,ABC-T,NBC-T	,$ 25.00	(HNWH)	

KAMZ-F , 93.1, 30 KW @ 1190, CHR			,$ 45.00*	(Eastman)	Thrash
KBNA-F+, 97.5, 60 KW @ 1080, SPANISH			,$ 26.00*	(Katz)	Tichenor
KEZB-F , 93.9, 100 KW @ 1210, CHR		ABC-F	,$ 49.00*	(Christal)	
KHEY-F , 96.3, 100 KW @ 1380, COUNTRY			,$ 75.00*	(Katz)	
KLAQ-F , 95.5, 88 KW @ 1390, AOR		Source	,$ 55.00*	(HNWH)	
KLTO-F , 94.7, 91 KW @ 1080, SPANISH (?)			,$ 30.00*	(MMR)	
KOFX-F , 92.3, 100 KW @ 1860, AC		US 1	,$ 27.00*	(Mc-Guild)	
KPRR-F , 102.1, 57 KW @ 1160, COUNTRY (?)		US 2	,$ 25.00*	(Banner)	
KTSM-F , 99.9, 100 KW @ 1820, BTFL/EZ			,$ 31.00*	(HNWH)	

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FRESNO

Arbitron Rank/Pop (12+): 73/478,500

MSA Rank/Pop: 34/594,900
ADI # 55
Average Person Ratings: 16.8
Market TSL: 23.0 hours

Stations: 24/23
Diaries: 1019/470:1/46.8%
Sample Target: 840
% Below Line: 0.4
% Not Listed: 10.2

1986 Revenue: $18,000,000
HH Inc.: $32,010
Retail $: 3.4 Bil
Pop per Station: 20,804
#1 Biller: KFYE-F $3,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KNAX-F	73/9.1	6.3	5.1	4.0	6.6	6.1	7.0
2. KMGX-F	72/9.0	8.4	7.5	8.5	5.5	8.4	10.1
3. KMJ	68/8.5	8.1	7.9	9.3	7.7	8.5	7.0
4. KOJY-F	61/7.6	5.3	5.7	6.5	5.8	6.3	2.5
5. KYNO-F	52/6.5	7.8	7.6	6.8	6.2	7.2	9.7
6. KKDJ-F	47/5.9	6.1	5.3	6.5	9.5	6.0	9.6
7. KXEX	42/5.2	3.7	3.6	2.9	4.6	3.9	2.2
8. KFIG-F+	40/4.9	4.8	6.2	5.5	3.0	5.4	2.6
9. KFRE-F	35/4.4	3.8	3.4	3.7	2.1	3.8	3.4
10. KCLQ-F	31/3.9	4.6	6.1	3.3	---	4.5	5.2
11. KBOS-F	26/3.2	4.3	4.6	3.4	4.6	3.9	7.2
12. KKNU-F	25/3.1	2.5	3.4	2.6	3.6	2.9	3.4
13. KFYE-F	24/3.0	3.3	3.2	4.0	3.9	3.4	3.0
14. KGST	23/2.9	3.0	3.2	2.7	6.8	3.0	2.5
15. KYNO	21/2.6	1.4	2.7	1.4	2.3	2.0	1.9

12+ TSA	1/4/CUME
1. KBOS-F	139/1785
2. KMJ	119/1471
3. KOJY-F	110/ 886
4. KMGX-F	98/1387
5. KNAX-F	75/ 711
6. KKDJ-F	74/ 959
7. KFYE-F	62/1111
8. KFRE-F	60/ 713
9. KYNO-F	53/1027
10. KCLQ-F	52/ 812
11. KXEX	45/ 301
KFIG-F+	45/ 736
13. KFRE	42/ 568
14. KJUG-F	38/ 486
15. KKNU-F	37/ 610

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KMGX-F	1002/20.9	18.4	14.3
2. KYNO-F	950/19.9	21.7	19.3
3. KMJ	766/16.0	18.3	16.5
4. KNAX-F	670/14.0	13.1	9.1
5. KFIG-F+	668/14.0	15.0	NA
6. KBOS-F	630/13.2	13.6	16.9
7. KKDJ-F	612/12.8	13.4	14.0
8. KOJY-F	533/11.1	10.5	9.2
9. KFYE-F	517/10.8	11.5	11.9
10. KCLQ-F	500/10.4	10.2	---
11. KKNU-F	413/ 8.6	8.8	8.6
12. KFRE-F	360/ 7.5	8.9	6.2
13. KFSO-F	300/ 6.3	8.3	8.8
14. KXEX	281/ 5.9	5.7	8.3
15. KYNO	274/ 5.7	4.5	6.5

12+ FM SHARE (METRO): 70.18% (506 of 721) (SUM 86: 62.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMGX-F	1. KKDJ-F	1. KMGX-F	1. KNAX-F>	1. KNAX-F>	1. KMJ	1. KMJ >	1. KNAX-F	1. KJOY-F	1. KMGX-F	1. KNAX-F
2. KYNO-F	2. KMGX-F	2. KNAX-F	2. KFIG-F+	2. KFIG-F+	2. KOJY	2. KNAX-F	2. KOJY-F	2. KNAX-F	2. KXEX	2. KMGX-F
3. KBOS-F	3. KCLQ-F	3. KKDJ-F	3. KCLQ-F	3. KMJ	3. KNAX-F	3. KMGX-F	3. KMGX-F	3. KMGX-F	3. KMJ	3. KYNO-F
4.	4. KYNO-F	4. KFIG-F+	4. KFRE-F	4. KFRE-F	4. KFRE	4. KOJY-F	4. KYNO-F	4. KYNO-F	4. KYNO-F	4. KOJY-F
5.	5. KFIG-F+	5. KYNO-F	5.	5. KCLQ-F	KFRE-F	5. KFRE-F	5. KMJ	5. KMJ	5. KKDJ-F	5. KFIG-F+
	6. KNAX-F	6. KCLQ-F		6. KKNU-F		6. KKDJ-F	6. KKDJ-F	6. KKDJ-F	6. KOJY-F	KKDJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMGX-F	1. KKDJ-F	1. KFYE-F	1. KMGX-F	1. KNAX-F	1. KMGX-F	1. KKDJ-F	1. KCLQ-F	1. KNAX-F	1. KNAX-F>
2. KKDJ-F	2. KMGX-F	2. KCLQ-F	2. KFIG-F+	2. KKNU-F	2. KKDJ-F>	2. KMGX-F	2. KFIG-F+	2. KKDJ-F	2. KCLQ-F
3. KYNO-F	KYNO-F	KFIG-F+	3. KKDJ-F	3. KFIG-F	3. KCLQ-F	3. KCLQ-F	KKDJ-F	KMGX-F	KMJ
4. KBOS-F	4. KFIG-F+	KKDJ-F	KNAX-F	4. KFYE-F	KYNO-F	4. KNAX-F	KNAX-F	4. KCLQ-F	4. KFIG-F+
KFIG-F+	5. KFYE-F	KKNU-F	KYNO-F	KOJY-F	5.	5.	5. KFRE-F	5. KFRE-F	KFRE-F
	6. KCLQ-F								

OTHER RATED STATIONS/METRO SHARE % CUME RATING

KEAP	980	Fresno	1.0/2.1
KEZL-F	96.7	Fowler	.6/1.8
KFRE	940	Fresno	2.0/5.1
KFSO-F	92.9	Visalia	1.7/6.3
KMAK	1340	Fresno	2.2/4.8
KRDU	1130	Dinuba	.5/2.0
KXTC	790	Clovis	1.6/3.6
KJUG-F	106.7	Tulare	.4/1.4

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, COUNTRY	ABC-D,	$ 30.00*	(HNWH)		
KGST, 1600, 5 KW (DA-2)	, SPANISH		$ 21.00	(Lotus)		
KMAK, 1340, 1 KW	, NEWS/TALK (?)	MBS,CBS,	$ 25.00*	(Torbet)		
KMJ , 580, 5 KW	, NEWS/TALK	ABC-I,NBC-T,	$ 55.00*	(Katz)		
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, SPANISH		$ 30.00	(Caballero)		
KXTC, 790, 500 W (DAYS,DA)	, BTFL/EZ		$ 15.00	(Radio Time)		
KYNO, 1300, 5 KW/1 KW (DA-N)	, OLDIES	US 2,	$ NM	(Banner)	Brown	
KBOS-F , 94.9, 16 KW @ 847,	CHR	Source,ABC-F,	$ 35.00*	(Torbet)		(TULARE)
KCLQ-F , 107.5, 19 KW @ 790,	CLASSIC AOR		$ 40.00*	(Republic)	Liggett	(HANFORD)
KFIG-F+, 101.1, 50 KW @ 352,	CONTEMP/AC	APR,	$ 45.00	(Durpetti)	Davis/Weaver	
KFRE-F , 101.9, 2 KW @ 1880,	COUNTRY		$ 30.00*	(HNWH)		
KFSO-F , 92.9, 19 KW @ 820,	AC/OLDIES	US 1,CBS-R,	$ 40.00	(CBS)	Americom	(VISALIA)
KFYE-F , 93.7, 68 KW @ 1950,	AC		$ 44.00*	(Mc-Guild)	EZ	
KKDJ-F , 105.9, 2 KW @ 1960,	AOR		$ 55.00*	(Durpetti)		
KKNU-F , 102.7, 50 KW @ 500,	SOFT AC		$ 29.00*	(Christal)		
KMGX-F , 103.7, 50 KW @ 500,	CHR		$ 50.00*	(Christal)	Olympic	(HANFORD)
KNAX-F , 97.7, 48 KW @ 310,	COUNTRY	ABC-E,	$ 44.00*	(Katz)		
KOJY-F , 98.9, 19 KW @ 820,	BTFL/EZ		$ 34.00*	(MMR)		(DINUBA)
KYNO-F , 95.7, 50 KW @ 320,	CHR		$ 63.00*	(Banner)	Brown	

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GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/517,900

MSA Rank/Pop: 74/643,700
NDI # 39 (w/Kalamazoo)
Average Person Ratings: 14.7
Market TSL: 19.3 hours

Stations: 25/19
Diaries: 1156/448:1/51.1%
Sample Target: 890
% Below Line: 12.0
% Not Listed: 13.4

1986 Revenue: $19,400,000
HH Inc.: $34,432
Retail $: 4.4 bil
Pop per Station: 27,258
#1 Biller: WOOD A/F $4,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WKLQ-F	78/10.3	10.6	10.0	8.8	11.6	9.9	14.1
2. WLAV-F	74/ 9.7	9.7	8.6	9.1	8.3	9.3	12.6
3. WCUZ-F	64/ 8.4	10.1	5.7	8.3	8.7	8.1	7.8
WOOD	64/ 8.4	9.5	8.1	7.6	7.2	8.4	6.9
5. WOOD-F	62/ 8.2	10.6	12.3	10.6	11.1	10.4	7.2
6. WLHT-F	48/ 6.3	7.9	7.3	5.8	6.5	6.8	6.6
7. WGRD-F	43/ 5.7	5.8	7.5	5.9	5.6	6.2	8.3
8. WCUZ	35/ 4.6	2.8	2.1	2.5	3.9	3.0	3.7
9. WMUS-F	32/ 4.2	5.8	5.1	5.0	3.7	5.0	4.1
10. WSNX-F	28/ 3.7	1.9	2.6	3.3	3.9	2.9	3.5
11. WJFM-F	22/ 2.9	1.3	3.2	2.6	2.5	2.5	2.0
12. WFUR-F	20/ 2.6	3.1	3.5	4.0	2.9	3.3	2.5
13. WYXX-F	16/ 2.1	1.4	1.9	3.3	1.9	2.2	.7

12+ TSA	1/4/CUME
1. WOOD-F	141/2200
2. WLAV-F	127/1726
3. WKLQ-F	104/1977
4. WSNX-F	95/1207
5. WCUZ-F	85/1236
6. WMUS-F	83/1129
7. WGRD-F	82/2015
8. WOOD	70/1030
9. WLHT-F	60/1083
WKZO	60/ 943
11. WJFM-F	57/1461
12. WQLR-F	45/ 742
13.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WKLQ-F	1353/25.1	24.1	22.7
2. WOOD-F	1084/20.9	23.0	21.7
3. WGRD-F	1052/20.3	19.3	19.7
4. WLAV-F	1016/19.6	17.7	19.9
5. WCUZ-F	893/17.2	17.9	20.0
6. WOOD	839/16.2	16.2	16.8
7. WLHT-F	774/14.9	17.1	15.5
8. WCUZ	694/13.4	8.8	10.7
9. WSNX-F	557/10.8	7.6	8.5
10. WJFM-F	523/10.1	6.9	8.6
11. WMUS-F	501/ 9.7	11.3	8.5
12. WFUR-F	433/ 8.4	8.9	9.1
13.			

12+ FM SHARE (METRO): 77.20% (508 of 658) (SUM 86: 79.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKLQ-F>	1. WLAV-F>	1. WLAV-F	1. WCUZ-F	1. WCUZ-F	1. WOOD	1. WOOD	1. WLAV-F	1. WLAV-F	1. WCUZ-F	1. WKLQ-F
2. WGRD-F	2. WKLQ-F	2. WKLQ-F	2. WLAV-F	2. WLAV-F	2. WOOD-F	2. WCUZ-F+	2. WKLQ-F	2. WKLQ-F	2. WLAV-F	2. WCUZ-F
3.	3. WLHT-F	3. WLHT-F	3. WLHT-F	3. WLHT-F	3. WCUZ-F>	3. WKLQ-F	3. WCUZ-F	3. WCUZ-F	3. WKLQ-F>	3. WLAV-F
4.	4. WGRD-F	4. WCUZ-F	4. WKLQ-F	4. WKLQ-F	4. WCUZ	4. WOOD-F	4. WOOD-F	4. WOOD-F	4. WOOD	4. WOOD
5.	5. WCUZ-F	5. WGRD-F	5. WOOD	WOOD-F	5. WFUR-F	5. WLAV-F	5. WLHT-F	5. WOOD	WOOD-F	5. WOOD-F
				6. WOOD		6. WLHT-F	6. WOOD	6. WLHT-F	6. WGRD-F	6. WLHT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKLQ-F>	1. WKLQ-F	1. WLHT-F	1. WKLQ-F	1. WLHT-F	1. WLAV-F>	1. WLAV-F>	1. WLAV-F>	1. WLAV-F>	1. WLAV-F
2. WGRD-F	2. WLHT-F>	2. WKLQ-F	2. WLHT-F>	2. WCUZ-F	2. WGRD-F	2. WKLQ-F	2. WCUZ-F	2. WCUZ-F	2. WCUZ-F>
WLAV-F	3. WGRD-F	3. WGRD-F	3. WGRD-F	3. WOOD-F	3. WSNX-F	3. WCUZ-F	WKLQ-F	3. WKLQ-F	3. WCUZ
WLHT-F	WLAV-F	WLAV-F	4. WCUZ-F	4. WOOD	4. WKLQ-F	4. WGRD-F	4. WLHT-F	4. WSNX-F	WKLQ-F
5.	5.	5. WCUZ-F	WLAV-F	5. WKLQ-F	5.	5. WSNX-F	5. WCUZ	5. WLHT-F	WLHT-F
		WJFM-F	6. WOOD			6. WLHT-F		6. WGRD-F	6. WMUS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	102.9	Grand Rapids	.1/1.2
WHTC	1450	Holland	1.6/3.7
WKTH	1410	Grand Rapids	.5/1.5
WKWM	1140	Kentwood	1.7/1.9
WLAV	1340	Grand Rapids	1.3/4.7
WMAX	1480	Grand Rapids	.4/1.6
WWJQ	1260	Holland	.5/2.0
WJQK-F	99.3	Zeeland	.8/2.7
WCXT-F	105.3	Hart	1.1/4.1
WEVS-F	92.7	Saugatuck	.4/1.5
WKZO	590	Kalamazoo	.5/2.7
WQLR-F	106.1	Kalamazoo	.5/2.5

RADIO STATIONS

WCUZ, 1230, 1 KW	, COUNTRY	ABC-I,$ 30.00* (Christal)	Federated	
WKTH, 1410, 1 KW	, OLDIES	SMN,$ 17.00* (Banner)	Regional	
WKWM, 1140, 5 KW (DAYS,DA)	, BLACK	SBN,$ 15.00 (Patt)		
WLAV, 1340, 1 KW	, OLDIES	Trans,$ 17.00* (MMR)	Adams	
WMAX, 1480, 5 KW (DAYS,DA)	, RELIGION	MBS,$ 10.00 (---)		
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC,$ 63.00* (Katz)	Grace	
WCUZ-F, 101.3, 50 KW @ 420,	COUNTRY	ABC-E,$ 71.00* (Christal)	Federated	
WFUR-F, 102.9, 48 KW @ 510,	RELIGION/BTFL	,$ 15.00 (---)	Kuiper	
WGRD-F, 97.9, 30 KW @ 590,	CHR	ABC-C,$ 50.00* (Banner)	Regional	
WJFM-F, 93.7, 320 KW @ 780,	SOFT AC	CBS-R,$ 30.00* (Mc-Guild)		
WKLQ-F, 94.5, 50 KW @ 500,	CHR	,$ 63.00* (Eastman)	Bloomington	(HOLLAND)
WLAV-F, 96.9, 50 KW @ 500,	AOR	Source,$ 67.00* (MMR)	Adams	
WLHT-F, 95.7, 41 KW @ 554,	AC	,$ 57.00* (Republic)	Liggett	
WOOD-F, 105.7, 265 KW @ 810,	BTFL/EZ	,$ 80.00* (Katz)	Grace	
WYXX-F, 96.1, 50 KW @ 295,	SOFT AC	,$ 20.00* (Patt)		(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480,	COUNTRY	,$ 40.00* (HNWH)		(MUSKEGON)
WSNX-F, 104.5, 50 KW @ 360,	CHR	,$ 31.00* (Christal)	Goodrich	(MUSKEGON)

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GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 49/762,100

MSA Rank/Pop: 55/904,600
ADI # 50
Average Person Ratings: 16.4
Market TSL: 22.3 hours

Stations: 29/26
Diaries: 1308/583:1/48.2%
Sample Target: 1070
% Below Line: 3.0
% Not Listed: 8.7

1986 Revenue: $19,400,000
HH Inc.: $29,858
Retail $: 6.0 Bil
Pop per Station: 29,312
#1 Biller: WTQR-F $4,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WTQR-F	218/17.4	17.5	17.8	19.7	14.6	18.1	15.9
2. WKRR-F	118/ 9.4	9.5	7.7	9.0	5.4	8.9	10.3
3. WKSI-F	89/ 7.1	8.0	6.8	7.4	8.3	7.3	8.3
4. WQMG-F	86/ 6.9	6.8	6.0	5.1	5.4	6.2	11.3
5. WOJY-F	79/ 6.3	6.9	5.7	6.0	6.9	6.2	2.8
6. WKZL-F	78/ 6.2	7.2	6.3	5.4	6.7	6.3	8.8
WMAG-F	78/ 6.2	5.5	7.0	5.0	4.5	5.9	5.5
8. WSJS	69/ 5.5	5.5	4.8	5.5	5.2	5.3	5.2
9. WBIG-F	36/ 2.9	1.1	1.7	2.0	1.9	1.9	.9
WWMY-F	36/ 2.9	1.9	2.4	2.4	2.4	2.4	.5
11. WAAA	33/ 2.6	1.9	2.3	1.6	1.7	2.1	1.9
12. WTNC	29/ 2.3	.3	.4	---	1.8	0.8	.2
13. WMQX-F	28/ 2.2	2.9	1.1	1.6	3.2	2.0	4.0
14. WHPE-F	26/ 2.1	1.1	2.1	1.3	.9	1.7	1.5
15. WMFR	21/ 1.7	1.5	1.8	1.7	1.8	1.7	1.5
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WTQR-F	372/4173
2. WKRR-F	168/1673
3. WKSI-F	137/2297
4. WQMG-F	132/1368
5. WOJY-F	121/1640
6. WMAG-F	113/1709
7. WKZL-F	110/1823
8. WSJS	69/ 951
9. WPCM-F	65/ 705
10. WSOC-F	51/ 960
11. WWMY-F	49/ 480
12. WBIG-F	47/ 828
13. WMQX-F	39/ 915
14. WHPE-F	35/ 505
15. WAAA	33/ 282
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WTQR-F 2208/29.0	27.9	25.3
2. WKSI-F 2297/19.3	19.5	17.3
3. WMAG-F 1253/16.4	17.1	12.2
4. WKZL-F 1240/16.3	16.1	16.1
5. WKRR-F 1130/14.8	13.4	11.0
6. WOJY-F 1056/13.9	16.2	14.8
7. WSJS 933/12.2	11.3	12.5
8. WQMG-F 807/10.6	12.1	10.3
9. WMQX-F 624/ 8.2	8.8	8.9
10. WBIG-F 603/ 7.9	5.4	4.4
11. WHPE-F 352/ 4.6	5.2	3.5
12. WWMY-F 289/ 3.9	5.1	4.4
13. WAAA 282/ 3.7	3.8	4.8
14. WMFR 255/ 3.3	3.6	3.6
15. WKOQ 251/ 3.3	2.4	3.4
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 79.11% (905 of 1144) (SUM 86: 79.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKSI-F>	1. WKRR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F	1. WTQR-F>	1. WTQR-F	1. WTQR-F	1. WTQR-F>
2. WQMG-F	2. WTQR-F	2. WKRR-F>	2. WMAG-F	2. WMAG-F	2. WSJS	2. WSJS	2. WKRR-F>	2. WKRR-F	2. WQMG-F	2. WQMG-F
3. WKZL-F	3. WKZL-F	3. WMAG-F	3. WKRR-F	3. WOJY-F	3. WOJY-F	3. WKRR-F	3. WOJY-F	3. WOJY-F	3. WKRR-F	3. WKRR-F
4. WKRR-F	4. WQMG-F	4. WKZL-F	4. WOJY-F	4. WKRR-F	4. WMAG-F	4. WMAG-F	4. WKSI-F	4. WMAG-F	4. WKZL-F	4. WKSI-F
5.	5. WKSI-F	WQMG-F	5. WQMG-F	5. WQMG-F	5. WWMY-F	5. WKSI-F	5. WMAG-F	5. WQMG-F	5. WKSI-F	5. WKZL-F
6.	6. WMAG-F	6. WOJY-F	6. WKZL-F	6. WSJS	6.	6. WOJY-F	6.	6. WKSI-F	6.	6. WMAG-F
7.	7.	7. WKSI-F	7. WKSI-F	7. WKZL-F	7.	7.	7.	7. WKZL-F	7.	7. WOJY-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKZL-F	1. WTQR-F	1. WTQR-F	1. WTQR-F>	1. WTQR-F>
2. WQMG-F	2. WKZL-F	2. WMAG-F	2. WQMG-F	2. WMAG-F
3. WKRR-F	3. WQMG-F	3. WKSI-F	3. WMAG-F	WOJY-F
4. WKSI-F	4. WKRR-F	WQMG-F	4. WOJY-F	4. WQMG-F
5. WTQR-F	. WKSI-F	5. WKRR-F	5. WKSI-F	5. WKSI-F
6.	6. WMAG-F	WOJY-F	6. WKZL-F	6. WSJS
7.	7.	7. WKZL-F	7. WKRR-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRR-F>	1. WKRR-F>	1. WKRR-F>	1. WKRR-F	1. WTQR-F
2. WTQR-F	2. WTQR-F	2. WTQR-F	2. WTQR-F>	2. WKRR-F
3. WKSI-F	3. WKZL-F	3. WKZL-F	3. WMAG-F	3. WMAG-F
4. WBIG-F	4. WQMG-F	4. WBIG-F	4. WKZL-F	4. WOJY-F
5.	5. WKSI-F	WMAG-F	5. WQMG-F	5. WKZL-F
6.	WMAG-F	WQMG-F	6. WOJY-F	6. WSJS
7.	7. WBIG-F	7. WOJY-F	7. WKSI-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro	1.0/2.1
WGLD	1320	Greensboro	.7/1.8
WKEW	1400	Greensboro	.7/2.1
WKXR	1260	Asheboro	.5/1.0
WLXN	1440	Lexington	.2/1.1
WKOQ-F	94.1	Lexington	.5/3.3
WPCM-F	101.1	Burlington	.3/2.3
WPET	950	Greensboro	.8/2.3
WSMX	1500	Winston-Salem	1.0/1.4
WTHP-F	98.3	Thomasville	.7/2.4
WTOB	1380	Winston-Salem	.5/2.4
WDCG-F	105.1	Durham	.7/3.9
WRDX-F	106.5	Salisbury	1.4/2.5
WSOC-F	103.7	Charlotte	.6/2.3

RADIO STATIONS

AM STATIONS

WAAA,	980,	1 KW (DAYS)	, BLACK	NBN,$ 17.00	(---)		
WEAL,	1510,	1 KW (DAYS)	, BLACK/GOSPEL	SBN,$ 12.00	(HNWH)		
WGLD,	1320,	5 KW/1 KW (DA-2)	, OLDIES	US 2,Trans,$ 18.00*	(Christal)	Mann	
WMFR,	1230,	1 KW	, NOSTALGIA	ABC-I,ABC-E,$ 22.00*	(MMR)	Voyager	
WSJS,	600,	5 KW (DA-2)	, MOR	CBS,MBS,$ 64.00*	(Mc-Guild)	New Market	

FM STATIONS

WBIG,	102.1,	100 KW @ 770,	COUNTRY	,$ NA	(Banner)	Beasley	(REIDSVILLE)
WHPE,	95.5,	100 KW @ 440,	RELIGION	,$ NA	(---)		
WWMY,	94.5,	27 KW @ ?? ,	BTFL (?)	,$ 19.00*	(Katz)		(EDEN)
WKRR,	92.3,	100 KW @ 1276,	CLASSIC ROCK	,$ 75.00*	(Republic)	Dick	(ASHEBORO)
WKSI,	98.7,	100 KW @ 814,	CHR	,$ 73.00	(Eastman)	Bahakel	
WKZL,	107.5,	100 KW @ 500,	CHR	ABC-R,$ 70.00*	(Katz)	Nationwide	
WMAG,	99.5,	100 KW @ 1500,	AC	,$ 70.00*	(MMR)	Voyager	
WMQX,	93.1,	100 KW @ 483,	AC	,$ 42.00*	(Durpetti)		
WOJY,	100.3,	100 KW @ 1049,	SOFT AC	,$ 74.00*	(Christal)	Mann	
WPCM,	101.1,	100 KW @ 910,	COUNTRY	MBS,$ 25.00	(Masla)		(BURLINGTON)
WQMG,	97.1,	100 KW @ 555,	BLACK	CBS-R,$ 58.00*	(HNWH)		
WTHP,	98.3,	1.6 KW @ 429,	BLACK	,$ 19.00	(T-N)		(THOMASVILLE)
WTQR,	104.1,	100 KW @ 1420,	COUNTRY	,$125.00*	(Mc-Guild)		
WKOQ,	94.1,	100 KW @ 500,	COUNTRY	,$ 30.00	(T-N)		

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GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 65/510,000

MSA Rank/Pop: 32/601,700
ADI # 38 (w/Asheville)
Average Person Ratings: 15.6
Market TSL: 21.3 hours

Stations: 24/18
Diaries: 1065/479:1/52.4%
Sample Target: 880
% Below Line: 11.5
% Not Listed: 9.9

1986 Revenue: $18,800,000
HH Inc.: $25,877
Retail $: 3.8 Bil
Pop per Station: 28,333
#1 Biller: WFBC A/F $4,900,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WESC-F+	120/15.1	16.1	14.6	17.4	14.1	15.8	14.7
2. WFBC-F	104/13.0	14.0	11.7	15.9	12.0	13.7	11.0
3. WANS-F	68/ 8.5	6.3	7.8	4.9	6.7	6.9	11.6
4. WSPA-F	66/ 8.3	7.0	7.9	9.0	8.8	8.1	5.8
5. WHYZ	64/ 8.0	9.6	6.8	6.0	9.9	7.6	8.7
6. WSSL-F+	59/ 7.4	10.0	9.5	9.7	7.7	9.2	7.7
7. WCKN-F	48/ 6.0	7.6	8.1	8.0	7.0	7.4	8.4
8. WMYI-F	26/ 3.3	---	---	---	---	3.3	2.6
9. WBCY-F	21/ 2.6	2.9	2.2	1.7	2.0	2.4	1.7
10. WASC	20/ 2.5	1.6	1.4	1.8	3.1	1.8	1.8
11. WSPA	16/ 2.0	1.3	3.1	1.8	2.1	2.1	1.6
12. WMUU-F	15/ 1.9	1.1	1.3	1.8	.5	1.3	2.3
WORD	15/ 1.9	2.8	3.9	2.6	2.6	2.8	1.9
14.							
15.							

12+ TSA	1/4/CUME
1. WESC-F+	284/2798
2. WFBC-F	194/2431
3. WSSL-F+	180/2320
4. WSPA-F	125/1466
5. WANS-F	124/2229
6. WKSF-F	95/1540
7. WCKN-F	81/1750
8. WMYI-F	76/1183
9. WHYZ	75/ 729
10. WBCY-F	60/1095
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WFBC-F 2431/23.9	25.9	21.8
2. WESC-F+ 1175/23.0	26.0	21.5
3. WANS-F 1148/22.5	19.8	22.0
4. WCKN-F 1750/19.0	19.4	20.4
5. WSSL-F+ 938/16.4	18.0	NA
6. WSPA-F 1466/13.8	14.4	14.0
7. WHYZ 729/11.4	10.1	10.6
8. WMYI-F 457/ 9.0	---	---
9. WKSF-F 402/ 7.9	8.0	12.5
10. WBCY-F 401/ 7.9	8.0	7.3
11. WSPA 268/ 5.3	5.1	5.3
12. WASC 258/ 5.1	3.6	2.9
13.		
14.		
15.		

12+ FM SHARE (METRO): 78.16% (562 of 719) (SUM 86: 73.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WCKN-F	1. WFBC-F	1. WFBC-F	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WCKN-F	1. WESC-F+
2. WANS-F	2. WANS-F>	2. WESC-F+	WFBC-F	2. WFBC-F>	2. WSPA-F	2. WFBC-F	2. WFBC-F	2. WFBC-F	2. WESC-F+	2. WFBC-F>
3. WHYZ	3. WESC-F+	3. WANS-F	3. WHYZ	3. WHYZ	3. WFBC-F>	3. WANS-F	3. WSPA-F	3. WHYZ	WFBC-F	3. WSSL-F+
4.	4. WCKN-F	4. WHYZ	4. WSSL-F+	4. WSSL-F+	4. WSSL-F+	4. WSSL-F+	4. WSSL-F+	4. WANS-F	4. WANS-F>	4. WHYZ
5.	5. WHYZ	5. WSSL-F+	5. WSPA-F	5. WSPA-F	5. WHYZ	5. WSPA-F	5. WHYZ	5. WSPA-F	5.	5. WSPA-F
	6. WSSL-F+						6. WANS-F	6. WSSL-F+		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WANS-F	1. WFBC-F	1. WFBC-F	1. WFBC-F>	1. WFBC-F
2. WFBC-F	2. WANS-F	2. WESC-F+	2. WESC-F+	2. WESC-F+>
3. WCKN-F>	3. WCKN-F	3. WHYZ	3. WANS-F	3. WHYZ >
4.	4. WESC-F+	4. WCKN-F	4. WHYZ	4. WSPA-F
5.	5. WHYZ	5. WANS-F	5. WCKN-F	5. WSSL-F
		WMYI-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WANS-F	1. WANS-F	1. WESC-F+	1. WESC-F+	1. WESC-F+>
2. WFBC-F>	2. WFBC-F	WSSL-F+	2. WFBC-F	2. WFBC-F
3.	3. WESC-F+	3. WHYZ	3. WANS-F	3. WSSL-F+
4.	4. WSSL-F+	4. WANS-F	4. WSSL-F+	4. WSPA-F
5.	5. WHYZ	5. WFBC-F	5. WHYZ	5. WHYZ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBR	1580	Travelers Roust	.6/1.0
WCKI	1330	Greer	.4/ .9
WELP	1360	Easley	1.3/1.4
WFBC	1330	Greenville	1.6/4.2
WTLT-F	103.9	Easley	1.3/4.3
WKSF-F	99.9	Asheville	1.4/7.9
WROQ-F	95.1	Charlotte	.9/2.6
WWMG-F	96.1	Shelby	1.6/4.2
WXRC-F	95.7	Hickory	.6/1.4

RADIO STATIONS

WFBC, 1330, 5 KW (DA-N)	, OLDIES	NBC,$ NA	(Katz)	Multimedia	
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	SBN,ABC-C,$ 30.00*	(HNWH)		
WORD, 910, 5 KW/1 KW (DA-2)	, AC	UPI,$ 16.00	(Masla)		
WSPA, 950, 5 KW (DA-N)	, MOR	CBS,$ 25.00	(Mc-Guild)		
WASC, 1530, 1 KW (DAYS)	, BLACK	NBN,ABC-C,$ 14.00*	(---)		
WANS-F , 107.3, 100 KW @ 1012, CHR		US 1,$ 42.00*	(Christal)		(ANDERSON)
WCKN-F , 101.1, 100 KW @ 1092, CHR		MBS,ABC-E,$ 45.00*	(Durpetti)		(ANDERSON)
WESC-F+, 92.5, 100 KW @ 2000, COUNTRY		ABC-E,$ 70.00*	(Banner)		
WFBC-F , 93.7, 100 KW @ 1840, AC		,$ 87.00*	(Katz)	Multimedia	
WMUU-F , 94.5, 100 KW @ 1200, BTFL/EZ		APR,$ 16.00	(S. Katz)		
WSPA-F , 98.9, 100 KW @ 1910, BTFL/EZ		,$ 50.00	(Mc-Guild)		
WSSL-F+, 100.5, 100 KW @ 1280, COUNTRY		MBS,$ 56.00	(Torbet)	Sterling	
WMYI-F , 102.5, 100 KW @ 332, AC		,$ NA	(MMR)		(HENDERSONVILLE, NC)

WKSF - See Asheville WBCY - See Charlotte

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HARRISBURG

Arbitron Rank/Pop (12+): 72/490,100

MSA Rank/Pop: 86/574,500
ADI # 46 (w/York & Lancaster)
Average Person Ratings: 16.0
Market TSL: 21.3 hours

Stations: 27/16
Diaries: 1009/486:1/57.0%
Sample Target: 880
% Below Line: 22.5
% Not Listed: 9.8

1986 Revenue: $10,500,000
HH Inc.: $31,680
Retail $: 4.1 Bil
Pop per Station: 30,631
#1 Biller: WNNK-F $2,900,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WNNK-F	162/20.7	19.4	16.7	19.1	20.5	19.0	33.3
2. WRKZ-F	86/11.0	8.0	10.9	8.6	8.2	9.6	5.3
3. WHP	51/ 6.5	5.5	6.4	6.8	4.9	6.3	6.2
4. WTPA-F	40/ 5.1	4.4	5.3	4.4	5.6	4.8	8.8
5. WHP-F	38/ 4.8	8.3	8.1	6.8	8.5	7.0	6.0
WQXA-F	38/ 4.8	5.1	3.0	3.8	3.0	4.2	3.3
7. WNCE-F	30/ 3.8	2.6	4.2	2.4	2.5	3.3	1.9
8. WHIT-F	28/ 3.6	5.9	4.9	5.8	4.8	5.1	3.6
WHYL-F+	28/ 3.6	4.3	3.2	6.6	7.0	4.4	4.8
WHTF-F	28/ 3.6	3.0	3.7	2.9	3.2	3.3	2.4
11. WHGB	27/ 3.4	2.6	1.1	3.1	2.6	2.6	1.2
12. WLBR	17/ 2.2	2.4	3.2	2.2	2.5	2.5	---

12+ TSA	1/4/CUME
1. WNNK-F	193/2163
2. WRKZ-F	179/1938
3. WNCE-F	143/1695
4. WQXA-F	121/1922
WSBA-F	121/1522
6. WHTF-F	101/1054
7. WLAN-F	93/1384
8. WHP	55/ 823
9. WDAC	50/ 679
10. WHP-F	48/ 788
11. WTPA-F	47/ 702
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WNNK-F	1750/35.7	34.9	31.8
2. WRKZ-F	823/16.8	16.7	14.6
3. WQXA-F	688/14.0	13.8	14.8
4. WHP	673/13.7	14.9	13.9
5. WHP-F	629/12.8	17.7	16.6
6. WTPA-F	562/11.5	11.5	10.5
7. WHIT-F	506/10.3	12.7	13.0
8. WNOE-F	455/ 9.3	8.7	6.8
9. WHYL-F+	451/ 9.2	9.8	9.8
10. WHTF-F	448/ 9.1	8.2	7.5
11. WCBM	332/ 6.8	7.0	6.9
12. WKBO	303/ 6.2	5.3	6.8

12+ FM SHARE (METRO): 79.35% (561 of 707) (SUM 86: 79.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WRKZ-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>
2. WQXA-F	2. WTPA-F	2. WRKZ-F>	2. WRKZ-F>	2. WRKZ-F	2. WHP	2. WHP	2. WRKZ-F>	2. WRKZ-F>	2. WRKZ-F	2. WRKZ-F>
3.	3. WRKZ-F	3. WTPA-F	3. WTPA-F	3. WHP-F	3. WNNK-F>	3. WRKZ-F>	3. WHP-F	3. WQXA-F	3. WTPA-F	3. WTPA-F
4.	4. WHIT-F	4. WHIT-F	4. WQXA-F	4. WTPA-F	4. WHP-F	4. WHP-F	4. WHP	4. WTPA-F	4. WQXA-F	4. WQXA-F
5.	5. WQXA-F	WQXA-F	5. WHP-F	5. WHIT-F	WNCE-F	WTPA-F	5. WHIT-F	5. WHP	5. WKBO	5. WHYL-F+
	6. WHTF-F	6. WHTF-F	6. WHIT-F	WHP			WTPA-F			
				WQXA-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>
2. WTPA-F	2.	2. WHIT-F	2. WRKZ-F>	2. WRKZ-F>
3. WHIT-F	3.	WRKZ-F	3. WHIT-F	3. WHP-F
WRKZ-F	4.	4. WHP-F	4. WHP-F	4. WHIT-F
5.	5.	5.	WQXA-F	5. WHP

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNNK-F>	1. WNNK-F>	1. WNNK-F	1. WNNK-F>	1. WNNK-F
2. WTPA-F>	2. WTPA-F>	2. WTPA-F>	2. WTPA-F	2. WRKZ-F>
3.	3. WHTF-F	3.	3. WRKZ-F>	3. WTPA-F>
4.	4. WQXA-F	4.	4. WHTF-F	4. WHP-F
5.	WRKZ-F	5.	WQXA-F	WHTF-F
				WQXA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville	1.3/2.4
WCMB	1460	Harrisburg	1.9/6.8
WCTX-F	92.1	Palmyra	1.4/2.3
WKBO	1230	Harrisburg	1.7/6.2
WQIN	1290	Lykens	1.1/1.9
WUFM-F	100.1	Lebanon	1.7/3.7
WDAC-F	94.5	Lancaster	1.9/4.3
WGCB-F	96.1	Red Lion	.4/1.3
WIOV-F	105.1	Ephrata	.6/2.0
WLAN-F	96.9	Lancaster	.9/4.8
WSBA-F	103.3	York	1.3/5.1
WGRX-F	100.7	Westminster	1.3/3.3
WQKX-F	94.1	Sunbury	1.1/3.4
WRFY-F	102.5	Reading	.5/1.9

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	US 2,$ 26.00*	(Eastman)	McKenna
WHGB, 1400, 1 KW	, NOSTALGIA	MBS,$ 18.00	(Mc-Guild)	Scott
WHP , 580, 5 KW (DA-N)	, MOR	CBS,$ 55.00*	(Katz)	Commonwealth
WKBO, 1230, 1 KW	, OLDIES	NBC,$ 28.00	(Banner)	
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR/AC	ABC-I,$ 18.00	(Masla)	(LEBANON)
WHP-F , 97.3, 14 KW @ 840,	BTFL/EZ	ABC-D,$ 60.00*	(Katz)	Commonwealth
WHYL-F+, 102.3, 3 KW @ 300,	COUNTRY	APR,$ 31.00	(HNWH)	
WNNK-F , 104.1, 15 KW @ 950,	CHR	APR,$ 80.00*	(Christal)	Keymarket
WRKZ-F , 106.7, 50 KW @ 500,	COUNTRY	ABC-E,$ 63.00*	(Mc-Guild)	Eastern
WHIT-F , 99.3, 3 KW @ 300,	AC	US 1,$ 40.00*	(Eastman)	McKenna
WTPA-F , 93.5, 3 KW @ 300,	AOR	ABC-R,$ 35.00*	(Republic)	

Other ranked stations - See York or Lancaster

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HARTFORD

Arbitron Rank/Pop (12+): 40/895,500

MSA Rank/Pop: 43/1,060,200
ADI # 23 (w/New Haven)
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 22/15
Diaries: 1408/636:1/49.4%
Sample Target: 1170
% Below Line: 8.3
% Not Listed: 11.2

1986 Revenue: $30,700,00
HH Inc.: $39,419
Retail $: 8.0 Bil
Pop per Station: 59,700
#1 Biller: WTIC $7,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WTIC	238/18.4	19.0	19.2	18.4	20.1	18.8	14.2
2. WTIC-F	211/13.7	14.1	13.0	15.4	16.7	14.1	20.0
3. WRCH-F	128/ 8.3	9.3	9.0	9.6	10.3	9.1	4.3
4. WKSS-F	92/ 6.0	5.5	4.9	5.8	5.4	5.6	7.9
5. WIOF-F	91/ 5.9	4.7	4.4	6.6	5.9	5.4	4.0
6. WDRC-F	87/ 5.7	7.3	7.6	5.2	2.7	6.5	6.3
7. WRCQ	80/ 5.2	3.2	4.3	4.2	2.9	4.2	2.9
8. WCCC-F+	77/ 5.0	5.1	5.2	4.7	6.4	5.0	7.5
9. WHCN-F	76/ 4.9	4.6	4.0	4.2	4.4	4.4	7.6
10. WPOP	52/ 3.4	3.4	3.8	1.8	3.3	3.1	2.5
11. WDRC	40/ 2.6	2.0	2.2	2.0	2.5	2.2	2.7
12. WWYZ-F	39/ 2.5	1.1	1.5	2.8	2.3	2.0	1.4
13.							
14.							
15.							
16.							
17.							
18.							
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21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WTIC	370/4477
2. WTIC-F	338/4954
3. WRCH-F	257/2981
4. WDRC-F	214/3308
5. WKSS-F	193/3347
6. WIOF-F	168/2577
7. WHCN-F	145/2452
8. WKCI-F	143/2412
9. WCCC-F+	139/2185
10. WPLR-F	112/2268
11. WMAS-F	111/1213
12. WRCQ	91/1064
13. WAQY-F	90/1643
14. WWYZ-F	61/1454
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
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25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WTIC 3038/33.9	35.1	36.9
2. WTIC-F 2826/31.6	34.2	37.0
3. WKSS-F 1703/19.0	18.5	18.0
4. WRCH-F 1562/17.4	20.4	20.9
5. WDRC-F 1439/16.1	17.1	11.4
6. WIOF-F 1410/15.7	15.6	13.0
7. WHCN-F 1246/13.9	16.1	14.8
8. WCCC-F+ 1189/13.3	15.7	15.1
9. WPOP 1103/12.3	10.9	10.1
10. WRCQ 916/10.2	7.4	6.5
11. WWYZ-F 680/ 7.6	5.4	7.6
12. WPLR-F 644/ 7.2	7.3	6.7
13. WDRC 624/ 7.0	6.0	6.4
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 63.81% (871 of 1365) (SUM 86: 65.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WTIC-F	1. WTIC	1. WTIC >	1. WTIC-F	1. WTIC-F	1. WTIC	1. WTIC-F>
2. WCCC-F+	2. WHCN-F	2. WTIC	2. WTIC	2. WTIC	2. WRCH-F>	2. WTIC-F>	2. WTIC	2. WTIC	2. WTIC-F>	2. WTIC
WKSS-F	3. WKSS-F	3. WDRC-F	3. WDRC-F	3. WDRC-F	3. WRCQ	3. WRCH-F	3. WRCH-F>	3. WRCH-F	3. WKSS-F	3. WRCH-F
4.	4. WCCC-F+	4. WIOF-F	4. WIOF-F	4. WIOF-F	4.	4. WRCQ	4. WKSS-F	4. WIOF-F	4. WRCH-F	4. WDRC-F
5.	5. WIOF-F	5. WHCN-F	5. WHCN-F	5. WRCH-F	5.	5. WDRC-F	5. WIOF-F	5. WCCC-F+	5. WIOF-F	5. WCCC-F+
6.	6. WDRC-F	6. WKSS-F	6. WRCH-F	6. WHCN-F	6.	6. WIOF-F	6.	6.	6.	6. WRCQ
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>
2. WKSS-F	2. WKSS-F	2. WHCN-F	2. WIOF-F	2. WTIC
3. WIOF-F	3. WIOF-F	3. WIOF-F	3. WKSS-F	3. WIOF-F
4. WCCC-F	4. WHCN-F	4. WDRC-F	4. WDRC-F	4. WRCH-F
5.	5. WDRC-F	5. WKSS-F	5. WRCH-F	5. WDRC-F
6.	6. WCCC-F+	6.	6. WHCN-F	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCCC-F+	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WTIC
2. WTIC-F>	2. WCCC-F+	2. WHCN-F	2. WDRC-F	2. WDRC-F
3. WHCN-F	3. WHCN-F>	3. WCCC-F+	WHCN-F	3. WTIC-F
4. WKSS-F>	4. WKSS-F	4. WDRC-F	4. WCCC-F+	4. WHCN-F
5. WDRC-F	5. WDRC-F	5. WTIC	5. WTIC	5 WIOF-F
WIOF-F	6.	WPLR-F	6.	6. WRCH-F
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKHT	1230	Manchester	.3/2.2
WKND	1480	Windsor	1.4/2.1
WLVH-F	93.7	Hartford	.5/ .8
WKCI-F	101.3	Hamden	1.0/5.3
WPLR-F	99.1	New Haven	1.7/7.2
WAQY-F	102.1	Springfield	1.0/5.0
WCBS	880	New York	.3/2.2
WFAN	1050	New York	.3/ .7
WMAS-F	94.7	Springfield	.4/2.1

RADIO STATIONS

AM STATIONS

WDRC, 1360,	5 KW (DA-N)	, AC/OLDIES		,$ 36.00*	(Mc-Guild)	Buckley
WGAB, 1550,	5 KW/740 W (DA-2)	, TALK	ABC-T,	$ 20.00	(---)	
WKHT, 1230,	1 KW	, COUNTRY	MBS,	$ 24.00*	(P/W)	
WKND, 1480,	500 W (DAYS,DA)	, BLACK	NBN,	$ 28.00*	(Roslin)	
WPOP, 1410,	5 KW (DA-2)	, NEWS/TALK	CBS,	$ 53.00*	(Eastman)	Merv Griffin
WRCQ, 910,	5 KW (DA-2)	, NOSTALGIA	ABC-E,	$ 45.00*	(Torbet)	
WRYM, 840,	1 KW (DAYS)	, SPANISH		,$ 22.00*	(Caballero)	
WTIC, 1080,	50 KW (DA-N)	, MOR	NBC,	$185.00*	(Katz)	Chase

FM STATIONS

WCCC+, 106.9,	23 KW @ 720, AOR	ABC-C,Source,	$ 50.00*	(Durpetti)		
WDRC , 102.9,	20 KW @ 810, OLDIES		,$ 64.00*	(Mc-Guild)	Buckley	
WHCN , 105.9,	16 KW @ 867, AOR	ABC-R,	$ 59.00*	(Masla)	Beck-Ross	
WIOF , 104.1,	18 KW @ 835, AC	CBS-R,	$ 73.00*	(Eastman)	Merv Griffin	(WATERBURY)
WKSS , 95.7,	17 KW @ 880, CHR		,$ 80.00	(MMR)		
WLVH , 93.7,	21 KW @ 780, SPANISH	APR,	$ 30.00*	(MMR)	Sage	
WRCH , 100.5,	8 KW @ 1250, BTFL/EZ	ABC-D,	$ 81.00*	(Torbet)		
WTIC , 96.5,	20 KW @ 810, CHR		,$135.00*	(Katz)	Chase	
WWYZ , 92.5,	18 KW @ 860, AC	US 2,	$ 48.00*	(Blair)		(WATERBURY)

Other ranked Stations - See New Haven or Springfield

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HONOLULU

Arbitron Rank/Pop (12+): 55/687,600

MSA Rank/Pop: 61/821,900
NO ADI
Average Person Ratings: 17.9
Market TSL: 24.0 hours

Stations: 23/23
Diaries: 1199/573:1/52.1%
Sample Target: 1010
% Below Line: 0
% Not Listed: 5.4

1986 Revenue: $16,300,000
HH Inc.: $39,762
Retail $: 5.5 Bil
Pop per Station: 29,896
#1 Biller: KSSK $4,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KQMQ-F+	202/16.4	14.0	15.2	15.2	15.2	15.2	
2. KSSX	165/13.4	14.0	10.9	13.9	12.0	13.1	
3. KUMU-F+	128/10.4	10.2	13.4	10.5	10.7	11.1	
4. KXPW-F	121/ 9.8	7.8	6.6	7.7	8.8	8.0	
5. KPOI-F	92/ 7.5	6.6	7.2	10.1	7.6	7.9	
6. KMAI-F	81/ 6.6	8.0	10.7	10.3	11.0	8.9	
7. KRTR-F	70/ 5.7	5.9	5.2	5.4	4.4	5.6	
8. KIKI	58/ 4.7	6.3	4.6	2.3	2.4	4.5	
9. KCCN	49/ 4.0	4.6	4.0	3.9	4.8	4.1	
KHVH	49/ 4.0	3.9	3.7	4.7	3.6	4.1	
11. KGU	43/ 3.5	4.5	4.9	3.6	3.9	4.1	
12. KDEO	25/ 2.0	1.9	1.1	2.0	2.0	1.8	
13.							
14.							
15.							

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	
5.	
6.	HONOLULU'S METRO
7.	AND TSA ARE
8.	THE SAME
9.	
10.	
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15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KQMQ-F+	2463/35.8	32.4	27.8
2. KSSX	1756/25.5	26.9	25.2
3. KXPW-F	1642/23.9	23.0	23.4
4. KUMU-F+	1537/22.4	17.6	17.8
5. KMAI-F	1344/19.5	21.5	23.9
6. KPOI-F	1135/16.5	15.2	15.5
7. KRTR-F	1087/15.8	15.0	11.5
8. KIKI	835/12.1	13.8	8.2
9. KHVH	789/11.5	11.5	11.3
10. KCCN	752/10.9	10.3	10.9
11. KGU	595/ 8.7	10.5	9.3
12. KDEO	358/ 5.2	6.0	4.8
13.			
14.			
15.			

12+ FM SHARE (METRO): 55.78% (651 of 1167) (SUM 86: 55.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQMQ-F+	1. KQMQ-F+>	1. KQMQ-F+>	1. KSSK	1. KSSK >	1. KSSK	1. KSSK	1. KQMQ-F+	1. KQMQ-F+	1. KQMQ-F+>	1. KQMQ-F+
2. KXPW-F	2. KPOI-F	2. KSSK	2. KQMQ-F+>	2. KQMQ-F+	2. KUMU-F+>	2. KQMQ-F+>	2. KUMU-F+	2. KSSK	2. KXPW-F	2. KXPW-F
3. KMAI-F	3. KXPW-F	3. KPOI-F	3. KUMU-F+	3. KUMU-F+	3. KHVH	3. KXPW-F	3. KSSK	3. KUMU-F+	3. KUMU-F+	3. KUMU-F+
4.	4. KMAI-F	4. KXPW-F	4. KPOI-F	4. KPOI-F	4. KGU	4. KUMU-F+	4. KXPW-F	4. KXPW-F	4. KSSK	4. KSSK >
5.	KSSK	5. KRTR-F	5. KIKI	5. KIKI	KQMQ-F+	5. KPOI-F	5. KPOI-F	5. KPOI-F	5. KMAI-F	5. KPOI-F
	6. KRTR-F	6. KUMU-F+	6. KRTR-F				6. KMAI-F	6. KMAI-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KQMQ-F+>	1. KQMQ-F+>	1. KQMQ-F+	1. KQMQ-F+>	1. KSSK
2. KXPW-F	2. KSSK	2. KSSK >	2. KSSK >	2. KQMQ-F+
3. KMAI-F	3. KXPW-F	3. KPOI-F	3. KXPW-F	3. KUMU-F+>
4.	4. KMAI-F	4. KRTR-F	4. KUMU-F+	4. KRTR-F
5.	5. KRTR-F	5. KIKI	5. KRTR-F	5. KXPW-F
	6. KPOI-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQMQ-F+	1. KQMQ-F+	1. KPOI-F	1. KQMQ-F+	1. KSSK >
2. KPOI-F	2. KPOI-F>	2. KQMQ-F+	2. KPOI-F	2. KPOI-F
3. KXPW-F>	3. KXPW-F	3. KSSK	3. KSSK	3. KIKI
4. KMAI-F	4. KRTR-F	4. KRTR-F	4. KXPW-F	KQMQ-F+
5. KRTR-F	5. KMAI-F	5. KMAI-F	5. KIKI	5. KUMU-F+
		KXPW-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	.4/2.1
KAIM-F	95.5	Honolulu	.5/2.0
KISA	1540	Honolulu	.3/2.0
KLHT	1040	Honolulu	.8/2.9
KLNI	1380	Pearl City	1.3/3.3
KNDI	1270	Honolulu	.6/1.2
KOHO	1170	Honolulu	1.2/2.0
KORL	650	Honolulu	.8/3.4
KZOO	1210	Honolulu	.9/1.9

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC		,$ 25.00*	(Roslin)	
KDEO, 940, 10 KW	, COUNTRY	MBS,	$ 23.00	(Masla)	
KGU , 760, 10 KW	, NEWS/TALK	CBS,ABC-T,	$ 28.00	(Banner)	
KHVH, 990, 5 KW	, NEWS/TALK	NBC,ABC-I,	$ 40.00	(HNWH)	
KIKI, 830, 10 KW	, OLDIES		,$ 38.00	(Katz)	Parker
KSSK, 590, 5 KW	, MOR/AC		,$ 95.00*	(Eastman)	H & G
KAIM-F , 95.5, 100 KW @ 421,	RELIGION		,$ 10.00	(---)	
KMAI-F , 93.9, 100 KW @ 421,	CHR		,$ 35.00*	(Katz)	Parker
KPOI-F , 97.5, 83 KW @ 46,	AOR		,$ 45.00*	(Republic)	
KQMQ-F+, 93.1, 54 KW @ -119,	CHR	US 1,APR,	$ 60.00*	(Christal)	
KRTR-F , 96.3, 75 KW @ 2120,	AC		,$ 32.00*	(Torbet)	
KUMU-F+, 94.7, 100 KW @ 500,	BTFL/EZ		,$ 44.00*	(Torbet)	
KXPW-F , 92.3, 100 KW @ 1685,	AC		,$ 61.00*	(Eastman)	H & G

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HOUSTON

Arbitron Rank/Pop (12+): 8/2,990,500

MSA Rank/Pop: 8/3,327,700
ADI # 10
Average Person Ratings: 17.7
Market TSL: 23.5 hours

Stations: 29/29
Diaries: 2379/1257:1/43.7%
Sample Target: 2030
% Below Line: 0
% Not Listed: 8.9

1986 Revenue: $110,000,000
HH Inc.: $36,532
Retail $: 25.3 Bil
Pop per Station: 103,121
#1 Biller: KKBQ A/F $15,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KMJQ-F	545/10.3	9.1	9.9	9.8	8.0	9.8	14.9
2. KKBQ-F+	392/ 7.5	7.1	8.1	6.4	7.9	7.3	9.0
3. KIKK-F	386/ 7.3	8.0	7.6	6.8	6.8	7.4	5.8
4. KRBE-F+	384/ 7.3	6.7	6.2	6.6	7.4	6.7	9.7
5. KTRH	362/ 6.9	6.8	4.6	4.7	5.8	5.8	5.1
6. KILT-F	318/ 6.0	7.3	6.4	6.0	5.7	6.4	6.3
7. KLOL-F	297/ 5.6	4.3	4.4	4.6	5.0	4.7	6.9
8. KODA-F	292/ 5.5	5.4	5.5	6.9	6.4	5.8	3.6
9. KFMK-F	260/ 4.9	5.2	5.3	5.9	4.6	5.3	4.9
10. KQUE-F	206/ 3.9	4.0	4.4	4.1	3.7	4.1	2.7
11. KZFX-F	203/ 3.8	4.0	3.8	4.1	.8	3.9	5.0
12. KJYY-F	145/ 2.7	2.5	2.5	3.4	3.1	2.8	1.7
13. KKHT-F	139/ 2.6	2.0	1.6	2.3	2.9	2.1	2.8
14. KLTR-F	130/ 2.5	2.8	2.9	2.5	3.7	2.7	1.5
15. KPRC	118/ 2.2	2.9	2.6	2.7	4.4	2.6	3.2
16. KXYZ	90/ 1.7	1.0	2.5	1.7	1.8	1.7	1.4
17. KYOK	74/ 1.4	1.8	1.2	1.3	1.8	1.4	.6
18. KEYH	69/ 1.3	1.6	1.9	1.0	.9	1.5	1.0
19. KCOH	66/ 1.2	1.8	1.4	1.6	.9	1.5	.4
20. KIKK	54/ 1.0	.7	.5	.9	.6	0.8	1.0
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KMJQ-F	572/5018
2. KTRH	448/6383
3. KIKK-F	440/5424
4. KRBE-F+	434/7005
5. KKBQ-F+	415/7056
6. KILT-F	412/5001
7. KLOL-F	332/4606
8. KODA-F	317/3975
9. KFMK-F	280/3651
10. KQUE-F	219/2599
11. KZFX-F	208/3153
12. KJYY-F	147/1790
KKHT-F	147/3049
14. KLTR-F	135/2787
15. KPRC	130/2545
16. KXYZ	91/ 873
17. KYOK	75/1174
18. KEYH	69/ 471
19. KCOH	67/ 804
20. KIKK	56/ 671
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KKBQ-F+ 6607/22.1	19.2	20.9
2. KRBE-F+ 6464/21.6	21.3	19.2
3. KTRH 5404/18.1	17.2	16.9
4. KIKK-F 4766/15.9	18.7	14.8
5. KMJQ-F 4756/15.9	15.1	14.7
6. KILT-F 4766/14.0	16.3	13.1
7. KLOL-F 4090/13.7	12.2	14.8
8. KODA-F 3745/12.5	12.5	14.1
9. KFMK-F 3396/11.4	11.6	12.3
10. KZFX-F 3041/10.2	9.4	3.2
11. KKHT-F 2939/ 9.8	9.0	12.2
12. KLTR-F 2717/ 9.1	11.8	12.7
13. KQUE-F 2446/ 8.2	7.5	7.4
14. KPRC 2399/ 8.0	8.1	10.5
15. KJYY-F 1739/ 5.8	7.0	8.1
16. KYOK 1156/ 3.9	5.3	5 1
17. KQQK-F 1010/ 3.4	3.3	1.2
18. KILT 921/ 3.1	4.1	3.4
19. KLAT 870/ 2.9	2.5	3.3
20. KXYZ 860/ 2.9	2.1	3.0
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 79.51% (3826 of 4812) (SUM 86: 75.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRBE-F+	1. KMJQ-F	1. KMJQ-F	1. KILT-F	1. KILT-F	1. KTRH	1. KIKK-F+	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F
2. KKBQ-F+	>2. KLOL-F	2. KLOL-F	KMJQ-F	2. KIKK-F	2. KODA-F	2. KILT-F+	2. KIKK-F	2. KRBE-F+	2. KTRH	2. KRBE-F+
3. KMJQ-F	3. KRBE-F	3. KIKK-F	3. KIKK-F	3. KMJQ-F	3. KIKK-F	KTRH	3. KKBQ-F+	3. KKBQ-F+	3. KRBE-F+	3. KKBQ-F+
4.	4. KKBQ-F	4. KILT-F	4. KFMK-F	4. KFMK-F	4. KILT-F	4. KKBQ-F+	4. KODA-F	4. KIKK-F	4. KKBQ-F+	>4. KIKK-F
5.	5. KZFX-F	5. KKBQ-F+	5. KKBQ-F+	5. KODA-F	5. KQUE-F	KMJQ-F	5. KILT-F	5. KILT-F	5. KIKK-F+	5. KILT-F
6.	6. KIKK-F	6. KFMK-F	6. KLOL-F	KTRH	6. KFMK-F	6. KFMK-F	6. KRBE-F+	6. KLOL-F	6. KLOL-F	6. KLOL-F
7.	7. KILT-F	7. KRBE-F+	KTRH	7. KKBQ-F	7. KMJQ-F	7. KLOL-F	7. KFMK-F	7. KODA-F	KODA-F	7. KFMK-F
8.	8. KFMK-F	8. KZFX-F	8. KZFX-F	8. KLOL-F	8. KJYY-F	8. KODA-F	KQUE-F	8. KTRH	8.	8. KTRH
9.	9.	9.	9. KODA-F	9. KZFX	9.	9. KRBE-F+	9.	9. KFMK-F	9.	9. KZFX-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. KODA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMJQ-F	1. KMJQ-F>	1. KMJQ-F>	1. KMJQ-F>	1. KMJQ-F
2. KRBE-F+	2. KRBE-F+	2. KILT-F	2. KRBE-F+	2. KILT-F
3. KKBQ-F+	3. KKBQ-F+	3. KFMK-F	3. KKBQ-F+	3. KFMK-F
4. KLOL-F>	4. KILT-F	KRBE-F+	4. KILT-F	KIKK-F
5. KIKK-F	5. KIKK-F	5. KIKK-F	5. KFMK-F	5. KJYY-F
KZFX-F	6. KLOL-F	6. KLTR-F	6. KIKK-F	6. KODA-F
7.	7. KZFX-F	7. KZFX-F	7. KJYY-F	7. KKBQ-F+
8.	KFMK-F	8. KKBQ-F+	8. KODA-F	8. KRBE-F+
9.	9. KLTR-F	KKHT-F	9.	9. KLTR-F
10.	10. KKHT-F	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOL-F	1. KLOL-F	1. KLOL-F	1. KLOL-F	1. KIKK-F
2. KMJQ-F	2. KMJQ-F>	2. KIKK-F	2. KMJQ-F	2. KILT-F
3. KRBE-F+	3. KKBQ-F+	3. KZFX-F	3. KIKK-F	3. KMJQ-F
4. KKBQ-F+	4. KZFX-F	4. KMJQ-F	4. KILT-F	4. KTRH
5. KZFX-F	5. KIKK-F	5. KKBQ-F+	5. KFMK-F	5. KLOL-F
6.	6. KRBE-F+	>6. KILT-F	6. KKBQ-F+	6. KFMK-F
7.	7. KILT-F	7. KTRH	7. KZFX-F	7. KZFX-F
8.	8. KFMK-F	8. KFMK-F	8. KTRH	8. KKBQ-F+
9.	9.	9. KRBE-F+	9.	9. KODA-F
10.	10.	10. KKHT-F	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHCB-F	105.7	Houston	1.0/2.6
KILT	610	Houston	.9/3.1
KJOJ-F	106.9	Conroe	.5/1.5
KLAT	1010	Houston	.8/2.9
KNUZ	1230	Houston	.4/1.4
KQQK-F	106.5	Galveston	.8/3.4
KYST	920	Texas City	.5/1.1

RADIO STATIONS

AM STATIONS

KCOH, 1430,	1 KW	, BLACK	SBN,NBN,	$ 57.00	(Roslin)	
KEYH, 850,	10 KW (DAYS,DA)	, SPANISH		$ 45.00*	(Lotus)	
KIKK, 650,	250 W (DAYS)	, COUNTRY		$ 55.00	(Torbet)	Viacom
KILT, 610,	5 KW (DA-2)	, COUNTRY		$ 70.00*	(Banner)	Legacy
KKBQ, 790,	5 KW (DA-2)	, CHR	ABC-F,	$ 75.00*	(Mc-Guild)	Gannett
KLAT, 1010,	5 KW (DA-2)	, SPANISH		$ 96.00	(Katz)	Tichenor
KLVL, 1480,	1 KW/500 W (DA-N)	, SPANISH		$ 30.00	(---)	
KNUZ, 1230,	1 KW	, OLDIES	ABC-D,	$ 45.00*	(Republic)	
KPRC, 950,	5 KW (DA-N)	, NEWS/TALK	NBC,SMN,ABC-T,NBC-T,	$122.00*	(Eastman)	
KRBE, 1070,	10 KW/5 KW (DA-2)	, CHR		$ NA	(Katz)	Susquehanna
KTRH, 740,	50 KW (DA-1)	, NEWS	CBS,ABC-I,	$161.00*	(CBS)	
KXYZ, 1320,	5 KW (DA-N)	, SPANISH		$ 75.00	(Caballero)	Infinity
KYOK, 1590,	5 KW (DA-N)	, BLACK	CBS-R,	$ 54.00	(Masla)	All Pro

FM STATIONS

KFMK, 97.9,	100 KW @ 1920, AC			$210.00*	(MMR)	First Media
KIKK, 95.7,	100 KW @ 1920, COUNTRY			$225.00*	(Torbet)	Viacom
KILT, 100.3,	100 KW @ 1920, COUNTRY			$160.00*	(Banner)	Legacy
KJYY, 94.5,	100 KW @ 1970, SOFT AC		Trans,	$120.00	(Masla)	Entercom
KKBQ, 92.9,	100 KW @ 1920, CHR		ABC-F,	$240.00*	(Mc-Guild)	Gannett
KKHT, 96.5,	100 KW @ 2000, CHR		ABC-R,	$130.00*	(Eastman)	Malrite
KRTS, 92.1,	3 KW @ 300, CLASSICAL			$ 75.00	(CMBS)	(SEABROOK)
KLOL, 101.1,	100 KW @ 1949, AOR		Source,	$158.00*	(CBS)	
KLTR, 93.7,	100 KW @ 1779, AC			$160.00	(CBS)	CBS
KMJQ, 102.1,	100 KW @ 1720, URBAN			$195.00*	(Christal)	Keymarket
KODA, 99.1,	100 KW @ 1920, BTFL/EZ			$220.00*	(Group W)	Westinghouse
KQUE, 102.9,	100 KW @ 1049, NOSTALGIA		ABC-E,	$124.00*	(Republic)	
KRBE, 104.1,	100 KW @ 1920, CHR			$185.00*	(Katz)	Susquehanna
KZFX, 107.5,	100 KW @ 2000, CLASSIC AOR			$135.00*	(Republic)	Shamrock

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INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/993 500

MSA Rank/Pop: 40/1,207,900
ADI # 24
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 18/17
Diaries: 1850/537:1/50.7%
Sample Target: 1500
% Below Line: 0.8
% Not Listed: 6.1

1986 Revenue: $40,300,000
HH Inc.: $32,561
Retail $: 8.9 Bil
Pop per Station: 58,441
#1 Biller: WIBC $ 8,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WFBQ-F	258/16.5	16.3	14.1	13.9	13.4	15.2	20.3
2. WIBC	204/13.0	14.6	14.8	14.4	13.2	14.2	10.0
3. WFMS-F	186/11.9	10.8	11.6	10.7	10.0	11.3	12.4
4. WTLC-F	137/ 8.7	9.2	8.6	10.9	7.7	9.4	12.3
5. WXTZ-F	125/ 8.0	9.2	8.8	8.5	9.7	8.6	6.0
WZPL	125/ 8.0	6.9	8.1	8.5	8.7	7.9	9.2
7. WENS-F	116/ 7.4	7.5	7.9	8.3	7.3	7.8	7.9
8. WTPI-F	69/ 4.4	3.5	4.2	3.0	2.7	3.8	3.2
9. WKLR-F	65/ 4.1	4.1	4.9	3.7	6.2	4.2	4.0
10. WTUX	52/ 3.3	4.0	3.6	2.8	5.2	3.4	1.5
11. WIRE	37/ 2.4	1.9	2.3	1.9	1.1	2.1	.8
12. WGRT	32/ 2.0	1.0	.8	.6	1.6	1.1	.5
13. WNDE	24/ 1.5	1.7	1.4	1.8	1.5	1.6	1.5
14.							
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WFBQ-F	464/5153
2. WFMS-F	248/2815
3. WIBC	222/2788
4. WZPL-F	209/3293
5. WXTZ-F	186/2375
6. WENS-F	151/2068
7. WTLC-F	150/1586
8. WKLR-F	104/2038
9. WTPI-F	79/1288
10. WTUX	72/ 772
11. WLW	40/ 774
12. WIRE	38/ 675
13. WGRT	33/ 270
14. WNDE	27/ 655
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WFBQ-F	2872/28.9	27.6	23.2
2. WIBC	2253/22.7	26.1	23.6
3. WZPL-F	2022/20.4	21.7	21.0
4. WENS-F	1959/19.7	19.5	19.0
5. WFMS-F	1919/19.3	22.1	17.1
6. WXTZ-F	1616/16.3	17.9	16.1
7. WTLC-F	1372/13.8	12.9	12.5
8. WKLR-F	1334/13.4	15.7	16.9
9. WTPI-F	1054/10.6	9.9	7.2
10. WTUX	600/ 6.0	5.9	8.4
11. WIRE	592/ 6.0	6.7	6.4
12. WNDE	533/ 5.4	6.0	6.0
13. WGRT	264/ 2.7	2.2	2.4
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 74.80% (1101 of 1472) (SUM 86: 74.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZPL-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F	1. WFBQ-F	1. WIBC >	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WFMS-F
2. WFBQ-F	2. WENS-F	2. WFMS-F	2. WFMS-F	2. WFMS-F>	2. WFMS-F	2. WIBC >	2. WIBC	2. WFMS-F	2. WTLC-F	2. WFBQ-F>
3. WTLC-F>	3. WTLC-F	3. WENS-F	3. WENS-F	3. WENS-F	3. WXTZ-F	3. WFMS-F	3. WFMS-F	3. WIBC	3. WFMS-F	3. WIBC
4. WKLR-F	4. WZPL-F	4. WTLC-F	4. WTLC-F	4. WIBC	4. WTUX	4. WXTZ-F	4. WXTZ-F	4. WTLC-F	4. WZPL-F	4. WTLC-F
5. WENS-F	5. WFMS-F	5. WZPL-F	5. WIBC	5. WTLC-F	5. WTLC-F	5. WTLC-F	5. WZPL-F	5. WENS-F	5. WENS-F	5. WXTZ-F
6.	6. WKLR-F	6. WTPI-F	6. WZPL-F	6. WXTZ-F	6. WFBQ-F	6. WZPI-F	6. WENS-F	6. WZPL-F	6. WIBC	6. WZPL-F
7.	WTPI-F	7. WIBC	7. WTPI-F	7. WTPI-F	7. WENS-F	7. WENS-F	7. WTPL-F	7. WXTZ-F	7. WXTZ-F	7. WENS-F
8.	8.	8.	8. WXTZ-F	8. WZPL-F	8.	8.	8. WTLC-F	8.	8. WKLR-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFBQ-F>	1. WFBQ-F	1. WENS-F	1. WFBQ-F	1. WFMS-F
2. WZPL-F	2. WENS-F>	2. WFBQ-F	2. WENS-F	2. WENS-F
3. WENS-F	3. WZPL-F	3. WTLC-F	3. WFMS-F>	3. WIBC
WFMS-F	4. WTLC-F	4. WZPL-F	4. WZPL-F	4. WFBQ-F
5. WTLC-F	WFMS-F	WFMS-F	5. WTLC-F	5. WXTZ-F
6. WTPI-F	6. WTPI-F	6. WTPI-F	6. WTPI-F	6. WTLC-F
7. WKLR-F	7. WKLR-F	7.	7. WIBC	7. WZPL-F
8.	8.	8.	8.	8. WTPI-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>
2. WZPL-F	2. WTLC-F	2. WTLC-F	2. WFMS-F>	2. WFMS-F>
3. WTLC-F	3. WFMS-F	3. WFMS-F	3. WTLC-F	3. WTLC-F
4. WFMS-F	4. WZPL-F	4. WKLR-F	4. WZPL-F	4. WIBC
WKLR-F	5. WKLR-F	5. WZPL-F	5. WENS-F	5. WENS-F
6.	6. WENS-F	6. WENS-F	6. WKLR-F	6. WTPI-F
7.	7. WTPI-F	7.	7. WIBC	7. WXTZ-F
8.	8.	8.	8.	8. WZPL-F
9.	9.	9.	9.	WKLR-F
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	.3/ .7
WCBK-F	102.3	Martinsville	.8/1.2
WXIR-F	98.3	Plainfield	.4/2.0
WXLW	950	Indianapolis	.3/1.1
WLW	700	Cincinnati	.8/2.6

RADIO STATIONS

AM STATIONS

WBRI, 1500, 5 KW (DAYS,DA)	, RELIGION	$ 17.00	(---)			
WFBM, 1110, 500 W (DAYS,DA)	, NOSTALGIA	$ 11.00	(---)			(NOBLESVILLE)
WGRT, 810, 250 W (DAYS)	, GOSPEL	SBN,$ 20.00	(---)	Universal		
WIBC, 1070, 50 KW/10 KW (DA-2)	, MOR	,$140.00	(Durpetti)	Sconnix		
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 40.00*	(Republic)	WIN		
WNDE, 1260, 5 KW (DA-N)	, OLDIES	US 2,$ 45.00*	(Katz)	Taft		
WNTS, 1590, 5 KW/500 W (DA-2)	, RELIGION	,$ 20.00	(---)			
WTUX, 1310, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 42.00*	(MMR)	Panache		
WXLW, 950, 5 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)			

FM STATIONS

WKLR, 93.1, 13 KW @ 1022, CLASSIC HITS		,$ 60.00	(Durpetti)	Sconnix		
WENS, 97.1, 23 KW @ 739, AC		,$105.00*	(Christal)	Emmis		
WFBQ, 94.7, 52 KW @ 850, AOR		Source,$130.00*	(Katz)	Taft		
WFMS, 95.5, 13 KW @ 1000, COUNTRY		,$ 95.00*	(Mc-Guild)	Susquehanna		
WTLC, 105.7, 50 KW @ 445, BLACK		,$ 75.00*	(Durpetti)	Panache		
WXTZ, 103.3, 18 KW @ 850, BTFL/EZ		,$ 77.00*	(Republic)	WIN		
WZPL, 99.5, 50 KW @ 500, CHR		APR,$ 80.00*	(HNWH)	Booth		
WTPI 107.9, 22 KW @ 885, SOFT AC		APR,CBS-R,$ 45.00*	(Eastman)			
WXIR, 98.3, 3 KW @ 300, RELIGION		,$ 17.00	(---)			(PLAINFIELD)
WATI, 107.1, 3 KW @ 300, COUNTRY		SMN,$ 32.00	(Regional)	Universal		(DANVILLE)
WTTS, 92.3, 37 KW @ 1090, AC		,$ 37.00	(Republic)	Sarkes Tarzian		(BLOOMINGTON)

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JACKSONVILLE

Arbitron Rank/Pop (12+): 53/698,000

MSA Rank/Pop: 60/836,000
ADI # 57
Average Person Ratings: 15.7
Market TSL: 21.5 hours

Stations: 25/23
Diaries: 1100/635:1/46.4%
Sample Target: 1000
% Below Line: 1.9
% Not Listed: 17.5

1986 Revenue: $19,000,000
HH Inc.: $29,536
Retail $: 5.4 Bil
Pop per Station: 30,348
#1 Biller: WIVY-F $3,700,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WAPE-F+	239/21.8	16.5	23.1	22.5	21.6	21.0	29.7
2. WQIK-F	94/ 8.6	11.0	11.0	8.7	8.1	9.8	9.4
3. WFYV-F	87/ 7.9	9.2	6.7	5.3	7.9	7.3	10.5
4. WAIV-F	83/ 7.6	9.2	6.6	7.4	4.8	7.7	7.9
5. WCRJ-F	61/ 5.6	4.6	3.2	3.6	4.1	4.3	5.2
6. WIVY-F	53/ 4.8	5.2	7.1	7.1	8.6	6.1	5.4
7. WCGL	44/ 4.0	5.8	2.5	2.2	2.9	3.6	1.3
8. WEJZ-F	36/ 3.3	2.3	3.7	3.5	3.7	3.2	1.5
WZAZ	36/ 3.3	3.3	4.1	3.9	3.8	3.7	1.7
10. WOKV	27/ 2.5	2.3	3.3	3.6	1.9	2.9	2.0
WPDQ-F	27/ 2.5	2.9	2.1	1.3	2.1	2.2	7.2
12.							

12+ TSA	1/4/CUME
1. WAPE-F+	312/3107
2. WQIK-F	108/1435
3. WAIV-F	100/1635
4. WFYV-F	89/1070
5. WCRJ-F	74/ 768
6. WIVY-F	54/1298
7. WRUF-F	48/ 929
8. WCGL	44/ 342
9. WZAZ	36/ 420
10. WPDQ-F	28/ 573
11. WOKV	27/ 401
12. WNFI-F	23/ 631

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WAPE-F+ 2351/33.7	29.6	28.9
2. WAIV-F 1635/19.3	16.8	15.7
3. WQIK-F 1163/16.7	17.2	16.9
4. WIVY-F 1134/16.2	16.3	22.0
5. WFYV-F 1018/14.6	13.0	17.0
6. WCRJ-F 691/ 9.9	8.6	9.2
7. WPDQ-F 502/ 7.2	5.6	3.5
8. WEJZ 484/ 6.9	9.3	11.4
9. WZAZ 411/ 5.9	5.4	7.9
10. WOKV 396/ 5.7	6.9	5.9
11. WCGL 342/ 4.9	5.2	4.7
12. WNFI-F 309/ 4.4	4.1	5.8

12+ FM SHARE (METRO): 77.54% (701 of 904) (SUM 86: 75.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F>	1. WAPE-F+	1. WQIK-F	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>
2.	2. WFYV-F>	2. WFYV-F	2. WAIV-F	2. WAIV-F	2. WAPE-F+	2. WQIK-F+>	2. WAIV-F	2. WFYV-F	2. WFYV-F	2. WFYV-F
3.	3. WAIV-F	3. WAIV-F	3. WFYV-F	3. WQIK-F	3. WAIV-F	3. WAIV-F	3. WFYV-F	3. WQIK-F	3. WQIK-F	3. WCRJ-F
4.	4. WIVY-F	4. WQIK-F	4. WQIK-F	4. WFYV-F	4. WCRJ-F	4. WCRJ-F	4. WQIK-F	4. WAIV-F	4. WZAZ	4. WQIK-F
5.	5. WQIK-F	5. WCRJ-F	5. WIVY-F	5. WCRJ-F	5. WCGL	5. WFYV-F	5. WCRJ-F	5. WCRJ-F	5. WAIV-F	5. WAIV-F
		6. WIVY-F	6. WCRJ-F	6. WIVY-F	6. WEJZ-F	6. WIVY-F	WIVY-F		6. WCRJ-F	6. WIVY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAPE-F>	1. WAPE-F+>	1. WAPE-F>	1. WAPE-F+>	1. WAPE-F+
2. WCGL	2. WAIV-F	2. WAIV-F	2. WAIV-F	2. WAIV-F
3. WFYV-F	WFYV-F	3. WIVY-F	3. WIVY-F	3. WQIK-F
4.	WIVY-F	4. WCRJ-F	4. WQIK-F	4. WIVY-F>
5.	5.	5. WQIK-F	5. WFYV-F	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPE-F>	1. WAPE-F+	1. WFYV-F	1. WAPE-F+>	1. WAPE-F+>
2. WFYV-F	2. WFYV-F>	2. WAPE-F>	2. WFYV-F>	2. WFYV-F
3. WPDQ-F	3. WAIV-F	3. WQIK-F	3. WAIV-F	3. WQIK-F
4. WAIV-F	4. WQIK-F	4. WAIV-F	4. WQIK-F	4. WAIV-F
5.	5. WCRJ-F	5. WCRJ-F	5. WCRJ-F	5. WCRJ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAOC	1420	St. Augustine	.5/1.0
WAYR	550	Orange Park	.7/ .9
WFOY	1240	St. Augustine	.5/1.6
WJAX	1220	Jacksonville	.7/2.3
WQIK	1320	Jacksonville	1.0/2.7
WROS	1050	Jacksonville	.9/2.5
WRQC	1460	Jacksonville	.5/2.1
WRXJ	930	Jacksonville	1.2/2.8
WSOS-F	105.5	St. Augustine	.6/2.3
WSVE	1280	Jacksonville	1.5/1.8
WVOJ	970	Jacksonville	.9/1.7
WNFI-F	99.9	Palatka	1.0/4.4
WRUF-F	103.7	Gainsville	.5/1.8

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N)	, CHR		,$ NA	(Christal)	H & G	
WCGL, 1360, 5 KW (DAYS)	, GOSPEL		SBN,$ 15.00	(---)		
WJAX, 1220, 1 KW/44 W	, ? ?		,$ NA	(---)		
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS,ABC-I,ABC-T,NBC-T,	$ 35.00*	(MMR)	EZ	
WQIK, 1320, 5 KW (DA-N)	, COUNTRY		ABC-E,$ NA	(Eastman)	Jacor	
WZAZ, 1400, 1 KW	, BLACK		SBN,$ 27.00*	(Roslin)		
WAIV-F, 96.9, 100 KW @ 935, AC			,$ 90.00*	(MMR)	EZ	
WAPE-F, 95.1, 100 KW @ 860, CHR			ABC-R,$100.00*	(Christal)	H & G	
WCJR-F, 107.3, 100 KW @ 350, COUNTRY			,$ 65.00*	(Katz)	Hoker	
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ			,$ 45.00*	(Christal)	WIN	
WFYV-F, 104.5, 100 KW @ 700, AOR			Source,$ 85.00*	(Mc-Guild)	Metropolex	
WIVY-F, 102.9, 100 KW @ 984, AC			APR,$ 77.00*	(Torbet)	Gilmore	
WPDQ-F, 92.7, 3 KW @ 300, BLACK			,$ 20.00*	(Masla)		(GREEN COVE SPRINGS)
WQIK-F, 99.1, 100 KW @ 620, COUNTRY			ABC-E,$ 85.00*	(Eastman)	Jacor	

WNFI - See Daytona Beach

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KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,240,900

MSA Rank/Pop: 29/1,495,900
ADI # 28
Average Person Ratings: 16.1
Market TSL: 22.0 hours

Stations: 24/24
Diaries: 1657/749:1/55.2%
Sample Target: 1360
% Below Line: 0
% Not Listed: 6.1

1986 Revenue: $38,700,000
HH Inc.: $35,332
Retail $: 11.5 Bil
Pop per Station: 51,704
#1 Biller: WDAF $6,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KBEQ-F	176/8.8	9.3	10.1	8.0	9.6	9.1	11.8
2. KYYS-F	166/8.3	10.4	8.5	9.9	7.8	9.3	11.4
3. KCMO	165/8.2	5.0	6.0	7.3	5.0	6.6	4.9
4. KMBZ	163/8.1	7.0	4.5	5.5	7.8	6.3	7.1
5. WDAF	161/8.0	14.3	11.6	11.2	10.3	11.3	10.8
6. KUDL-F+	132/6.6	5.1	7.1	8.4	9.2	6.8	6.1
7. KMBR-F	120/6.0	7.3	7.8	7.3	7.6	7.1	2.9
8. KCPW-F	112/5.6	5.9	4.3	5.5	4.9	5.3	6.4
KPRS-F	112/5.6	4.6	4.7	3.7	3.7	4.7	8.0
KFKF-F+	112/5.6	6.3	6.3	7.9	6.0	6.5	7.4
11. KCFX-F	107/5.3	4.4	5.3	4.1	4.3	4.8	7.2
12. KLSI-F	93/4.6	3.9	3.2	4.6	4.9	4.1	4.6
13. KJLA	60/3.0	2.8	4.0	3.2	3.2	3.3	2.8
14. KZZC-F	48/2.4	1.9	2.7	2.1	2.4	2.3	1.9
15. KXTR-F	39/1.9	2.0	2.3	1.4	1.5	1.9	.6
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WDAF	348/4722
2. KBEQ-F	240/3875
KYYS-F	240/3293
4. KCMO	218/2901
5. KMBZ	174/2873
6. KUDL-F+	171/2983
7. KCPW-F	151/2492
KMBR-F	151/1953
9. KCFX-F	130/1944
10. KFKF-F+	129/2167
11. KPRS-F	115/1143
12. KLSI-F	104/1615
13. KJLA	67/ 852
14. KZZC-F	59/ 871
15. KXTR-F	42/ 700
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KBEQ-F 2850/23.0	23.5	22.0
2. KMBZ 2573/20.7	17.8	17.3
3. WDAF 2364/19.1	23.5	20.4
4. KYYS-F 2295/18.5	17.9	17.7
5. KUDL-F+ 2215/17.8	NA	NA
6. KCMO 2110/17.0	12.9	12.7
7. KCPW-F 1834/14.8	15.8	11.8
8. KFKF-F+ 1817/14.6	16.3	13.5
9. KMBR-F 1553/12.5	15.5	14.2
10. KCFX-F 1487/12.0	11.5	13.0
11. KLSI-F 1379/11.1	11.4	11.6
12. KPRS-F 1070/ 8.6	9.1	8.1
13. KJLA 774/ 6.2	6.5	6.2
14. KZZC-F 604/ 4.9	6.2	8.5
15. KXTR-F 595/ 4.8	5.6	4.7
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 63.00% (1185 of 1881) (SUM 86: 63.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBEQ-F>	1. KYYS-F>	1. KYYS-F	1. KUDL-F+	1. KUDL-F+	1. KMBZ-F	1. WDAF	1. KCMO	1. KYYS-F	1. KMBZ >	1. WDAF
2. KCPW-F	2. KBEQ-F	2. KUDL-F+	2. KYYS-F	2. WDAF	2. WDAF	2. KCMO	2. KYYS-F	2. KBEQ-F	2. KBEQ-F	2. KBEQ-F
3. KYYS-F	KCFX-F	3. KBEQ-F	3. WDAF-F	3. KCMO	3. KCMO	3. KBEQ-F	3. KUDL-F+	3. KUDL-F+	3. KYYS-F	3. KYYS-F
4. KPRS-F	4. KPRS-F	4. KCFX-F	4. KLSI-F	4. KYYS-F	4. KMBR-F>	4. KYYS-F	4. KBEQ-F	4. WDAF	4. KPRS-F	4. KMBR-F
5.	5. KCPW-F	5. KPRS-F	5. KCFX-F	5. KFKF-F+	5. KFKF-F+	5. KUDL-F+	5. KLSI-F	5. KCFX-F	5. KCMO	5. KCFX-F
6.	6. KUDL-F+	6. KLSI-F	6. KCMO	KLSI-F	KUDL-F+	6. KFKF-F+	6. WDAF	6. KPRS-F	6. KCPW-F	6. KCPW-F
7.	7. KLSI-F	7. KCPW-F	7. KPRS-F	7. KMBZ	7. KJLA	7. KMBZ	7. KMBR-F	7. KCMO	7. KMBR-F	KUDL-F+
8.	8.	8.	8.	8. KCFX-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBEQ-F>	1. KBEQ-F	1. KUDL-F+	1. KUDL-F+	1. KUDL-F+
2. KYYS-F	2. KLSI-F	2. KLSI-F	2. KBEQ-F	2. KLSI-F
3. KCPW-F	KUDL-F+	3. KPRS-F	3. KLSI-F	3. WDAF
4. KLSI-F	4. KYYS-F	4. KBEQ-F	4. KPRS-F	4. KCMO
KPRS-F	5. KPRS-F	5. KYYS-F	5. KCPW-F	5. KFKF-F+
6.	6. KCPW-F>	6. KCFX-F	KYYS-F	6. KPRS-F
7.	7. KCFX-F	7. KCPW-F	7. KFKF-F+	7. KMBR-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KYYS-F	1. KYYS-F	1. KCFX-F	1. KYYS-F	1. KCMO
2. KCFX-F	2. KCFX-F>	2. KYYS-F>	2. KCFX-F>	2. KCFX-F
3. KBEQ-F	3. KBEQ-F	3. KPRS-F	3. KBEQ-F	KYYS-F
4. KCPW-F	4. KCPW-F>	4. KBEQ-F	KUDL-F+	WDAF
5. KPRS-F	KPRS-F	5. KCMO	5. KPRS-F	KUDL-F
6. KFKF-F+	6. KUDL-F+	6. KUDL-F	6. KCMO	6. KMBZ
7.	7. KCMO	7. KCPW-F	7. WDAF	7. KFKF-F+
8.	KFKF-F	KMBZ	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCAC-F	107.3	Lexington, MO	.5/1.7
KCCV	1510	Independence, MO	1.0/2.2
KCNW	1380	Fairway, KS	.7/2.3
KCXL	1140	Liberty, MO	.9/1.8
KEXS	1090	Excelsior Springs	.5/1.5
KLTY-F	106.5	Liberty	.8/4.0
KPRT	1590	Kansas City	1.3/2.6

RADIO STATIONS

AM STATIONS

KBEA, 1480, 1 KW/500 W (DA-1)	, TALK		,$ 16.00	(---)	
KCCV, 1510, 10 KW (DAYS)	, RELIGION		,$ 20.00	(---)	
KCKM, 1340, 1 KW	, COUNTRY		,$ NA	(HNWH)	Sconnix
KCMO, 810, 50 KW/5 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,	$ 80.00*	(Mc-Guild)	Gannett
KCNW, 1380, 5 KW (DAYS)	, RELIGION		,$ 26.00	(---)	Universal
KCXL, 1140, 500 W (DAYS)	, BLACK	SBN,	$ 20.00*	(Lazar)	
KJLA, 1190, 5 KW/250 W (DA-N)	, NOSTALGIA	MBS,	$ 35.00*	(Roslin)	
KMBZ, 980, 5 KW (DA-N)	, MOR/TALK	NBC,NBC-T,	$ 72.00*	(Durpetti)	Bonneville
KPRT, 1590, 1 KW	, GOSPEL	MBS,	$ 35.00	(---)	
WDAF, 610, 5 KW	, COUNTRY	ABC-E,	$115.00*	(Katz)	Taft
WHB , 710, 10 KW/5 KW (DA-2)	, AC	APR,	$ 53.00*	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 984, CHR		ABC-C,	$ 80.00	(Banner)	Capitol-WRAL
KCFX, 100.7, 100 KW @ 846, CLASSIC AOR		US 1,	$ 50.00*	(MMR)	Hoker
KCPW, 94.9, 100 KW @ 1057, URBAN/CHR			,$ 57.00*	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 465, COUNTRY			,$ 75.00*	(HNWH)	Sconnix
KLSI, 93.3, 100 KW @ 428, AC		CNN,	$ 65.00*	(Eastman)	Sandusky
KLTY, 106.5, 100 KW @ 880, AC		CBS-R,	$ 44.00*	(Torbet)	TransColumbia
KMBR, 99.7, 100 KW @ 950, BTFL/EZ			,$ 72.00*	(Durpetti)	Bonneville
KPRS, 103.3, 100 KW @ 450, BLACK		NBN,	$ 54.00*	(---)	
KUDL, 98.1, 100 KW @ 555, AC		APR,	$ 95.00*	(Christal)	Shamrock
KXTR, 96.5, 100 KW @ 546, CLASSICAL		US 2,	$ 38.00	(CMBS)	
KYYS, 102.1, 100 KW @ 1013, AOR		Source,	$ 80.00*	(Katz)	Taft
KCWV, 98.9, 100 KW @ 988, JAZZ/NEW AGE			,$ 42.00	(CBS)	

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KNOXVILLE

Arbitron Rank/Pop (12+): 67/508,000

MSA Rank/Pop: 83/599,800
ADI # 63
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 17/16
Diaries: 1020/498:1/53.7%
Sample Target: 890
% Below Line: 0.4
% Not Listed: 6.9

1986 Revenue: $11,900,000
HH Inc.: $26,522
Retail $: 4.6 Bil
Pop per Station: 31,750
#1 Biller: WVIK A/F $4,600,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WIVK-F+	298/34.2	37.1	36.2	31.1	31.8	34.7	33.3
2. WMYU-F	126/14.5	8.0	9.3	11.2	10.0	10.8	11.9
3. WIMZ-F+	119/13.6	15.5	14.0	16.5	16.5	14.9	17.8
4. WEZK-F	103/11.8	10.2	10.6	11.6	12.7	11.1	7.9
5. WOKI-F	56/ 6.4	7.9	7.4	6.2	6.9	7.0	9.3
6. WTNZ-F	24/ 2.8	2.7	1.8	.7	.6	2.0	5.1
7. WRJZ	15/ 1.7	1.7	2.4	1.9	1.8	1.9	.9
8. WGAP	14/ 1.6	1.0	1.5	1.5	1.1	1.4	.7
9. WKGN	11/ 1.3	2.7	2.0	2.1	4.9	2.0	2.4
WNOX	11/ 1.3	1.7	2.4	2.6	1.8	2.0	2.6
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WIVK-F+	490/4419
2. WOKI-F	201/2816
3. WIMZ-F+	167/2107
4. WMYU-F	157/2153
5. WEZK-F	132/1362
6. WTNZ-F	26/ 409
7. WMTN	20/ 251
8. WRJZ	17/ 386
9. WGAP	14/ 178
10. WNOX	13/ 380
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WIVK-F+ 2441/48.1	46.6	42.7
2. WMYU-F 1582/31.1	24.0	21.6
3. WIMZ-F+ 1377/27.1	29.0	26.3
4. WOKI-F 1044/20.6	20.5	15.1
5. WEZK-F 1014/20.0	18.9	20.6
6. WTNZ-F 395/ 7.8	7.4	1.6
7. WRJZ 330/ 6.5	4.1	5.5
8. WNOX 294/ 5.8	8.5	8.0
9. WKNF-F+ 236/ 4.6	2.0	2.2
10. WGAP 178/ 3.5	3.3	3.4
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 87.04% (705 of 810) (SUM 86: 80.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WOKI-F>	1. WIMZ-F+	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F	1. WIVK-F+>
2. WIMZ-F+	2. WIVK-F+	2. WMYU-F	2. WMYU-F>	2. WMYU-F>	2. WEZK-F>	2. WMYU-F	2. WMYU-F	2. WIMZ-F+	2. WIMZ-F+>	2. WEZK-F
3. WMYU-F	3. WMYU-F>	3. WIMZ-F+>	3. WIMZ-F+>	3. WIMZ-F+>	3. WMYU-F	3. WIMZ-F+	3. WEZK-F	3. WMYU-F	3. WMYU-F	WMYU-F
WTNZ-F	4.	4.	4. WEZK-F	4. WEZK-F	4.	4. WEZK-F	4. WIMZ-F+	4. WEZK-F>	4. WOKI-F	4. WIMZ-F+>
5. WIVK-F+	5.	5.	5.	5.	5.	5.	5.	5. WOKI-F	5. WEZK-F	5. WOKI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMYU-F	1. WMYU-F	1. WMYU-F	1. WIVK-F+>	1. WIVK-F+>
2. WIMZ-F+	2. WIVK-F+	2. WIVK-F+>	2. WMYU-F>	2. WMYU-F>
3. WIVK-F+	3. WIMZ-F+>	3. WIMZ-F+	3. WIMZ-F+>	3. WEZK-F
4. WOKI-F	4. WOKI-F	4.	4.	WIMZ-F+
WTNZ-F	5. WTNZ-F	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIMZ-F+>	1. WIMZ-F+	1. WIVK-F+	1. WIVK-F+>	1. WIVK-F+>
2. WIVK-F+	2. WIVK-F+>	2. WIMZ-F+	2. WIMZ-F+>	2. WMYU-F
3. WMYU-F	3. WMYU-F>	3. WMYU-F	3. WMYU-F	3. WIMZ-F+>
WOKI-F	4. WOKI-F	4.	4.	4. WEZK-F
5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBZW	1040	Powell	.9/1.3
WKNF-F	107.7	Knoxville	1.1/4.6
WKXV	900	Knoxville	.6/2.1
WSEV	930	Sevierville	.8/1.5
WMTN	1300	Morristown	.3/ .8

RADIO STATIONS

WKGN, 1340, 1 KW	, URBAN	MBS,$ 20.00*	(Roslin)		
WNOX, 990, 10 KW (DA-2)	, COUNTRY	CBS,$ 18.00*	(Eastman)	REBS	
WRJZ, 620, 5 KW (DA-N)	, RELIGION	ABC-D,$ 13.00	(---)		
WSEV, 930, 5 KW (DAYS,DA)	, COUNTRY	,$ 12.00	(---)		(SEVIERVILLE)

WIVK (50 KW, DAYS,DA) simulcasts with WIVK-F (850)
WIMZ (1240, 1 KW) simulcasts with WIMZ-F

WEZK-F , 97.5, 100 KW @ 1250, BTFL/EZ		,$ 57.00*	(Christal)	South Central	
WIMZ-F+, 103.5, 100 KW @ 1723, AOR		Source,$ 70.00*	(Christal)	Stoner	
WIVK-F , 107.7, 100 KW @ 1970, COUNTRY		ABC-E,$100.00*	(Katz)	Dick	
WMYU-F , 102.1, 100 KW @ 1000, AC		US 1,$ 60.00*	(Eastman)	Jacor	
WOKI-F , 100.3, 100 KW @ 2000, CHR		ABC-F,$ 43.00*	(HNWH)		(OAK RIDGE)
WTNZ-F , 95.3, 3 KW @ 300, CHR		US 2,$ 20.00	(Eastman)	REBS	

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LANSING

Arbitron Rank/Pop (12+): 98/352,100

MSA Rank/Pop: 110/418,400
ADI # 104
Average Person Ratings: 16.2
Market TSL: 22.0 hours

Stations: 19/14
Diaries: 911/386:1/51.4%
Sample Target: 780
% Below Line: 13.4
% Not Listed: 12.8

1986 Revenue: $12,500,000
HH Inc.: $34,469
Retail $: 2.8 Bil
Pop per Station: 25,150
#1 Biller: WVIC A/F $3,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WVIC-F	107/18.7	26.6	---	18.4	---	21.2	
2. WITL-F	79/13.8	13.8	---	13.2	---	13.6	
3. WJIM-F	47/ 8.2	6.6	---	6.0	---	6.9	
4. WJR	46/ 8.0	4.4	---	4.3	---	5.6	
5. WFMK-F	34/ 5.9	8.1	---	7.2	---	7.1	
6. WIBM-F	33/ 5.8	5.2	---	6.3	---	5.8	
WMMQ-F	33/ 5.8	5.4	---	6.1	---	5.8	
8. WJXQ-F	26/ 4.5	3.5	---	6.1	---	4.7	
9. WLNZ-F	25/ 4.4	3.9	---	6.9	---	5.1	
10. WILS-F+	19/ 3.3	4.2	---	3.6	---	3.7	
11. WXLA	15/ 2.6	1.7	---	3.3	---	2.5	
12. WIOG-F	9/ 1.6	.8	---	.4	---	0.9	
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WVIC-F	131/1934
2. WITL-F	128/1295
3. WJR	118/1413
4. WIBM-F	62/ 888
5. WJIM-F	55/ 584
6. WJXQ-F	48/ 966
7. WFMK-F	45/ 989
8. WIOG-F	40/ 495
9. WMMQ-F	35/ 697
10. WLNZ-F	30/ 495
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WVIC-F	1468/41.7	47.3	---
2. WITL-F	752/21.4	21.3	---
3. WFMK-F	724/20.6	18.7	---
4. WMMQ-F	631/17.9	17.7	---
5. WJXQ-F	529/15.0	15.9	---
6. WIBM-F	524/14.9	15.0	---
7. WJR	498/14.1	13.1	---
8. WJIM-F	472/13.4	13.1	---
9. WILS-F+	468/13.3	12.0	NA
10. WLNZ-F	406/11.5	12.3	---
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 84.37% (421 of 499) (SUM 86: NA%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F	1. WVIC-F	1. WITL-F>	1. WVIC-F+>	1. WVIC-F+	1. WVIC-F+>	1. WVIC-F+>	1. WVIC-F+
2. WJXQ-F	2. WMMQ-F	2. WITL-F	2. WITL-F	2. WITL-F>	2. WJR	2. WITL-F>	2. WITL-F>	2. WITL-F>	2. WMMQ-F	2. WITL-F>
3. WIOG-F	3. WFMK-F	3. WFMK-F	3. WIBM-F	3. WIBM-F	3. WJIM-F>	3. WJR	3. WJIM-F>	3. WJIM-F	3. WITL-F	3. WJR
4.	4. WIBM-F	4. WMMQ-F	4. WFMK-F	4. WFMK-F	4. WVIC-F	4. WJIM-F+	4. WFMK-F	4. WIBM-F	4. WJR	4. WIBM-F
5.	5. WLNZ-F	5. WIBM-F	5. WMMQ-F	5. WJIM-F	5.	5. WFMK-F	WJR	5. WJR	5. WJXQ-F	WJXQ-F
	6. WJXQ-F						6. WIBM-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F
2.	2. WFMK-F	2. WFMK-F	2. WFMK-F	2. WFMK-F
3.	3. WIBM-F>	3. WIBM-F	3. WITL-F	3. WITL-F
4.	4. WJIM-F	4.	4. WIBM-F	4. WIBM-F
5.	5. WMMQ-F	5.	5. WJIM-F	5. WJIM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F	1. WVIC-F	1. WMMQ-F	1. WVIC-F	1. WITL-F>
2. WJXQ-F	2. WMMQ-F	2. WVIC-F	2. WITL-F	2. WVIC-F
3. WILS-F+	3. WJXQ-F	3. WLNZ-F	3. WMMQ-F	3. WMMQ-F
WLNZ-F	4. WLNZ-F	4. WIBM-F	4. WJXQ-F	4. WJR
5.	5. WITL-F	5. WITL-F	WLNZ-F	5. WIBM-F
		WJXQ-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL	1010	Lansing	1.0/2.6
WJIM	1240	Lansing	1.0/3.0
WVIC	730	East Lansing	.3/2.6
WLAV-F	96.9	Grand Rapids	.3/2.8
WOOD-F	105.7	Grand Rapids	1.2/4.0
WRIF-F	101.1	Detroit	.5/2.0

RADIO STATIONS

WITL, 1010, 500 W/13 W	, COUNTRY	ABC-E,$ NA	(Mc-Guild)	Midwest Family	
WJIM, 1240, 1 KW	, BTFL (?)	NBC,$ NA	(Torbet)		
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	,$ 15.00*	(Patt)		

WVIC (730, 500 W, DAYS,DA) simulcasts with WVIC-F

WFMK-F , 99.1, 28 KW @ 600, AC	,$ 55.00*	(Republic)	Liggett		
WIBM-F , 94.1, 50 KW @ 500, OLDIES	US 2,$ 33.00*	(MMR)	Van Wagner		(JACKSON)
WILS-F , 101.7, 3 KW @ 180, AC	US 1,$ 27.00	(Banner)			
WITL-F , 100.7, 27 KW @ 680, COUNTRY	ABC-E,$ 45.00	(Mc-Guild)	Midwest Family		
WJIM-F , 97.5, 28 KW @ 440, BTFL/EZ	NBC,$ 24.00*	(Torbet)			
WJXQ-F , 106.1, 50 KW @ 500, AOR	ABC-C,$ 29.00*	(Christal)			(JACKSON)
WLNZ-F , 92.1, 3 KW @ 300, AOR	,$ 27.00*	(MMR)			
WMMQ-F , 92.7, 3 KW @ 300, CLASSIC AOR	Source,$ 32.00*	(HNWH)			(CHARLOTTE)
WVIC-F+, 94.9, 49 KW @ 500, CHR	,$ 72.00*	(Katz)	Goodrich		

WJR - See Detroit

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LAS VEGAS

Arbitron Rank/Pop (12+): 74/472,300

MSA Rank/Pop: 87/568,600
ADI # 95
Average Person Ratings: 17.0
Market TSL: 22.8 hours

Stations: 19/19
Diaries: 1007/469:1/48.2%
Sample Target: 820
% Below Line: 0
% Not Listed: 15.2

1986 Revenue: $17,300,000
HH Inc.: $29,475
Retail $: 4.5 Bil
Pop per Station: 24,858
#1 Biller: KMJJ/KLUC-F $2,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KXTZ-F	105/13.0	12.4	10.6	12.2	10.9	12.1	6.7
2. KLUC-F	99/12.3	11.2	9.1	10.9	9.1	10.9	17.2
3. KFMS-F+	82/10.2	7.9	10.8	9.3	10.5	9.6	8.1
4. KOMP-F	73/ 9.1	8.5	8.5	6.9	6.5	8.3	11.7
5. KMZQ-F	65/ 8.1	10.1	6.4	10.8	9.0	8.9	6.2
6. KKLZ-F	46/ 5.7	3.6	3.6	6.6	7.0	4.9	5.9
7. KYRK-F	39/ 4.8	6.1	5.2	6.2	7.4	5.6	9.3
8. KORK	32/ 4.0	4.6	6.1	4.3	4.4	4.8	2.2
9. KNUU	23/ 2.9	1.3	2.0	2.2	1.5	2.1	.8
KDWN	22/ 2.7	3.1	3.9	3.8	3.9	3.4	1.6
11. KKYV-F	20/ 2.5	3.1	4.5	2.7	1.8	3.2	1.3
KRRI-F	20/ 2.5	1.9	2.8	3.5	3.2	2.7	1.0
13. KLSQ-F	18/ 2.2	3.2	3.1	2.8	2.0	2.8	4.4
14. KENO	13/ 1.6	1.4	2.1	1.6	.8	1.7	1.1
15. KRAM	10/ 1.2	1.2	2.3	1.9	1.3	1.7	.8

12+ TSA	1/4/CUME
1. KXTZ-F	114/ 926
2. KLUC-F	99/1282
3. KFMS-F+	87/ 931
4. KOMP-F	75/ 847
5. KMZW-F	66/ 789
6. KKLZ-F	48/ 625
7. KYRK-F	47/ 825
8. KORK	32/ 325
9. KDWN	26/ 361
10. KNUU	23/ 335
11. KEYV-F	20/ 321
KRRI-F	20/ 271
13. KLSQ-F	18/ 338
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KLUC-F	1282/27.1	25.5	21.9
2. KFMS-F+	851/18.0	14.5	19.5
3. KXTZ-F	817/17.3	16.9	14.6
4. KOMP-F	794/16.8	18.9	14.0
5. KMZQ-F	765/16.2	17.4	15.5
KYRK-F	765/16.2	15.9	17.7
7. KKLZ-F	602/12.7	8.9	15.5
8. KLSQ-F	338/ 7.2	9.2	4.5
9. KNUU	335/ 7.1	6.9	5.4
KDWN	335/ 7.1	9.6	9.4
11. KORK	325/ 6.9	6.1	8.6
12. KEYV-F	321/ 6.8	7.0	4.7
13. KENO	269/ 5.7	5.5	5.4
14. KRRI-F	262/ 5.5	5.7	7.5
15.			

12+ FM SHARE (METRO): 82.43% (563 of 683) (SUM 86: 80.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KFMS-F+	1. KFMS-F+	1. KXTZ-F>	1. KLUC-F	1. KXTZ-F	1. KLUC-F	1. KOMP-F	1. KXTZ-F
2. KYRK-F	2. KOMP-F>	2. KOMP-F	2. KMZQ-F	2. KMZQ-F	2. KFMS-F+	2. KFMS-F+	2. KLUC-F	2. KXTZ-F	2. KLUC-F	2. KLUC-F
3. KOMP-F	3. KKLZ-F	3. KFMS-F+	3. KLUC-F	3. KXTZ-F	3. KMZQ-F	3. KXTZ-F	3. KMZQ-F	3. KOMP-F	3. KXTZ-F	3. KFMS-F+>
4.	4. KFMS-F+	4. KMZQ-F	4. KKLZ-F	4. KLUC-F	4. KORK >	4. KOMP-F	4. KFMS-F+	4. KFMS-F+	4. KYRK-F	4. KKLZ-F
5.	5. KMZQ-F	5. KKLZ-F	5. KOMP-F	5. KKLZ-F	5.	5. KMZQ-F	5. KOMP-F	5. KMZQ-F	5. KFMS-F+	5. KMZQ-F
		KXTZ-F		6. KMZQ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KLUC-F>	1. KLUC-F>	1. KKLZ-F	1. KLUC-F	1. KMZQ-F
2. KOMP-F	2. KMZQ-F	2. KLUC-F	KMZQ-F>	2. KFMS-F+
3. KMZQ-F	3. KKLZ-F	3. KFMS-F+	3. KFMS-F+	3. KLUC-F
4.	KOMP-F	KMZQ-F	4. KKLZ-F	4. KXTZ-F
5.	5. KFMS-F+	5. KOMP-F	KOMP-F	5. KKLZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KOMP-F	1. KOMP-F>	1. KOMP-F	1. KOMP-F	1. KFMS-F+
2. KLUC-F>	2. KLUC-F	2. KKLZ-F	2. KFMS-F+	2. KOMP-F
3.	3. KKLZ-F	3. KFMS-F+	3. KLUC-F	3. KXTZ-F
4.	4. KFMS-F+>	4. KLUC-F	4. KKLZ-F>	4. KKLZ-F
5.	5.	5.	5. KMZQ-F	5. KLUC-F
			KXTZ-F	6. KMZQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLAV	1230	Las Vegas	.4/1.7
KROL	870	Laughlin	.9/2.3
KRSR	1140	N. Las Vegas	.7/3.4

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	,$ 20.00	(Banner)	
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	Trans,$ 15.00*	(Christal)	Lotus
KMJJ, 1140, 10 KW/2.5 KW (DA-N)	, AC	ABC-E,$ 15.00*	(Mc-Guild)	Nationwide
KNUU, 970, 5 KW/500 W (DA-2)	, TALK (?)	MBS,CBS,$ 14.00*	(---)	
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	NBC,$ 21.00*	(MMR)	Anchor
KRAM, 1340, 1 KW	, COUNTRY	,$ 16.00	(Banner)	

KFMS (1410, 5 KW, DA-2) simulcasting with KFMS-F

KEYV-F , 93.1, 50 KW @ 103, AC		,$ 23.00	(HNWH)	
KFMS-F+, 101.9, 100 KW @ 1110, COUNTRY		,$ 42.00*	(Katz)	
KKLZ-F , 96.3, 100 KW @ 175, CLASSIC AOR		,$ 28.00*	(Banner)	Medina
KLSQ-F , 95.5, 100 KW @ 1120, OLDIES/CLASSIC		,$ 24.00*	(Torbet)	SRO
KLUC-F , 98.5, 100 KW @ 1180, CHR		ABC-C,$ 57.00*	(Mc-Guild)	Nationwide
KMZQ-F , 100.5, 98 KW @ 1180, AC		,$ 43.00*	(Republic)	Olympic
KOMP-F , 92.3, 100 KW @ 1520, AOR		,$ 41.00*	(Christal)	Lotus
KRRI-F , 105.5, 120 W @ 1477, OLDIES		MBS,$ 20.00*	(Torbet)	(BOULDER CITY)
KXTZ-F , 94.1, 100 KW @ 1250, BTFL		,$ 51.00*	(Durpetti)	Parker
KYRK-F , 97.1, 55 KW @ 1936, CHR/URBAN		,$ 30.00*	(MMR)	Anchor

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,604,700

MSA Rank/Pop: 2/8,154,300
ADI # 2
Average Person Ratings: 18.4
Market TSL: 24.3 hours

Stations: 48/48
Diaries: 3889/2213:1/41.4%
Sample Target: 3440
% Below Line: 0
% Not Listed: 8.9

1986 Revenue: $264,500,000
HH Inc.: $37,010
Retail $: 72.2 Bil
Pop per Station: 179,265
#1 Biller: KIIS A/F $32,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KPWR-F	1043/6.6	7.0	5.7	6.5	6.6	6.5	9.8
2. KIIS-F+	1026/6.5	7.4	6.4	6.3	7.1	6.7	6.9
3. KABC	910/5.8	5.2	6.1	5.4	6.7	5.6	5.9
4. KOST-F	774/4.9	4.3	4.8	4.1	4.1	4.5	3.6
5. KJOI-F	704/4.5	4.9	4.7	4.9	4.4	4.8	3.2
6. KBIG-F	687/4.3	3.7	3.8	3.9	3.9	3.9	2.5
7. KROQ-F	673/4.3	4.1	4.0	3.9	3.6	4.1	5.3
8. KRTH-F	526/3.3	3.8	3.6	4.0	4.0	3.7	4.0
9. KLOS-F	477/3.0	2.9	2.8	2.3	3.7	2.8	4.2
10. KLSX-F	471/3.0	3.3	3.6	3.1	1.5	3.3	3.0
11. KLVE-F	447/2.8	3.0	3.2	2.3	2.2	2.8	2.0
12. KMPC	437/2.8	2.8	2.4	2.7	2.3	2.7	2.4
13. KNX	436/2.8	3.0	3.3	3.6	3.5	3.2	2.7
14. KTWV-F	425/2.7	2.5	1.9	1.6	2.0	2.2	2.4
15. KIQQ-F	420/2.7	2.9	2.9	3.6	2.9	3.0	1.4
16. KFWB	416/2.6	3.0	4.2	3.4	3.3	3.3	2.3
17. KZLA-F	402/2.5	1.9	1.7	1.8	1.6	2.0	2.2
18. KTNQ	366/2.3	3.1	2.3	3.3	3.2	2.8	2.0
19. KJLH	342/2.2	2.0	2.4	1.8	1.8	2.1	3.2
20. KFAC-F	275/1.7	1.2	1.3	1.3	1.1	1.4	1.5
21. KNX-F	259/1.6	.9	1.1	1.4	1.4	1.3	1.2
22. KDAY	235/1.5	1.8	1.6	1.2	1.5	1.5	1.8
23. KFI	215/1.4	1.2	1.4	1.3	1.2	1.3	1.3
24. KRLA	195/1.2	1.5	1.3	1.2	1.3	1.3	1.3
25. KALI	193/1.2	.9	1.3	1.1	.9	1.1	1.3

12+ TSA	1/4/CUME
1. KIIS-F+	1220/21272
2. KPWR-F	1163/15736
3. KABC	1031/13170
4. KOST-F	861/12768
5. KBIG-F	812/11226
6. KRTH-F	762/13085
7. KROQ-F	758/11287
8. KJOI-F	734/ 9178
9. KLOS-F	651/10115
10. KNX	602/12215
11. KLSX-F	524/ 8255
12. KMPC	499/ 7952
13. KIQQ-F	488/ 7076
14. KTWV-F	471/ 7255
15. KLVE-F	459/ 5395
16. KFWB	441/11247
17. KZLA-F	429/ 5673
18. KTNQ	374/ 3616
19. KJLH-F	344/ 4673
20. KNX-F	338/ 5783
21. KFAC-F	325/ 5384
22. KFI	323/ 6881
23. KDAY	237/ 3453
24. KRLA	221/ 4708
25. KKGO	205/ 3962

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KIIS-F+ 17992/20.9	21.6	22.6
2. KPWR-F 14264/16.6	17.1	16.6
3. KABC 11581/13.5	12.7	14.7
4. KOST-F 11055/12.8	12.8	11.9
5. KFWB 10367/12.0	12.1	13.1
6. KROQ-F 10190/11.8	10.8	9.2
7. KRTH-F 9851/11.4	11.4	11.9
8. KBIG-F 9264/10.8	10.2	9.1
9. KNX 9141/10.6	10.9	11.7
10. KJOI-F 8453/ 9.8	9.4	9.4
11. KLOS-F 7491/ 8.7	8.7	11.2
12. KLSX-F 7226/ 8.4	8.6	5.6
13. KMPC 6868/ 8.0	8.0	9.1
14. KTWV-F 6300/ 7.3	7.5	8.3
15. KIQQ-F 6235/ 7.2	8.2	8.8
16. KLVE-F 5125/ 6.0	5.8	5.8
KZLA-F 5125/ 6.0	4.8	4.4
18. KFI 4693/ 5.5	4.9	5.2
19. KFAC-F 4672/ 5.4	4.3	3.8
20. KJLH-F 4552/ 5.3	5.6	5.0
21. KNX-F 4315/ 5.0	4.0	5.0
22. KRLA 4228/ 4.9	4.4	5.9
23. KTNQ 3515/ 4.1	5.0	5.3
24. KDAY 3433/ 4.0	4.9	4.2
25. KKGO 3379/ 3.9	3.2	3.8

12+ FM SHARE (METRO): 69.04% (9946 of 14406) (SUM 86: 65.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPWR-F	1. KPWR-F	1. KIIS-F+	1. KIIS-F+	1. KIIS-F+	1. KABC	1. KIIS-F+	1. KIIS-F+	1. KPWR-F	1. KABC	1. KPWR-F
2. KROQ-F	2. KIIS-F+>	2. KPWR-F	2. KOST-F	2. KOST-F	2. KJOI-F	2. KABC >	2. KPWR-F	2. KIIS-F+	2. KOST-F	2. KIIS-F+
3. KIIS-F+>	3. KOST-F	3. KOST-F	3. KPWR-F	3. KBIG-F	3. KBIG-F	3. KPWR-F	3. KBIG-F	3. KOST-F	3. KPWR-F	3. KROQ-F
4. KDAY >	4. KROQ-F	4. KLSX-F	KRTH-F	4. KRTH-F	4. KMPC	4. KBIG-F	4. KJOI-F	4. KROQ-F	4. KIIS-F+	4. KJOI-F
5. KOST-F	5. KLOS-F	5. KLOS-F	5. KBIG-F	5. KPWR-F	5. KNX	KNX	5. KOST-F	5. KJOI-F	KROQ-F	5. KBIG-F
6. KNAC-F	6. KLSX-F	KROQ-F	KLSX-F	6. KLSX-F	6. KFWB	6. KFWB	6. KABC	6. KBIG-F	6. KMPC	6. KOST-F
7.	7. KRTH-F	KRTH-F	7. KTWV-F	7. KTWV-F	7. KZLA-F	KJOI-F	7. KRTH-F	7. KLOS-F	7. KJOI-F	7. KLOS-F
8.	8. KTWV-F	8. KBIG-F	8. KABC	8. KABC	8. KOST-F	8. KOST-F	8. KROQ-F	8. KRTH-F	8. KJLH-F	KLSX-F
9.	9. KLVE-F	9. KTWV-F	9. KLAC	9. KJOI-F	9. KIQQ-F	9. KTNQ	9. KIQQ-F	9. KABC	9. KLOS-F	9. KZLA-F
10.	10. KJLH-F	10. KLVE-F	KLVE-F	10. KIQQ-F	10. KFAC-F	10. KROQ-F	KLVE-F	KLSX-F	10. KLSX-F	10. KRTH-F
						KRTH-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPWR-F>	1. KIIS-F+	1. KIIS-F+>	1. KIIS-F+	1. KIIS-F+
2. KIIS-F+	2. KPWR-F	2. KOST-F>	2. KOST-F	2. KOST-F
3. KOST-F	3. KOST-F>	3. KPWR-F	3. KPWR-F>	3. KBIG-F
4. KROQ-F>	4. KROQ-F	4. KTWV-F	4. KBIG-F	4. KJOI-F
5. KJLH-F	5. KLVE-F	5. KLSX-F	5. KLVE-F	5. KIQQ-F
6. KLOS-F	6. KJLH-F	6. KLVE-F	6. KRTH-F	6. KRTH-F
7. KLVE-F	7. KLOS-F	7. KBIG-F	7. KJLH-F	7. KTWV-F
8.	KLSX-F	8. KNX-F	8. KROQ-F	8. KLVE-F
9.	9. KBIG-F	9. KJLH-F	KTWV-F	KZLA-F
10.	KNX-F	10. KLOS-F	10. KLOS-F	10. KPWR-F
	KRTH-F		KLSX-F	
	KTWV-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KROQ-F	1. KPWR-F	1. KPWR-F	1. KPWR-F	1. KLSX-F
2. KPWR-F	2. KIIS-F+	2. KLSX-F	2. KIIS-F+	KRTH-F
KLOS-F	3. KLOS-F	3. KIIS-F	3. KLSX-F	3. KPWR-F
4. KIIS-F+>	4. KROQ-F	4. KRTH-F	4. KLOS-F	4. KIIS-F+
5. KOST-F	5. KLSX-F	5. KTWV-F	5. KROQ-F	5. KOST-F
6. KLSX-F	6. KRTH-F	6. KLOS-F	6. KRTH-F	6. KABC
7. KLVE-F	7. KTWV-F	7. KROQ-F	7. KOST-F	KTWV-F
8. KBIG-F	8. KOST-F	8. KOST-F	8. KTWV-F	8. KBIG-F
9. KDAY	9. KBIG-F	9. KNX-F	9. KABC	9. KLOS-F
10. KJLH-F	10. KLVE-F	10. KABC	10. KBIG-F	10. KZLA-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	.8/2.9
KBRT	740	Avalon	.4/1.2
KEZY-F	95.9	Anaheim	.4/1.9
KFAC	1330	Los Angeles	.2/1.0
KFSG-F	96.3	Los Angeles	.4/1.5
KGER	1390	Long Beach	.4/1.0
KGFJ	1230	Los Angeles	.6/1.4
KGIL	1260	San Fernando	.3/ .9
KIEV	870	Glendale	.5/2.3
KIKF-F	94.3	Garden Grove	.3/ .8
KKGO-F	105.1	Los Angeles	1.0/3.9
KKLA-F	99.5	Los Angeles	.4/1.5
KLAC	570	Los Angeles	1.0/2.9
KMAX-F	107.1	Aracdia	.3/1.2
KNAC-F	105.5	Long Beach	.9/2.9
KNOB-F	97.9	Long Beach	.4/1.9
KRTH	930	Los Angeles	1.2/3.4
KSKQ	1540	Los Angeles	.7/2.0
KUTE-F	101.9	Glendale	1.2/3.4
KWIZ-F+	96.7	Santa Ana	.4/1.1
KWKW	1300	Pasadena	1.2/2.9

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I,ABC-T,	$360.00	(Katz)	Cap Cities/ABC	
KALI, 1430, 5 KW (DA-2)	, SPANISH CONTEMP		$ 77.00	(MMR)	United	
KBRT, 740, 10 KW (DAYS,DA)	, RELIGION		$ 50.00*	(---)	Crawford	
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN,	$100.00	(Roslin)	Heritage	
KFI , 640, 50 KW	, AC	MBS,	$175.00*	(Christal)	Cox	
KFWB 980, 5 KW	, NEWS	UPI,NBC,	$285.00	(Group W)	Westinghouse	
KGFJ, 1230, 1 KW	, BLACK	SBN,SMN,	$ NA	(---)		
KIEV, 870, 5 KW/1 KW (DA-N)	, TALK		$100.00*	(---)		
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC-D,	$135.00*	(Eastman)	Malrite	
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA		$200.00	(Durpetti)	Golden West	
KNX , 1070, 50 KW	, NEWS	CBS,	$270.00	(CBS)	CBS	
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES		$130.00*	(MMR)	Greater Media	
KRTH, 930, 5 KW (DA-N)	, OLDIES	US 1,	$ NA	(Republic)	RKO	
KSKQ, 1540, 50 KW/10 KW (DA-D)	, SPANISH CONTEMP		$100.00*	(Caballero)	Spanish Bdcst.	
KTNQ, 1020, 50 KW (DA-2)	, SPANISH AC		$160.00*	(Caballero)	H & G	
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH		$ 91.00	(Lotus)	Lotus	

FM STATIONS

KACE, 103.9, 2 KW @ 390, BLACK		APR,	$ 70.00*	(Masla)	All Pro	
KBIG, 104.3, 105 KW @ 2890, SOFT AC			$260.00*	(CBS)	Bonneville	
KFAC, 92.3, 43 KW @ 2835, CLASSICAL			$215.00	(Mc-Guild)		
KFSG, 96.3, 54 KW @ 480, RELIGION		APR,	$ 25.00	(---)		
KGIL, 94.3, 3 KW @ -180, SOFT AC			$ 45.00	(HNWH)	Buckley	(SAN FERNANDO)
KIIS, 102.7, 8 KW @ 2790, CHR			$500.00*	(Mc-Guild)	Gannett	
KIQO, 100.3, 5 KW @ 3060, SOFT AC		Trans,	$250.00*	(HNWH)	Outlet	
KJLH, 102.3, 3 KW @ 300, BLACK			$110.00*	(Radio West)		(COMPTON)
KJOI, 98.7, 75 KW @ 1180, BTFL/EZ			$280.00*	(Banner)	Legacy	
KKGO, 105.1, 18 KW @ 2900, JAZZ		APR,	$ NA	(Torbet)		
KLOS, 95.5, 63 KW @ 3129, AOR		ABC-R,	$300.00*	(Katz)	Cap Cities/ABC	
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR			$240.00*	(MMR)	Greater Media	
KLVE, 107.5, 30 KW @ 2800, SPANISH AC			$170.00*	(Caballero)	H & G	
KNAC, 105.5, 2 KW @ 400, AOR		ABC-F,	$100.00*	(Masla)		(LONG BEACH)
KNX , 93.1, 29 KW @ 3496, AC/CLASSIC		CBS-R,	$165.00*	(CBS)	CBS	
KOST, 103.5, 13 KW @ 3100, AC			$275.00*	(Christal)	Cox	
KNOB, 97.9, 79 KW @ 420, SOFT AC			$103.00	(Masla)		(LONG BEACH)
KPWR, 105.9, 72 KW @ 770, URBAN/CHR			$300.00	(HNWH)	Emmis	
KROQ, 106.7, 5 KW @ 1388, AOR			$330.00*	(Torbet)	Infinity	
KRTH, 101.1, 51 KW @ 3130, OLDIES/AC		US 2,	$280.00*	(Republic)	RKO	
KTWV, 94.7, 58 KW @ 2835, JAZZ/AC		Source,	$175.00*	(Banner)	Metropolitan	
KUTE, 101.9, .7 KW @ 2848, CONTEMP			$150.00	(Durpetti)	Golden West	
KZLA, 93.9, 49 KW @ 720, COUNTRY			$145.00*	(Eastman)	Malrite	

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LOUISVILLE

Arbitron Rank/Pop (12+): 45/797,800

MSA Rank/Pop: 49/959,000
ADI # 48
Average Person Ratings: 15.1
Market TSL: 20.2 hours

Stations: 17/17
Diaries: 1434/556:1/50.2%
Sample Target: 1200
% Below Line: 0
% Not Listed: 6.8

1986 Revenue: $20,600,000
HH Inc.: $30,194
Retail $: 5.9 Bil
Pop per Station: 46,929
#1 Biller: WHAS $4,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WAMZ-F	199/16.6	15.4	15.8	15.7	15.7	15.9	
2. WHAS	156/13.0	16.2	14.8	15.6	11.6	14.9	
3. WDJX-F	114/ 9.5	9.1	8.6	7.7	9.3	8.7	
4. WVEZ-F	108/ 9.0	7.5	8.3	8.6	6.9	8.4	
5. WQMF-F	106/ 8.8	7.9	8.8	8.9	8.4	8.6	
6. WRKA-F	76/ 6.3	8.1	5.7	6.4	6.0	6.6	
7. WJYL-F	73/ 6.1	5.7	5.1	5.7	4.7	5.7	
8. WLRS-F	71/ 5.9	6.5	5.7	4.2	6.3	5.6	
9. WAVG	59/ 4.9	4.5	5.2	4.2	7.1	4.7	
10. WXVW	39/ 3.2	2.5	2.9	2.3	3.5	2.7	
WLOU	39/ 3.2	4.4	3.4	3.7	3.9	3.7	
12. WAKY	25/ 2.1	1.0	1.3	1.3	1.8	1.4	
13.							

12+ TSA	1/4/CUME
1. WAMZ-F	289/3048
2. WHAS	225/3494
3. WDJX-F	181/2465
4. WQMF-F	153/2050
5. WVEZ-F	122/1665
6. WJYL-F	83/ 787
7. WRKA-F	79/1297
8. WLRS-F	77/1735
9. WAVG	62/1142
10. WLOU	40/ 658
11. WXVW	39/ 532
12. WAKY	27/ 578
13.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WHAS 2401/30.1	33.1	28.0
2. WAMZ-F 2056/25.8	24.2	23.5
3. WDJX-F 1696/21.3	22.6	18.6
4. WLRS-F 1645/20.6	18.6	19.3
5. WQMF-F 1472/18.5	17.2	17.5
6. WVEZ-F 1374/17.2	15.2	15.7
7. WRKA-F 1264/15.8	20.3	14.9
8. WAVG 1034/13.0	11.3	13.5
9. WJYL-F 702/ 8.8	10.1	9.5
10. WLOU 647/ 8.1	8.3	8.0
11. WXVW 532/ 6.7	5.1	5.5
12. WAKY 489/ 6.1	6.1	8.3
13. WCII 361/ 4.5	3.0	6.2

12+ FM SHARE (METRO): 67.86% (760 of 1120) (SUM 86: 62.88%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WOJX-F>	1. WQMF-F>	1. WAMZ-F>	1. WAMZ-F>	1. WAMZ-F>	1. WAMZ-F
2. WLRS-F	2. WAMZ-F	2. WQMF-F	2. WHAS	2. WHAS	2. WHAS >
3. WJYL-F	3. WDJX-F	3. WHAS	3. WVEZ-F	3. WVEZ-F	3. WVEZ-F>
4. WLOU	4. WRKA-F	4. WVEZ-F	4. WQMF-F	4. WQMF-F	4. WAVG-F
5. WQMF-F	5. WLRS-F	5. WRKA-F	WRKA-F>	5. WRKA-F>	5. WXVW
	6. WJYL-F	6. WDJX-F			
	7. WHAS				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAHS	1. WAMZ-F>	1. WAMZ-F>	1. WJYL-F	1. WAMZ-F>
2. WAMZ-F>	2. WHAS	2. WHAS	2. WAMZ-F	2. WDRX-F
3. WQMF-F	3. WVEZ-F	3. WVEZ-F	WDJX-F	3. WQMF-F
4. WDJX-F	4. WQMF-F	4. WDJX-F	4. WHAS	4. WHAS
5. WVEZ-F	5. WDJX-F	5. WQMF-F	5. WQMF-F	5. WVEZ-F
6. WAVG	6. WRKA-F	6. WLRS-F	6. WLRS-F	6. WRKA-F
7. WRKA-F	7. WLRS-F			7. WAVG

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDJX-F>	1. WDJX-F	1. WAMZ-F	1. WAMZ-F>	1. WAMZ-F>
2. WLRS-F	2. WAMZ-F	2. WQMF-F	2. WHAS	2. WHAS
3. WJYL-F	3. WQMF-F	WRKA-F	3. WVEZ-F	3. WVEZ-F>
4. WQMF-F	WRKA-F	4. WDJX-F	4. WRKA-F	4. WRKA-F
5. WRKA-F	5. WLRS-F	5. WVEZ-F	5. WDJX-F	5. WJYL-F
6. WHAS		6. WHAS	6. WJYL-F	
		WLRS-F	7. WQMF-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQMF-F>	1. WQMF-F>	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F>
2. WJYL-F	2. WAMZ-F>	2. WQMF-F>	2. WQMF-F>	2. WHAS
3. WDJX-F	3. WLRS-F	3. WHAS	3. WHAS	3. WVEZ-F
4. WLRS-F	4. WRKA-F	4. WRKA-F	4. WRKA-F	4. WQMF-F
5. WRKA-F	5. WJYL-F	5. WLRS-F	WVEZ-F	5. WRKA-F
6. WAMZ-F	6. WHAS	6. WJYL-F	6. WLRS-F	
	7. WDJX-F	WVEZ-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCII	1080	Louisville	1.2/4.5
WDGS	1290	New Albany, IN	.3/1.0
WFIA	900	Louisville	.5/2.4
WTMT	620	Louisville	1.5/3.1
WXLN-F	103.9	Louisville	3.2/6.7

RADIO STATIONS

WAKY, 790, 5 KW/1 KW (DA-2)	, BTFL/EZ	MBS,$ 30.00*	(Katz)	Federal
WAVG, 970, 5 KW (DA-2)	, MOR	US 2,NBC,NBC-T,$ 39.00*	(MMR)	
WCII, 1080, 10 KW/1 KW (DA-2)	, OLDIES	SMN,CBS,$ 35.00*	(Republic)	Great Trails
WDGS, 1290, 500 W/1 KW (DA-2)	, BLACK	NBN,$ 15.00	(Masla)	
WFIA, 900, 1 KW/163 W	, RELIGION	,$ 14.00	(---)	
WHAS, 840, 50 KW	, MOR	ABC-I,$100.00*	(Christal)	Clear Channel
WLLV, 1240, 1 KW	, ? ?	,$ 17.00	(Roslin)	
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN,$ 38.00*	(MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	,$ 16.00	(Masla)	
WXVW, 1450, 1 KW	, NOSTALGIA	SMN,$ 30.00*	(S. Katz)	
WAMZ-F, 97.5, 100 KW @ 505, COUNTRY		,$ 78.00*	(Christal)	Clear Channel
WDJX-F, 99.7, 20 KW @ 720, CHR		CBS-R,$ 60.00*	(Eastman)	Great Trails
WJYL-F, 101.7, 3 KW @ 300, URBAN		,$ 38.00*	(Banner)	Inter Urban
WLRS-F, 102.3, 3 KW @ 300, CHR		ABC-R,$ 48.00	(MMR)	
WQMF-F, 95.7, 34 KW @ 580, AOR		Source,$ 62.00*	(Torbet)	
WRKA-F, 103.1, 3 KW @ 300, AC		ACB-D,$ 64.00*	(Banner)	Capital-Johnson
WVEZ-F, 106.9, 25 KW @ 670, SOFT AC		,$ 50.00*	(Katz)	Federal
WXLN-F, 103.9, 3 KW @ 300, RELIGION		ABC-C,$ 18.00	(---)	

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McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 77/450,100

MSA Rank/Pop: McAllen - 130/357,200
ADI # 115 Brownsville - 173/251,700
Average Person Ratings: 17.5
Market TSL: 24.3 hours

Stations: 19/18
Diaries: 938/480:1/48.1%
Sample Target: 810
% Below Line: 1.1
% Not Listed: 8.3

1986 Revenue: $10,400,000
HH Inc.: $23,800
Retail $: 3.3 Bil
Pop per Station: 25,006
#1 Biller: KGBT $1,950,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KBFM-F	123/15.6	11.0	10.8	14.0	12.4	12.9	
2. KGBT	88/11.2	17.6	16.8	19.0	19.4	16.2	
3. KTXF-F	71/ 9.0	7.9	5.6	6.5	6.3	7.3	
4. KELT-F	61/ 7.8	6.9	6.3	7.8	5.8	7.2	
5. KIWW-F	60/ 7.6	11.0	8.1	7.8	7.9	8.6	
6. KRGE	52/ 6.6	7.3	8.0	8.1	7.9	7.5	
7. KQXX-F	49/ 6.2	3.6	6.0	4.7	6.6	5.1	
8. KRIX-F	48/ 6.1	5.3	6.1	4.5	6.5	5.5	
9. KVLY-F	43/ 5.5	5.6	4.6	3.6	6.6	4.8	
10. KIRT	28/ 3.6	5.0	3.4	3.2	4.0	3.8	
11. KURV	22/ 2.8	1.4	1.7	1.6	1.4	1.9	
12. KJAV-F	18/ 2.3	1.4	2.3	---	---	2.0	
13. KGAR-F	16/ 2.0	1.7	1.4	1.7	1.0	1.7	
14.							
15.							

12+ TSA	1/4/CUME
1. KBFM-F	137/1674
2. KGBT	105/1069
3. KTXF-F	74/ 803
4. KIWW-F	64/ 841
5. KELT-F	63/ 883
6. KRGE	56/ 860
7. KQXX-F	53/ 578
8. KRIX-F	51/ 633
9. KVLY-F	45/ 486
10. KIRT	30/ 343
11. KURV	23/ 194
12. KJAV-F	18/ 96
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KBFM-F	1458/32.4	30.0	33.1
2. KGBT	905/20.1	30.0	31.7
3. KELT-F	800/17.8	16.3	15.7
4. KRGE	775/17.2	18.1	21.4
5. KTXF-F	759/16.9	15.1	14.6
6. KIWW-F	734/16.3	20.7	21.3
7. KRIX-F	584/13.0	14.1	15.0
8. KQXX-F	537/11.9	10.6	15.8
9. KVLY-F	442/ 9.8	9.2	10.0
10. KGAR-F	356/ 7.9	6.6	5.8
11. KIRT	296/ 6.6	7.5	8.5
12. KURV	185/ 4.1	5.0	3.9
13.			
14.			
15.			

12+ FM SHARE (METRO): 63.38% (457 of 721) (SUM 86: 60.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBFM-F>	1. KBFM-F>	1. KBFM-F	1. KELT-F	1. KGBT	1. KGBT >	1. KGBT	1. KBFM-F	1. KBFM-F>	1. KBFM-F>	1. KBFM-F>
2. KRGE >	2. KELT-F	2. KELT-F	2. KBFM-F	2. KTXF-F	2. KTXF-F	2. KBFM-F>	2. KGBT	2. KGBT	2. KQXX-F	2. KGBT >
3. KRIX-F	3. KRIX-F	3. KTXF-F	3. KTXF-F	3. KBFM-F	3. KVLY-F	3. KTXF-F	3. KELT-F	3. KELT-F	3. KIWW-F	3. KRIX-F
4. KGAR-F	4. KTXF-F	4. KGBT	4. KGBT	KELT-F	4. KIWW-F	4. KELT-F	4. KTXF-F	4. KTXF-F	4. KTXF-F	4. KELT-F
5.	5. KGBT	5. KQXX-F	5. KQXX-F	5. KQXX-F	5. KQXX-F	5. KIWW-F	5. KVLY-F	5. KRGE	5. KRIX-F	5. KTXF-F
						KRGE				6. KQXX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBFM-F	1. KBFM-F>	1. KBFM-F	1. KBFM-F	1. KGBT
2. KELT-F	2. KELT-F	2. KGBT	2. KELT-F	2. KBFM-F
3. KTXF-F	3. KGBT	3. KELT-F	3. KQXX-F	3. KQXX-F
4.	4. KIWW-F	4. KIWW-F	4. KGBT	4. KELT-F
5.	5. KQXX-F	5. KQXX-F	KTXF-F	5. KTXF-F
	KTXF-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBFM-F	1. KBFM-F	1. KBFM-F	1. KBFM-F	1. KTXF-F
2. KRIX-F>	2. KRIX-F>	KRIX-F	2. KTXF-F	2. KGBT
3. KIWW-F	3. KELT-F	3. KELT-F	3. KRIX-F	3. KELT-F
4. KTXF-F	KTXF-F	4. KGBT	4. KELT-F	4. KBFM-F
5.	5. KGBT	5. KTXF-F	5. KGBT	5. KRIX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBOR	1600	Brownsville	1.3/3.8
KITM-F	105.5	Mission	.8/3.9
KRIO	910	McAllen	.6/2.6
KSOX	1240	Raymond	.4/2.2
KSOX-F	101.7	Raymond	1.3/3.3
KTRH	740	Houston	1.0/2.6

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, SPANISH	,$ 20.00* (Lotus)		
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	,$100.00* (Katz)		Tichenor
KIRT, 1580, 1 KW/300 W	, SPANISH	,$ 24.00 (Caballero)		Gomez
KRGE, 1290, 5 KW (DA-2)	, CHR	US 1,$ 35.00* (Banner)		
KRIO, 910, 5 KW (DA-2)	, OLDIES (?)	APR,$ 15.00* (---)		
KURV, 710, 1 KW	, TALK	NBC,NBC-T,ABC-T,$ 15.00 (Miller)		
KBFM-F, 104.1, 100 KW @ 990, CHR		ABC-F,$ 65.00 (Christal)		Encore
KELT-F, 94.5, 100 KW @ 800, AC		,$ 48.00* (Katz)		Tichenor
KIWW-F, 96.1, 100 KW @ 540, SPANISH		,$ 55.00* (MMR)		
KQXX-F, 98.5, 100 KW @ 1400, SPANISH		,$ 26.00* (Caballero)		Gomez
KRIX-F, 99.5, 100 KW @ 480, AOR		ABC-R,$ 23.00* (MMR)		Daytona
KTXF-F, 100.3, 100 KW @ 500, COUNTRY		ABC-E,$ 37.00* (Eastman)		
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ		,$ 28.00* (HNWH)		Tippie

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MEMPHIS

Arbitron Rank/Pop (12+): 50/756,300

MSA Rank/Pop: 50/943,500
ADI # 40
Average Person Ratings: 17.9
Market TSL: 24.3 hours

Stations: 19/19
Diaries: 1235/612:1/47.3%
Sample Target: 1090
% Below Line: 0
% Not Listed: 4.3

1986 Revenue: $21,800,000
HH Inc.: $28,471
Retail $: 6.6 Bil
Pop per Station: 39,805
#1 Biller: WMC-F $4,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WHRK-F	183/13.5	15.8	14.3	16.7	18.1	15.1	18.4
2. WMC-F	152/11.2	11.6	10.9	10.5	9.5	11.1	11.8
3. WGKX-F	130/ 9.6	8.4	8.1	8.1	5.9	8.6	9.4
4. KRNB-F	125/ 9.2	8.8	10.2	7.4	7.5	8.9	9.6
5. WRVR-F	109/ 8.0	7.2	6.6	6.9	8.7	7.2	6.6
6. WLOK	86/ 6.3	6.9	5.4	5.3	5.3	6.0	4.5
7. WEZI-F	77/ 5.7	5.6	6.7	5.2	6.3	5.8	5.3
8. WDIA	72/ 5.3	7.1	4.3	7.0	6.1	5.9	5.2
9. WEGR-F	71/ 5.2	3.8	3.9	6.4	5.4	4.8	6.8
10. WHBQ	63/ 4.6	3.9	4.6	3.7	4.6	4.2	3.9
11. KWLN-F	58/ 4.3	3.0	2.5	1.2	---	2.8	6.0
12. WMC	45/ 3.3	3.2	4.9	4.1	4.8	3.9	1.6
13. WREC	41/ 3.0	2.2	3.4	3.7	3.0	3.1	2.2
14. WRVR	30/ 2.2	1.7	1.4	1.2	.7	1.6	1.3
15.							

12+ TSA	1/4/CUME
1. WHRK-F	248/2882
2. WMC-F	232/3436
3. WGKX-F	212/2511
4. KRNB-F	159/2027
5. WRVR-F	143/ 633
6. WEGR-F	103/1508
7. WDIA	102/1448
8. KWLN-F	90/1171
9. WLOK	87/ 942
10. WEZI-F	85/ 941
11. WHBQ	70/ 974
12. WREC	57/ 858
13. WMC	51/ 723
14. WRVR	39/ 633
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WMC-F	2116/28.0	28.7	25.7
2. WHRK-F	2021/26.7	29.9	30.1
3. KRNB-F	1544/20.4	23.2	20.3
4. WRVR-F	1404/18.6	20.3	19.7
5. WGKX-F	1380/18.2	17.7	14.3
6. WDIA	1037/13.7	18.7	16.6
7. WEGR-F	946/12.5	11.9	13.9
8. WLOK	895/11.8	11.9	12.4
9. WEZI-F	874/11.6	13.0	12.8
10. WHBQ	743/ 9.8	9.2	10.4
11. KWLN-F	684/ 9.0	7.5	---
12. WREC	622/ 8.2	7.7	9.3
13. WMC	577/ 7.6	9.5	11.7
14. WRVR	487/ 6.4	6.5	3.3
15.			

12+ FM SHARE (METRO): 70.42% (SUM 86: 67.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHRK-F>	1. WMC-F	1. WHRK-F	1. WRVR-F	1. WRVR-F	1. WGKX-F	1. WMC-F	1. WHRK-F	1. WHRK-F>	1. WHRK-F>	1. WHRK-F
2. KRNB-F	2. WHRK-F>	2. WMC-F	2. WHRK-F	2. WHRK-F	2. WEZI-F	2. WHRK-F	2. WMC-F	2. WMC-F	2. KRNB-F	2. WMC-F
3. WMC-F>	3. KRNB-F	3. WRVR-F	3. WMC-F	3. WGKX-F	3. WLOK	3. WGKX-F	3. WRVR-F	3. WGKX-F	3. WMC-F	3. WGKX-F
4. KWLN-F	4. WEGR-F	4. KRNB-F	4. WGKX-F	4. WMC-F>	4. WRVR-F	4. WRVR-F	4. WGKX-F	4. WRVR-F	4. WGKX-F	4. KRNB-F>
5.	5. WRVR-F	5. WGKX-F	5. KRNB-F	5. KRNB-F	5. WDIA	5. KRNB-F	5. WEZI-F	5. KRNB-F	5. WLOK	5. WLOK
	6. WGKX-F		6. WEGR-F	6. WEGR-F	6. WHBQ	6. WLOK	6. KRNB-F			WRVR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WHRK-F	1. WRVR-F
2. WMC-F>	2. WMC-F>	2. WMC-F	2. WMC-F	2. WHRK-F
3. KRNB-F	3. WRVR-F	3. WRVR-F	3. WRVR-F	3. WMC-F
4. WGKX-F	4. KRNB-F	4. KRNB-F	4. WGKX-F	4. WGKX-F
5. WRVR-F	5. WGRX-F	WGKX-F	5. KRNB-F	5. KRNB-F
		6. WEGR-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHRK-F	1. WMC-F	1. WEGR-F	1. WHRK-F	1. WGKX-F
2. WMC-F	2. WHRK-F	2. WMC-F	2. WMC-F	2. WRVR-F
3. KRNB-F>	3. WEGR-F	3. KWCN-F	3. WEGR-F	3. WEGR-F
4. KWCN-F	4. KWLN-F	4. WHRK-F	4. KRNB-F	4. WHAK-F
5. WEGR-F	5. KRNB-F	5. WRVR-F	5. WRVR-F	WMC-F
		6. WGKX-F	6. WGKX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion	.7/2.6
KWAM	990	Memphis	.8/2.8
WCRV	640	Collierville	1.0/3.1
WEZI	1430	Germantown	.5/1.4
WXSS	1030	Memphis	1.1/2.9

RADIO STATIONS

KSUD, 730, 250 W/108 W	, GOSPEL		,$ 10.00	(---)		
KWAM, 990, 10 KW/87 W (DA-2)	, GOSPEL		,$ 20.00	(---)	Rivers	
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	SBN,APR	,$ 40.00*	(Katz)	Adams	
WEZI, 1430, 2.5 KW (DAYS)	, BTFL/EZ		,$ 22.00	(Christal)		
WHBQ, 560, 5 KW/1 KW (DA-2)	, NEWS/TALK	US 1,US 2,ABC-T,NBC-T	,$ 40.00*	(Republic)	RKO	
WLOK, 1340, 1 KW	, BLACK	SBN,NBN	,$ 34.00*	(Masla)		
WMC , 790, 5 KW (DA-N)	, COUNTRY	ABC-I	,$ 49.00*	(Banner)	Scripps-Howard	
WMQM, 1480, 5 KW (DAYS)	, RELIGION		,$ 7.00	(---)		
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	CBS	,$ 34.00*	(Mc-Guild)	New Market	
WRVR, 680, 10 KW/5 KW (DA-N)	, AC	Trans	,$ NA	(Christal)	Viacom	
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK		,$ NA	(Bolton)		
KRNB-F, 101.1, 100 KW @ 347	, BLACK	ABC-F	,$ 46.00*	(Masla)	Rivers	
WEGR-F, 102.7, 100 KW @ 900	, AOR	US 1	,$ 50.00*	(Mc-Guild)	New Market	
WEZI-F, 94.3, 3 KW @ 300	, BTFL/EZ		,$ 42.00*	(Christal)		
WGKX-F, 105.9, 100 KW @ 762	, COUNTRY		,$ 63.00*	(HNWH)	New Barnstable	
WHRK-F, 97.1, 100 KW @ 530	, BLACK	NBC	,$ 75.00*	(Katz)	Adams	
WMC-F , 99.7, 100 KW @ 910	, CHR	ABC-C	,$ 86.00*	(Banner)	Scripps-Howard	
WRVR-F, 104.5, 100 KW @ 750	, AC		,$ 80.00*	(Christal)	Viacom	
KWLN-F, 98.1, 100 KW @ 715	, AOR		,$ 23.00	(Torbet)		(OSCEOLA, AR)

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MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,581,300

MSA Rank/Pop: Miami - 26/1,724,100
ADI # 15 Fort Lauderdale - 428/1,135,400
Average Person Ratings: 20.2
Market TSL: 26.8 hours

Stations: 38/35
Diaries: 2821/915:1/40.9%
Sample Target: 2510
% Below Line: 1.7
% Not Listed: 6.9

1986 Revenue: $90,100,000
HH Inc.: $31,586
Retail $: 24.2 Bil
Pop per Station: 73,751
#1 Biller: WSHE-F $8,200,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WLYF-F	362/7.0	8.6	9.0	8.1	7.9	8.2	4.4
2. WQBA	340/6.5	5.1	5.6	5.5	4.9	5.7	3.0
3. WPOW-F	260/5.0	5.4	4.5	3.6	2.5	4.6	10.8
WINZ	260/5.0	6.3	5.0	3.6	5.1	5.0	4.3
5. WJQY-F	243/4.7	4.4	3.5	4.2	4.5	4.2	2.9
6. WAXY-F	233/4.5	3.5	3.0	3.2	3.8	3.6	4.3
7. WCMQ-F	218/4.2	4.8	4.6	3.8	3.9	4.4	3.6
8. WEDR-F	204/3.9	4.1	5.0	4.2	3.8	4.3	6.0
9. WAQI	176/3.4	3.2	4.6	3.5	3.6	3.7	3.2
10. WNWS	174/3.3	3.9	3.5	3.9	4.0	3.7	2.7
11. WHYI-F	173/3.3	4.5	4.9	3.7	4.1	4.1	5.9
12. WLVE-F	169/3.2	3.7	2.4	2.7	2.3	3.0	4.4
13. WGTR-F	167/3.2	2.6	2.2	2.3	1.7	2.6	4.0
14. WHQT-F	164/3.2	3.3	3.4	4.5	5.1	3.6	5.4
15. WKQS-F	162/3.1	2.8	4.2	3.7	3.6	3.5	5.1
16. WIOD	153/2.9	3.6	3.1	4.0	3.3	3.4	3.0
17. WSHE-F	133/2.6	2.2	2.7	4.1	4.5	2.9	3.2
18. WTMI-F	129/2.5	3.3	3.5	2.5	2.6	3.0	2.2
19. WMXJ-F	128/2.5	1.7	2.5	2.6	2.6	2.3	3.1
20. WKAT	124/2.4	1.7	1.9	1.4	1.7	1.9	.9
21. WQBA-F	111/2.1	2.3	1.9	2.3	2.8	2.2	2.1
22. WFTL	101/1.9	1.6	1.6	1.5	1.4	1.7	.7
23. WCMQ	80/1.5	1.2	1.4	1.6	1.1	1.4	.5
24. WRHC	75/1.4	1.1	1.7	1.4	1.8	1.4	.7
25. WZTA-F	73/1.4	1.2	1.6	2.4	3.1	1.7	2.0

12+ TSA	1/4/CUME
1. WLYF-F	385/4695
2. WQBA	340/2312
3. WPOW-F	280/3851
4. WINZ	269/3164
5. WJQY-F	266/3048
6. WAXY-F	248/3891
7. WHYI-F	233/4594
8. WCMQ-F	218/1963
9. WEAT-F+	212/2546
10. WEDR-F	208/2009
11. WHQT-F	203/3607
12. WNWS	193/2677
13. WGTR-F	187/2561
14. WLVE-F	184/3090
15. WAQI	177/1705
16. WKQS-F	174/2170
WSHE-F	174/2945
18. WIOD	164/3015
19. WMXJ-F	159/2622
20. WTMI-F	148/1981
21. WKAT	124/1405
22. WQBA-F	111/1322
23. WRMF-F	102/1579
24. WFTL	101/ 897
25. WZTA-F	82/1949

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WLYF-F 4232/16.4	15.2	16.3
2. WHYI-F 3601/14.0	15.6	16.3
3. WAXY-F 3497/13.5	12.0	11.5
4. WPOW-F 3345/13.0	14.1	8.9
5. WHQT-F 3046/11.8	11.4	11.0
6. WINZ 3042/11.8	12.3	11.9
7. WLVE-F 2773/10.7	10.4	8.2
8. WJQY-F 2756/10.7	10.8	9.9
9. WIOD 2699/10.5	10.0	10.6
10. WNWS 2389/ 9.3	9.0	8.2
11. WSHE-F 2320/ 9.0	9.5	11.0
12. WQBA 2300/ 8.9	7.7	8.3
13. WGTR-F 2155/ 8.3	8.3	6.4
14. WMXJ-F 2071/ 8.0	6.7	7.5
15. WCMQ-F 1956/ 7.6	7.9	7.0
16. WEDR-F 1945/ 7.5	8.1	7.5
17. WKQS-F 1920/ 7.4	6.9	8.5
18. WTMI-F 1727/ 6.7	7.5	6.5
19. WZTA-F 1701/ 6.6	7.0	11.4
20. WAQI 1691/ 6.6	6.3	6.3
21. WKAT 1390/ 5.4	4.1	4.6
22. WQBA-F 1298/ 5.0	5.6	6.2
23. WEAT-F+ 955/ 3.7	2.9	1.2
24. WFTL 897/ 3.5	3.4	3.7
25. WRHC 854/ 3.3	2.8	3.8

12+ FM SHARE (METRO): 62.79% (3044 of 4848) (SUM 86: 64.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPOW-F>	1. WGTR-F	1. WAXY-F	1. WAXY-F	1. WAXY-F	1. WLYF-F	1. WQBA >	1. WLYF-F	1. WLYF-F	1. WEDR-F	1. WLYF-F>
2. WHQT-F	2. WEDR-F	2. WCMQ-F	2. WCMQ-F	2. WJQY-F	2. WQBA >	2. WLYF-F	2. WINZ	2. WQBA	2. WQBA	2. WINZ
3. WEDR-F	3. WPOW-F	WEDR-F	WJQY-F	3. WCMQ-F	3. WINZ	3. WAQI	3. WJQY-F	3. WPOW-F	3. WPOW-F	3. WCMQ-F
4. WHYI-F	4. WLVE-F	4. WJQY-F	4. WLVE-F	4. WQBA	4. WJQY-F	4. WIOD	4. WQBA	4. WJQY-F	4. WINZ	WEDR-F
5. WSHE-F	5. WAXY-F	5. WPOW-F	5. WEDR-F	5. WLYF-F	5. WAQI	5. WAXY-F	5. WAXY-F	5. WAXY-F	5. WLYF-F	5. WPOW-F
6.	6. WHQT-F	6. WLVE-F	6. WMXJ-F	6. WLVE-F	6. WNWS	WPOW-F	6. WCMQ-F	6. WINZ	WNWS	6. WAXY-F
7.	WSHE-F	7. WGTR-F	7. WLYF-F	7. WEDR-F	7. WCMQ-F	7. WJQY-F	7. WPOW-F	7. WCMQ-F	7. WHQT-F	WJQY-F
8.	8. WHYI-F	8. WHYI-F	8. WPOW-F	8. WMXJ-F	8. WIOD	8. WCMQ-F	8. WKQS-F	8. WHYI-F	8. WCMQ-F	8. WQBA
9.	9. WCMQ-F	9. WMXJ-F	9. WINZ	9. WINZ	9. WKAT	WHYI-F	WLVE-F	9. WGTR-F	WIOD	9. WHQT-F
10.	10. WJQY-F	10. WHQT-F	10. WGTR-F	10. WPOW-F	WKQS-F	10. WNWS	10. WGTR-F	10. WHQT-F	10.	10. WHYI-F
							WKAT	WLVE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPOW-F	1. WEDR-F	1. WAXY-F	1. WAXY-F	1. WJQY-F
2. WEDR-F	2. WPOW-F	2. WEDR-F	WJQY-F	2. WAXY-F
3. WHYI-F	3. WAXY-F	3. WLVE-F	3. WCMQ-F	3. WCMQ-F
4. WGTR-F	4. WLVE-F	4. WCMQ-F	4. WEDR-F	4. WLYF-F
5. WLVE-F	5. WCMQ-F	5. WJQY-F	5. WLVE-F	5. WEDR-F
6. WCMQ-F	6. WGTR-F	6. WMXJ-F	6. WPOW-F	6. WLVE-F
WHQT-F	7. WHQT-F	7. WPOW-F	7. WMXJ-F	7. WQBA
8.	WHYI-F	8. WHQT-F	8. WHYI-F	8. WMXJ-F
9.	WJQY-F	9. WGTR-F	WLYF-F	9. WQBA-F
10.	10. WMXJ-F	10.	10. WHQT-F	10. WPOW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGTR-F	1. WGTR-F	1. WGTR-F	1. WGTR-F	1. WINZ
2. WPOW-F	2. WSHE-F	2. WSHE-F	2. WSHE-F	2. WAXY-F
3. WEDR-F	3. WPOW-F	3. WLVE-F	3. WPOW-F	3. WQBA
WHYI-F	4. WEDR-F	4. WEDR-F	4. WAXY-F	4. WGTR-F
WSHE-F	5. WHQT-F	WINZ	5. WINZ	5. WCMQ-F
6. WHQT-F	6. WHYI-F	WPOW-F	6. WHYI-F	WLVE-F
7. WQBA-F	7. WLVE-F	7. WAXY-F	WLVE-F	7. WPOW-F
8. WLVE-F	8. WAXY-F	8. WHQT-F	8. WEDR-F	WSHE-F
9.	9. WINZ	9. WZTA-F	9. WHQT-F	9. WJQY-F
10.	10. WZTA-F	10. WHYI-F	10. WCMQ-F	10. WHYI-F
				WKQS-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXY	1520	Wilton Manors	.3/ .8
WMBM	1490	Miami Beach	1.2/2.4
WOCN	1450	Miami	.8/2.3
WQAM	560	Miami	1.1/3.2
WRBD	1470	Pompano Beach	.5/1.9
WSUA	1260	Miami	1.1/2.2
WTHM-F	98.3	Goulds	.2/1.5
WVCG	1080	Coral Gables	.5/2.5
WWNN	980	Pompano Beach	.4/1.3
WXDJ-F	95.7	Homestead	.5/1.2
WEAT-F+	104.3	West Palm	1.1/3.7
WRMF-F	97.9	West Palm	.5/2.0

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, SPANISH NEWS/TALK	,$ 61.00*	(Lotus)	
WCMQ, 1210, 25 KW/2.5 KW (DA-2)	, SPANISH MOR	,$ 51.00*	(MMR)	Spanish Bdcst.
WINZ, 940, 50 KW/25 KW (DA-2)	, NEWS/TALK	CBS,$ 93.00*	(Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	, TALK	MBS,ABC-I,$ 96.00*	(Christal)	Cox
WKAT, 1360, 5 KW/1 KW	, NOSTALGIA	MBS,$ 44.00	(S. Katz)	
WMBM, 1490, 1 KW	, GOSPEL	NBN,$ 38.00*	(Masla)	
WNWS, 790, 25 KW (DA-2)	, TALK/NEWS	ABC-E,$ 70.00*	(Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2)	, SPANISH NEWS/TALK	,$ 42.00*	(Lotus)	
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC,$ 48.00*	(HNWH)	Sunshine
WQBA, 1140, 50 KW/10 KW (DA-2)	, SPANISH NEWS/TALK	,$120.00*	(Eastman)	Susquehanna
WRBD, 1470, 5 KW/2.5 KW (DA-1)	, BLACK	NBN,$ 41.00	(Smith)	
WRHC, 1550, 10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	,$ 50.00*	(Roslin)	
WSUA, 1260, 5 KW (DA-2)	, SPANISH AC	,$ 49.00	(Caballero)	
WVCG, 1080, 50 KW/20 KW (DA-2)	, RELIGION	,$ 34.00*	(MMR)	Statewide
WFTL, 1400, 1 KW	, NOSTALGIA	APR,$ 30.00	(Southern)	

FM STATIONS

WAXY, 105.9, 100 KW @ 1049, AC	US 1,$122.00*	(Republic)	RKO
WCMQ, 92.3, 41 KW @ 281, SPANISH AC	,$ 75.00*	(MMR)	Spanish Bdcst.
WEDR, 98.1, 70 KW @ 175, BLACK	SBN,$ 65.00*	(HNWH)	Rivers
WGTR, 97.3, 98 KW @ 790, AOR	,$ 79.00*	(Christal)	Cox
WHQT, 105.1, 100 KW @ 600, CHR/URBAN	,$105.00*	(MMR)	EZ
WHYI, 100.7, 100 KW @ 1000, CHR	,$140.00*	(Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 1024, SOFT AC	,$125.00*	(Masla)	Amaturo
WKQS, 99.9, 100 KW @ 986, COUNTRY	US 2,$ 70.00*	(HNWH)	Sunshine
WLVE, 93.9, 96 KW @ 1006, AC/JAZZ	MBS,$ 90.00*	(Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 813, BTFL/EZ	,$115.00*	(Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006, AC	,$ 80.00*	(Durpetti)	Sconnix
WPOW, 96.3, 100 KW @ 1006, URBAN/CHR	ABC-C,$ 70.00*	(HNWH)	Beasley
WQBA, 107.5, 100 KW @ 500, SPANISH CHR	,$ 60.00*	(Eastman)	Susquehanna
WSHE, 103.5, 100 KW @ 600, AOR	,$147.00*	(Eastman)	TK
WTHM, 98.3, 1.5 KW @ 475, BLACK	UPI,$ 40.00*	(Roslin)	
WTMI, 93.1, 96 KW @ 1006, CLASSICAL	,$ 68.00*	(CMBS)	Tanger
WZTA, 94.9, 96 KW @ 1010, AOR	,$ 70.00*	(Katz)	Guy Gannett

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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,302,100

MSA Rank/Pop: 32/1,389,200
ADI # 30
Average Person Ratings: 17.9
Market TSL: 23.5 hours

Stations: 29/25
Diaries: 1642/793:1/58.6%
Sample Target: 1420
% Below Line: 2.1
% Not Listed: 8.6

1986 Revenue: $33,000,000
HH Inc.: $33,402
Retail $: 8.5 Bil
Pop per Station: 52,084
#1 Biller: WTMJ $6,300,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WTMJ	351/15.1	16.1	14.3	12.1	12.2	14.4	12.8
2. WQFM-F	176/ 7.6	6.6	6.7	5.6	8.7	6.6	9.9
3. WKTI-F	175/ 7.5	9.2	10.1	9.9	9.1	9.2	13.0
4. WEZW-F	166/ 7.1	7.0	6.6	9.2	7.3	7.5	4.9
5. WOKY	160/ 6.9	5.7	6.7	6.1	6.3	6.4	4.2
6. WLUM-F	155/ 6.7	5.6	5.0	5.1	5.4	5.6	9.1
7. WKLH-F	137/ 5.9	8.8	8.5	7.7	6.8	7.7	8.8
8. WMIL-F	127/ 5.5	6.7	5.4	4.5	4.2	5.5	6.0
9. WMYX-F	102/ 4.4	3.8	3.5	4.0	4.3	3.9	4.2
10. WLTQ-F	92/ 4.0	3.5	3.5	3.8	3.2	3.7	1.5
11. WISN	76/ 3.3	2.8	3.4	3.3	3.0	3.2	2.9
12. WLZR-F+	66/ 2.9	2.8	2.6	4.6	4.3	3.2	3.4
13. WEMP	55/ 2.4	2.1	2.3	1.4	2.4	2.1	1.7
14. WHBT-F+	47/ 2.0	1.7	2.8	3.5	2.3	2.5	2.6
15. WNOV	44/ 1.9	1.9	1.5	1.7	2.6	1.8	1.3
16. WZTR-F	29/ 1.2	1.9	1.7	2.2	1.7	1.8	1.6
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12+ TSA	1/4/CUME
1. WTMJ	409/4960
2. WQFM-F	217/2440
3. WEZW-F	192/2327
4. WMIL-F	190/2039
5. WKTI-F	189/3523
6. WOLY	172/1911
7. WKLH-F	170/2281
8. WLUM-F	155/1699
9. WMYX-F	112/1850
10. WLTQ-F	97/1498
11. WISN	83/1570
12. WEMP	72/1181
13. WLZR-F+	69/1056
14. WHBT-F+	66/1645
15. WNOV	44/ 505
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12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WTMJ 4119/31.6	32.9	27.5
2. WKTI-F 3214/24.7	26.0	25.0
3. WEZW-F 2001/15.4	15.0	14.4
4. WQFM-F 1964/15.1	16.2	16.8
5. WKLH-F 1958/15.0	19.6	17.3
6. WOKY 1710/13.1	12.0	12.5
7. WLUM-F 1664/12.8	13.5	12.2
8. WMYX-F 1609/12.4	11.6	11.5
9. WMIL-F 1471/11.3	14.3	10.7
10. WLTQ-F 1377/10.6	9.5	9.3
11. WISN 1372/10.5	10.4	10.5
12. WHBT-F+ 1250/ 9.6	9.4	10.7
13. WEMP 979/ 7.5	8.0	7.3
14. WLZR-F+ 960/ 7.4	10.0	9.5
15. WZTR-F 687/ 5.3	5.5	5.0
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12+ FM SHARE (METRO): 62.49% (1328 of 2125) (SUM 86: 64.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKTI-F	1. WQFM-F	1. WQFM-F	1. WTMJ-F	1. WTMJ-F	1. WTMJ-F>	1. WTMJ-F	1. WEZW-F	1. WTMJ-F	1. WTMJ-F>	1. WTMJ-F
2. WLUM-F	2. WKLH-F	2. WKLH-F	2. WKLH-F	2. WKLH-F	2. WOKY	2. WKTI-F	2. WTMJ-F	2. WKTI-F	2. WLUM-F	2. WOKY
3. WQFM-F>	3. WKTI-F	3. WKTI-F	3. WKTI-F	3. WKTI-F	3. WEZW-F>	3. WOKY	3. WQFM-F	WQFM-F	3. WQFM-F	3. WEZW-F
4. WLZR-F+	4. WLUM-F>	4. WTMJ-F	4. WLTQ-F	4. WMIL-F	4. WMIL-F	4. WKLH-F	4. WKTI-F	4. WLUM-F	4. WMYX-F	4. WQFM-F
5. WHBT-F+	5. WMYX-F	5. WLUM-F	5. WMIL-F	5. WEZW-F	5. WISN	5. WQFM-F	5. WKLH-F	5. WEZW-F	5. WKTI-F	5. WMIL-F
6.	6. WTMJ-F	6. WMYX-F	6. WMYX-F	6. WLTQ-F	6. WLTQ-F	6. WEZW-F	6. WOKY	6. WMIL-F	6. WEZW-F	6. WLUM-F
7.	7. WLZR-F+	7. WLTQ-F	7. WEZW-F	7. WLUM-F	7.	7. WMIL-F	7. WLUM-F	7. WOKY	7.	7. WKTI-F
8.	8. WLTZ-F	8. WMIL-F	8. WLUM-F	WMYX-F	8.	8.	8. WMIL-F	8. WKLH-F	8.	8. WKLH-F
9.	9.	9.	9.	9.	9.	9.	9. WLTQ-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQFM-F	1. WKTI-F	1. WKTI-F	1. WKTI-F	1. WTMJ-F
2. WLUM-F	2. WLUM-F	2. WKLH-F	2. WMYX-F	2. WMIL-F
3. WKTI-F	3. WQFM-F	3. WLUM-F	3. WLUM-F	3. WKTI-F
4. WMYX-F	4. WMYX-F	WMYX-F	4. WLTQ-F	4. WEZW-F
5. WKLH-F	5. WKLH-F>	5. WZTR-F	5. WTMJ-F	5. WLTQ-F
6. WLTQ-F	6. WLTQ-F	6. WLTQ-F	6. WQFM-F	6. WMYX-F
7.	7.	WMIL-F	7. WKLH-F	7. WLUM-F
8.	8.	WTMJ-F	8. WMIL-F	8. WKLH-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQFM-F>	1. WQFM-F	1. WKLH-F	1. WQFM-F	1. WTMJ-F
2. WLZR-F+	2. WKLH-F>	2. WQFM-F	2. WKLH-F	2. WKLH-F
3. WLUM-F	3. WKTI-F	3. WKTI-F	3. WTMJ-F	3. WKTI-F
4. WKLH-F	4. WLUM-F	4. WTMJ-F	4. WKTI-F	4. WQFM-F
5. WKTI-F	5. WLZR-F	5. WLUM-F	5. WLUM-F	5. WLTQ-F
6. WNOV	WTMJ-F	6. WLTQ-F	6. WMIL-F	6. WEZW-F
7.	7.	7. WMIL-F	7. WLZR-F+	WMIL-F
8.	8.	8.	8. WEMP	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAWA	1590	West Allis	.9/2.1
WBKV	1470	West Bend	.4/ .8
WBKV-F	92.5	West Bend	.3/ .8
WFMR-F	98.3	Menomonee Falls	1.6/4.6
WMVP	1290	Greenfield	.6/2.3
WRJN	1400	Racine	.7/2.7
WTKM-F+	104.9	Hartford	.8/1.9
WBBM	780	Chicago	.6/3.1
WGN	720	Chicago	.6/2.7
WJZQ-F	95.1	Kenosha	.3/1.3
WMAQ	670	Chicago	.4/2.1

RADIO STATIONS

AM STATIONS

WAWA,	1590,	1 KW (DAYS,DA)	, BLACK	SBN,$ 20.00	(Masla)	All Pro	
WEMP,	1250,	5 KW (DA-2)	, OLDIES	MBS,Trans,$ 40.00*	(Banner)	Heritage	
WISN,	1130,	50 KW/10 KW (DA-N)	, MOR/AC	MBS,ABC-I,$ 55.00*	(Katz)	Hearst	
WLZR,	1340,	1 KW	, AOR	ABC-F,$ NA	(Republic)	Taft	
WMVP,	1290,	5 KW (DA-2)	, AC	SMN,$ NA	(Durpetti)	Fairwest	
WNOV,	860,	250 W (DAYS,DA)	, BLACK	NBN,$ 20.00	(---)		
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 57.00*	(CBS)	Sundance	
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC,$108.00*	(Christal)	Milwaukee Journal	
WYLO,	540,	250 W/150 W (DA-1)	, RELIG/ETHNIC	,$ 18.00	(---)	Universal	(JACKSON)

FM STATIONS

WZTR ,	95.7,	34 KW @ 610, ? ?		US 1,$ 40.00*	(Durpetti)	Fairwest	
WEZW ,	103.7,	20 KW @ 840, BTFL/EZ		,$ 73.00*	(Mc-Guild)	Multimedia	
WFMR ,	98.3,	3 KW @ 300, CLASSICAL		,$ 44.00*	(CMBS)		
WKLH ,	96.5,	22 KW @ 810, CLASSIC AOR		,$ 80.00*	(Mc-Guild)	Saga	
WKTI ,	94.5,	16 KW @ 911, CHR		Source,$ 80.00*	(Christal)	Milwaukee Journal	
WHBT+	100.7,	50 KW @ 500, CHR		ABC-C,$ 40.00*	(Torbet)	SRO	(RACINE)
WLTQ ,	97.3,	16 KW @ 980, SOFT AC		,$ 52.00*	(Katz)	Hearst	
WLUM ,	102.1,	50 KW @ 500, BLACK		CBS-R,$ 44.00*	(Masla)	All Pro	
WLZR ,	102.9,	50 KW @ 440, AOR		ABC-F,$ 45.00*	(Republic)	Taft	
WMIL ,	106.1,	13 KW @ 976, COUNTRY		,$ 70.00*	(CBS)	Sundance	
WMYZ ,	99.1,	50 KW @ 486, AC		MBS,$ 67.00*	(Banner)	Heritage	
WQFM ,	93.3,	14 KW @ 940, AOR		ABC-R,$ 77.00	(Eastman)	Shamrock-Lynett	

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MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,876,700

MSA Rank/Pop: 14/2,275,300
ADI # 14
Average Person Ratings: 16.5
Market TSL: 21.8 hours

Stations: 22/19
Diaries: 2138/878:1/55.8%
Sample Target: 1660
% Below Line: 0.8
% Not Listed: 12.0

1986 Revenue: $60,000,000
HH Inc.: $37,623
Retail $: 17.9 Bil
Pop per Station: 98,774
#1 Biller: WCCO $17,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WCCO	600/19.3	16.3	17.6	17.2	18.3	17.6	17.8
2. KSTP-F	270/ 8.7	8.5	9.5	9.0	9.9	8.9	8.6
3. KQRS-F+	266/ 8.6	8.0	9.6	11.0	9.6	9.3	10.6
4. WLOL-F	217/ 7.0	10.0	8.2	6.9	7.2	8.0	8.9
5. KEEY-F	206/ 6.6	5.8	6.1	6.2	5.4	6.2	5.3
6. KDWB-F	201/ 6.5	6.8	7.0	7.0	7.2	6.8	7.5
7. WAYL-F+	178/ 5.7	6.5	5.8	6.4	5.2	6.1	3.5
8. KJJO-F	168/ 5.4	5.9	2.7	3.0	2.5	4.3	10.0
9. WLTE-F	161/ 5.2	3.8	3.6	3.9	2.9	4.1	3.5
10. KTCZ-F	122/ 3.9	4.4	3.2	3.6	4.3	3.8	2.6
11. KSTP	85/ 2.7	2.7	4.5	4.5	3.5	3.6	3.6
12. KMGK-F	71/ 2.3	2.1	3.3	2.1	2.9	2.5	1.7
13. KDWB	69/ 2.2	2.1	1.7	2.4	2.5	2.1	1.9
14. WDGY	51/ 1.6	1.8	2.3	2.2	2.1	2.0	1.5
15. KLBB	22/ .7	1.4	1.3	1.5	2.1	1.5	.8
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12+ TSA	1/4/CUME
1. WCCO	852/10614
2. KQRS-F+	333/ 4729
3. KSTP-F	317/ 4870
4. WLOL-F	245/ 5169
5. KEEY-F	233/ 3123
6. KDWB-F	232/ 4408
7. KJJO-F	219/ 3046
8. WAYL-F+	204/ 3081
9. WLTE-F	194/ 3532
10. KTCZ-F	125/ 1671
11. KMGK-F	108/ 1764
12. KSTP	89/ 1475
13. KDWB	79/ 1674
14. WDGY	77/ 1641
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12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WCCO 7323/39.0	32.6	35.6
2. WLOL-F 4447/23.7	25.2	24.8
3. KSTP-F 4039/21.5	20.1	21.2
4. KDWB-F 3858/20.6	20.3	20.9
5. KQRS-F+ 3830/20.4	20.6	19.9
6. WLTE-F 2868/15.3	12.3	10.4
7. KEEY-F 2811/15.0	13.3	13.7
8. WAYL-F+ 2680/14.3	14.2	11.5
9. KJJO-F 2488/13.3	13.5	10.3
10. KTCZ-F 1619/ 8.6	10.5	8.6
11. KMGK-F 1459/ 7.8	7.4	7.1
12. KDWB 1410/ 7.5	6.9	7.6
13. KSTP 1355/ 7.2	7.7	10.0
14. WDGY 1038/ 5.5	6.6	5.9
15. KLBB 476/ 2.5	2.5	4.3
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12+ FM SHARE (METRO): 67.63% (1847 of 2731) (SUM 86: 65.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KDWB-F	1. KQRS-F+>	1. KQRS-F+	1. KSTP-F	1. WCCO	1. WCCO >	1. WCCO	1. WCCO	1. WCCO >	1. WCCO >	1. WCCO >
2. WLOL-F>	2. KSTP-F	2. KSTP-F	2. WCCO	2. KSTP-F>	2. WAYL-F	2. KSTP-F	2. KQRS-F+	2. KSTP-F	2. WLOL-F	2. KEEY-F
3. KJJO-F>	3. WLOL-F	3. WCCO	3. KQRS-F+	3. KQRS-F+	3. KSTP-F	3. KQRS-F+	3. KSTP-F	3. KQRS-F+	3. KJJO-F+	WAYL-F+
4. KQRS-F+	4. KJJO-F	4. KEEY-F	4. KEEY-F	4. KEEY-F	4. KEEY-F>	4. WLOL-F	4. KEEY-F	4. KEEY-F	4. KDWB-F	4. KSTP-F
5.	5. KDWB-F	5. WLOL-F	5. WLTE-F	5. WLTE-F	5. WLTE-F	5. KEEY-F	5. WAYL-F+	5. WLOL-F	5. KQRS-F+	5. KQRS-F+
6.	6. KEEY-F	6. WLTE-F	6. KTCZ-F	6. KTCZ-F	6. KSTP	6. KDWB-F	6. WLOL-F	6. KDWB-F	6. KSTP-F	6. WLOL-F
7.	7. WLTE-F	7. KDWB-F	WLOL-F	WLOL-F	7.	7. WAYL-F+	7. KDWB-F	7. WLTE-F	7. KEEY-F	7. KDWB-F
8.	8. KTCZ-F	8. KJJO-F	8.	8.	8.	8.	WLTE-F	8. KJJO-F+	8.	8.
9.	9.	9. KTCZ-F	9.	9.	9.	9.	9.	WAYL-F+	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KDWB-F	1. KSTP-F	1. KSTP-F>	1. KSTP-F>	1. KSTP-F>
2. WLOL-F	2. WLOL-F	2. WLOL-F	2. WLTE-F	2. WCCO
3. KQRS-F+	3. KDWB-F	3. WLTE-F	3. WLOL-F	3. WLTE-F
4. KJJO-F	4. WLTE-F	4. KTCZ-F	4. KEEY-F	4. KEEY-F
5. KEEY-F	5. KQRS-F	5. KDWB-F	5. KDWB-F	5. WLOL-F
6. WLTE-F	6. KEEY-F	6. KEEY-F	6. WCCO	6. KTCZ-F
7. WTCZ-F	KTCZ-F	7. KQRS-F+	7. KTCZ-F	7. KMGK-F
8.	8. KJJO-F	8.	8. KQRS-F+	8. WAYL-F+
9.	9.	9.	9.	9. KDWB-F
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQRS-F+	1. KQRS-F+>	1. KQRS-F+>	1. KQRS-F+>	1. WCCO
2. KJJO-F>	2. KJJO-F	2. WCCO	2. WCCO	2. KQRS-F+>
3. KEEY-F	3. WCCO	3. KSTP-F	3. KSTP-F	3. KSTP-F
4. WLOL-F	4. KSTP-F	4. KJJO-F	4. KEEY-F	4. KEEY-F
5. KDWB-F>	5. KEEY-F	5. KTCZ-F	5. KJJO-F>	5. KTCZ-F
6. KSTP-F	6. WLOL-F	6. KEEY-F	6. KTCZ-F	6. WAYL-F+
KTCZ-F	7. KDWB-F	7. WLOL-F	7. WLOL-F	7. KDWB-F
8. WLTE-F	8. KTCZ-F	KDWB-F	8. KDWB-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSNE	1280	Minneapolis	.4/1.2
KTCJ	690	Minneapolis	.3/1.1
KCLD-F	104.7	St. Cloud	.4/1.0
KDHL	920	Fairbault	.4/ .9

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2)	, OLDIES	,$ NA	(Banner)	Legacy
KJJO,	950,	1 KW (DA-2)	, OLDIES (?)	CBS-R,$ NA	(Eastman)	Park
KLBB,	1400,	1 KW	, NOSTALGIA	CNN,ABC-D,$ 35.00*	(Roslin)	
WAYL,	980,	5 KW (DA-1)	, BTFL/EZ	,$ 28.00*	(Republic)	Entercom
KSNE,	1280,	5 KW (DA-N)	, MOR (?)	,$ 22.00*	(---)	
KSTP,	1500,	50 KW (DA-N)	, NEWS/TALK	ABC-I,NBC-T,ABC-T,$ 50.00*	(Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS)	, JAZZ	,$ 25.00*	(Durpetti)	Parker
KUXL,	1570,	2.5 KW/300 W	, RELIGION	,$ 20.00*	(---)	Universal
WCCO,	830,	50 KW	, MOR	CBS,$220.00	(CBS)	
WDGY,	1130,	50 KW/25 KW (DA-2)	, COUNTRY	MBS,$ 52.00*	(Katz)	Malrite
WMIN,	1010,	250 W (DAYS,DA)	, COUNTRY	,$ 16.00	(---)	

FM STATIONS

KDWB ,	101.3,	50 KW @ 822, CHR	,$ 84.00*	(Banner)	Legacy
KEEY ,	102.1,	100 KW @ 1066, COUNTRY	,$104.00*	(Katz)	Malrite
KJJO ,	104.1,	100 KW @ 1050, AOR	CBS-R,$ 48.00*	(Eastman)	Park
KMGK ,	107.9,	100 KW @ 1080, SOFT AC	Trans,$ 44.00*	(MMR)	Sunbelt
KQRS+,	92.5,	50 KW @ 822, AOR	ABC-R,$106.00*	(Katz)	Cap Cities/ABC
KSTP ,	94.5,	100 KW @ 1250, AC	,$180.00*	(Mc-Guild)	Hubbard
KTCZ ,	97.1,	100 KW @ 285, AOR	,$ 55.00*	(Durpetti)	Parker
WAYL ,	93.7,	50 KW @ 822, BTFL/EZ	,$ 70.00*	(Republic)	Entercom
WLOL ,	99.5,	50 KW @ 844, CHR	,$120.00*	(HNWH)	Emmis
WLTE ,	102.9,	100 KW @ 1304, AC	CBS-R,$ 59.00*	(CBS)	

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NASHVILLE

Arbitron Rank/Pop (12+): 48/763,800

MSA Rank/Pop: 54/914,100
ADI # 31
Average Person Ratings: 15.8
Market TSL: 21.3 hours

Stations: 23/22
Diaries: 1262/605:1/46.7%
Sample Target: 1080
% Below Line: 0.5
% Not Listed: 7.2

1986 Revenue: $28,000,000
HH Inc.: $31,366
Retail $: 6.4 Bil
Pop per Station: 34,718
#1 Biller: WSM A/F $6,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WKDF-F	151/12.5	15.6	14.4	14.9	12.7	14.4	19.8
2. WYHY-F	129/10.7	9.1	7.3	7.4	8.5	8.6	11.1
3. WSM-F	124/10.2	11.8	10.5	10.3	11.1	10.7	10.8
4. WZEZ-F	94/ 7.8	8.1	10.3	9.6	10.4	9.0	5.8
5. WQQK-F	92/ 7.6	7.5	5.8	7.1	6.8	7.0	11.5
6. WLAC-F	79/ 6.5	8.1	7.9	9.1	10.5	7.9	5.0
7. WGFX-F	78/ 6.4	5.5	5.5	5.3	3.9	5.7	7.5
8. WSM	67/ 5.5	5.3	7.0	5.0	5.2	5.7	4.7
9. WSIX-F	62/ 5.1	5.3	5.7	5.1	6.6	5.3	6.3
10. WTMG-F	50/ 4.1	2.6	3.7	3.9	3.3	3.6	3.5
11. WLAC	35/ 2.9	3.8	3.5	2.7	1.7	3.2	2.3
12. WVOL	31/ 2.6	2.6	3.5	3.1	2.1	3.0	1.4
13. WMDB	26/ 2.1	1.3	1.1	1.6	1.3	1.5	.5
14. WAMB	25/ 2.1	1.5	1.3	.3	.6	1.3	.7

12+ TSA	1/4/CUME
1. WKDF-F	283/3393
2. WSM-F	263/3192
3. WYHY-F	199/2586
4. WGFX-F	127/2152
5. WZEZ-F	120/1439
6. WLAC-F	116/1969
7. WSIX-F	115/1734
8. WQQK-F	99/ 959
9. WSM	95/1845
10. WBVR-F	88/1177
11. WTMG-F	56/ 953
12. WLAC	38/ 721
13. WVOL	35/ 474
14.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WKDF-F	1881/24.6	26.5	22.3
2. WYHY-F	1715/22.5	20.9	21.2
3. WSM-F	1688/22.1	21.2	19.9
4. WGFX-F	1404/18.4	17.8	13.8
5. WLAC-F	1340/17.5	19.0	20.6
6. WSM	1118/14.6	12.4	13.3
7. WSIX-F	1045/13.7	13.2	11.2
8. WZEZ-F	1034/13.5	16.2	14.5
9. WQQK-F	894/11.7	11.7	12.5
10. WTMG-F	771/10.1	8.0	7.2
11. WLAC	625/ 8.2	9.9	6.8
12. WVOL	422/ 5.5	6.2	6.8
13.			
14.			

12+ FM SHARE (METRO): 78.54% (882 of 1123) (SUM 86: 85.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WYHY-F	1. WKDF-F>	1. WKDF-F>	1. WSM-F	1. WSM-F	1. WSM-F	1. WKDF-F	1. WKDF-F	1. WYHY-F	1. WYHY-F	1. WSM-F
2. WKDF-F>	2. WYHY-F	2. WYHY-F	2. WKDF-F	2. WKDF-F	2. WZEZ-F	2. WSM-F	2. WSM-F	2. WKDF-F	2. WKDF-F	2. WKDF-F
3. WQQK-F	3. WQQK-F	3. WSM-F	3. WLAC-F	3. WLAC-F	3. WSM	3. WSM	WYHY-F>	3. WSM-F	3. WQQK-F>	3. WYHY-F
4. WGFX-F	4. WGFX-F	4. WQQK-F	4. WYHY-F	4. WYHY-F	4. WSIX-F	4. WYHY-F	4. WZEZ-F	4. WQQK-F	4. WZEZ-F	4. WQQK-F
5.	5. WLAC-F	5. WLAC-F	5. WGFX-F	WZEZ-F	5. WLAC-F	5. WSIX-F+	5. WLAC-F	5. WGFX-F	5. WSM-F	5. WZEZ-F
		6. WGFX-F	6. WQQK-F		WLAC		6. WGFX-F	WZEZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WYHY-F	1. WQQK-F	1. WKDF-F	1. WYHY-F	1. WSM-F
2. WQQK-F	2. WYHY-F	WQQK-F	2. WQQK-F	2. WKDF-F
3. WKDF-F	3. WKDF-F	3. WLAC-F	3. WKDF-F	WLAC-F
4. WLAC-F	4. WLAC-F	4. WYHY-F	4. WLAC-F	4. WQQK-F
5. WGFX-F	5. WGFX-F	5. WTMG-F	5. WSM-F	5. WYHY-F
		6. WGFX-F		
		WSM-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKDF-F>	1. WKDF-F>	1. WKDF-F	1. WKDF-F>	1. WSM-F>
2. WYHY-F	2. WGFX-F	2. WGFX-F>	2. WSM-F	2. WKDF-F
3.	3. WYHY-F	3. WSM-F	3. WGFX-F	3. WGFX-F
4.	4. WQQK-F	4. WLAC-F	WYHY-F	4. WLAC-F
5.	5. WSM-F	WQQK-F	5. WLAC-F	WZEZ-F
		6. WYHY-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBL	1590	Springfield	.1/ .2
WDBL-F	94.3	Springfield	.5/1.5
WGNS	1450	Murfreesboro	1.0/1.5
WKDA	1240	Nashville	1.7/4.4
WNQM	1300	Nashville	.3/2.1
WSIX	980	Nashville	1.2/3.6
WWGM	1560	Nashville	.4/2.0
WWRB-F	100.1	Franklin	.9/3.3
WBVR-F	101.1	Russelville	.5/1.8

RADIO STATIONS

WAMB, 1160,	50 KW/1 KW (DA-N)	, NOSTALGIA	MBS,$ 20.00*	(Roslin)		
WKDA, 1240,	1 KW	, OLDIES	ABC-R,ABC-I,$ 24.00*	(Katz)	Dick	
WLAC, 1510,	50 KW (DA-N)	, NEWS/TALK	CBS,$ 51.00*	(Durpetti)	Price	
WMBD, 880,	2.5 KW (DAYS,DA)	, BLACK	,$ 20.00	(---)		
WNAH, 1360,	1 KW (DAYS)	, RELIGION	,$ 16.00	(---)		
WNKZ, 1430,	5 KW/1 KW (DA-N)	, AC	,$ NA	(Republic)	REBS	
WNQM, 1300,	5 KW (DA-N)	, RELIGION	,$ 10.00	(---)		
WSIX, 980,	5 KW (DA-N)	, COUNTRY	APR,$ 33.00*	(Eastman)	Hicks	
WSM , 650,	50 KW	, COUNTRY	NBC,$ 57.00*	(Christal)		
WVOL, 1470,	5 KW/1 KW (DA-2)	, BLACK	NBN,$ 30.00*	(Republic)		
WWGM, 1560,	10 KW (DAYS,DA)	, RELIGION	,$ 13.00	(---)		
WKDF-F, 103.3,	100 KW @ 1220, AOR		ABC-R,ABC-E,$ 99.00*	(Katz)	Dick	
WLAC-F, 105.9,	100 KW @ 1229, AC		,$109.00*	(Durpetti)	Price	
WQQK-F, 92.1,	1.5 KW @ 430, BLACK		,$ 45.00*	(Republic)		
WSIX-F, 97.9,	100 KW @ 1145, COUNTRY		,$ 60.00*	(Eastman)	Hicks	
WSM-F , 95.5,	100 KW @ 1280, COUNTRY		,$106.00*	(Christal)	Gaylord	
WTMF-F, 96.3,	100 KW @ 840, SOFT AC		,$ 52.00*	(Torbet)	TransCom	(MURFREESBORO)
WGFX-F, 104.5,	100 KW @ 1050, CLASSIC ROCK		ABC-F,$ 46.00*	(Banner)	Capitol-Johnson	(GALLATIN)
WYHY-F, 107.5,	100 KW @ 780, CHR		US 2,$ 60.00*	(Eastman)	Jacor	(LEBANON)
WZEZ-F, 92.9,	100 KW @ 1053, BTFL/EZ		,$ 64.00*	(Durpetti)	South Central	
WWRB-F, 100.1,	3 KW @ ?? , AOR/CHR		CBS-R,$ 30.00*	(Republic)	REBS	(FRANKLIN)

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NASSAU - SUFFOLK (Long Island)

Arbitron Rank/Pop (12+): 12/2,279,700

MSA Rank/Pop: 10/2,682,500
New York ADI
Average Person Ratings: 18.5
Market TSL: 24.0 hours

Stations: 43/15
Diaries: 1879/1213:1/43.2%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1986 Revenue: NA
HH Inc.: $48,492
Retail $: 20.1 Bil
Pop per Station: NA
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WALK-F+	265/6.3	4.6	5.8	6.1	5.8	5.7	5.8
2. WBAB-F	215/5.1	5.9	4.3	3.7	3.9	4.8	7.0
WBLI-F	215/5.1	5.1	5.7	5.2	4.5	5.3	6.2
4. WQHT-F	153/3.6	3.4	3.6	2.8	1.5	3.4	5.0
5. WHLI	148/3.5	3.0	3.6	3.3	2.8	3.4	2.2
6. WGSM	98/2.3	2.2	3.0	2.9	2.8	2.6	1.1
7. WKJY-F	96/2.3	2.1	1.8	1.8	1.9	2.0	.9
8. WLIR-F	78/1.8	3.3	2.2	2.1	2.0	2.4	2.2
9. WCTO-F	77/1.8	2.3	2.8	2.4	3.2	2.3	1.4
10. WRCN-F	34/ .8	.6	.6	.6	.8	0.7	.8
11. WBAZ-F	15/ .4	---	---	---	---	NM	---
WLNG+	15/ .4	---	.3	---	.6	0.2	---
13. WGBB	12/ .3	.6	.3	.4	.9	0.4	---

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	
5.	
6.	NOTE: Same as last book.
7.	
8.	
9.	
10.	
11.	
12.	
13.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WBAB-F	3099/13.6	13.5	11.5
2. WALK-F+	3037/13.3	10.5	12.5
3. WBLI-F	2957/13.0	13.3	14.0
4. WQHT-F	2051/ 9.0	9.3	7.9
5. WHLI	1292/ 5.7	4.4	4.7
5. WLIR-F	1231/ 5.4	6.4	4.8
7. WKJY-F	1154/ 5.1	5.2	4.7
8. WCTO-F	1148/ 5.0	5.1	5.5
9. WGSM	807/ 3.5	3.8	4.0
10. WRCN-F	599/ 2.6	2.2	2.6
11. WGBB	398/ 1.7	1.8	2.2
12. WBAZ-F	233/ 1.0	---	---
13. WLNG+	145/ .6	---	1.0

12+ FM SHARE (METRO): NA (SUM 86: NA%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WQHT-F	1. WBAB-F>	1. WALK-F+	1. WALK-F+	1. WALK-F+	1. WALK-F+
2. WBAB-F	2. WBLI-F	2. WBLI-F	2. WBLI-F>	2. WBLI-F>	2. WHLI >
3. WBLI-F>	WQHT-F	3. WBAB-F>	3. WBAB-F	3. WBAB-F	3. WGSM
4. WLIR-F	4. WLIR-F	4. WQHT-F	4. WKJY-F>	4. WKJY-F>	4. WBLI-F
5.	5. WALK-F+	5. WKJY-F	5. WLIR-F	5. WGSM	5. WKJY-F
		6. WLIR-F			

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WALK-F+>	1. WALK-F+	1. WALK-F+	1. WQHT-F	1. WBAB-F
2. WBLI-F	2. WBAB-F	2. WBAB-F	2. WBAB-F	2. WALK-F+
3. WBAB-F	WBLI-F	3. WBLI-F	3. WALK-F+	3. WBLI-F
4. WHLI	4. WQHT-F	4. WQHT-F	4. WBLI-F	4. WQHT-F
5. WGSM	5. WKJY-F	5. WHLI	5. WLIR-F	5. WHLI
6. WKJY-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQHT-F	1. WQHT-F	1. WALK-F+	1. WALK-F+	1. WALK-F+
2. WBAB-F	2. WBLI-F	2. WBLI-F>	2. WBLI-F>	2. WBLI-F>
3. WBLI-F	3. WBAB-F>	3. WBAB-F	3. WBAB-F	3. WKJY-F
4.	4. WALK-F+	4. WLIR-F	4. WQHT-F	4. WGSM
5.	5. WLIR-F	5. WQHT-F	5. WKJY-F	5. WBAB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBAB-F>	1. WBAB-F>	1. WBAB-F>	1. WBAB-F>	1. WALK-F+>
2. WQHT-F>	2. WBLI-F	2. WBLI-F	2. WALK-F+	2. WBAB-F
3. WLIR-F	WQHT-F	3. WLIR-F	3. WBLI-F	3. WBLI-F>
4. WBLI-F	4. WLIR-F>	4. WALK-F+	4. WQHT-F	4. WKJY-F
5.	5. WALK-F+	5. WRCN-F	5. WLIR-F	5. WLIR-F
	WRCN-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See New York for more information about these stations:

WABC	3.2/10.2	WNEW-F	3.4/ 9.6
WBLS-F	1.2/ 4.0	WNSR-F	2.8/ 9.5
WCBS	3.5/13.6	WOR	4.2/ 8.8
WCBS-F	3.6/12.8	WPAT	.2/ 1.3
WFAN	1.8/ 7.6	WPAT-F	2.6/ 5.9
WHTZ-F	5.2/17.7	WPIX-F	1.1/ 4.0
WINS	2.8/14.3	WPLJ-F	5.1/16.5
WLTW-F	3.5/ 8.3	WQXR-F+	1.2/ 5.4
WMCA	.6/ 2.2	WRKS-F	1.2/ 3.7
WNBC	2.2/ 7.9	WXRK-F	3.5/ 8.9
WNCN-F	1.0/ 4.2	WYNY-F	2.3/ 6.1
WNEW	1.0/ 3.5		

WDRC-F	102.9	Hartford	.4/ .6
WEZN-F	99.9	Bridgeport	1.3/3.5
WJAZ-F	96.7	Stamford	.8/2.5
WPLR-F	99.1	New Haven	.6/2.2

RADIO STATIONS

WGBB, 1240, 1 KW	, TALK	,$ 32.00*	(MMR)	Noble
WGSM, 740, 25 KW (DAYS)	, MOR	,$ 55.00*	(Roslin)	
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,$ 65.00	(Roslin)	New Barnstable
WLIX, 540, 250 W (DAYS)	, RELIGION	UPI,$ 28.00	(---)	
WAKL-F+, 97.5, 45 KW @ 530, AC		,$118.00*	(Durpetti)	American
WBAB-F , 102.3, 3 KW @ 268, AOR		,$125.00	(MMR)	Noble
WBLI-F , 106.1, 10 KW @ 500, CHR		,$115.00*	(Masla)	Beck-Ross
WCTO-F , 94.3, 3 KW @ 300, BTFL/EZ		,$ 84.00	(Roslin)	
WKJY-F , 98.3, 3 KW @ 300, BTFL/EZ		,$ 69.00	(Roslin)	New Barnstable
WLIR-F , 92.7, 3 KW @ 300, AOR		,$ 80.00	(Masla)	
WRCN-F , 103.9, 1.5 KW @ 466, AOR		,$ 50.00*	(---)	(RIVERHEAD)
WSBH-F , 95.3, 2.6 KW @ 400, AC		,$ 22.00	(Katz)	Faircom (SOUTHAMPTON)

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NEW ORLEANS

Arbitron Rank/Pop (12+): 31/1,103,100

MSA Rank/Pop: 33/1,325,500
ADI # 34
Average Person Ratings: 16.6
Market TSL: 22.3 hours

Stations: 20/18
Diaries: 1726/639:1/44.9%
Sample Target: 1500
% Below Line: 1.3
% Not Listed: 8.2

1986 Revenue: $27,900,000
HH Inc.: $28,870
Retail $: 8.4 Bil
Pop per Station: 61,283
#1 Biller: WEZB-F $5,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WQUE-F	226/12.4	13.2	13.7	8.8	6.6	12.0	19.6
2. WYLD-F	211/11.5	12.2	12.2	13.2	15.5	12.2	15.7
3. WEZB-F	178/ 9.7	9.6	9.4	10.1	10.1	9.7	11.6
4. WLTS-F	148/ 8.1	5.9	6.7	7.1	6.1	7.0	5.9
5. WBYU-F	141/ 7.7	9.4	7.4	6.4	5.5	7.7	4.6
6. WWL	106/ 5.8	4.3	5.9	6.8	5.6	5.7	3.9
7. WRNO-F	96/ 5.2	4.9	6.1	5.9	5.0	5.5	6.2
8. WNOE-F	87/ 4.8	4.9	3.8	5.2	4.8	4.8	3.5
9. WCKW-F	84/ 4.6	2.8	2.8	2.7	1.9	3.2	3.9
10. WBOK	83/ 4.5	6.2	5.1	4.9	5.8	5.2	3.4
11. WSMB	69/ 3.8	2.4	3.2	2.5	3.9	3.0	4.4
12. WAJY-F	64/ 3.5	4.8	4.2	4.4	5.9	4.2	3.2
13. WTIX	41/ 2.2	3.1	2.4	2.9	3.1	2.7	2.7
14. WWIW	38/ 2.1	2.3	1.5	2.1	2.1	2.0	.8
15. WNOE	27/ 1.5	1.7	1.8	2.0	1.8	1.8	1.4
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WQUE-F	282/3560
2. WYLD-F	226/2309
3. WEZB-F	207/3315
4. WBYU-F	186/1950
5. WLTS-F	171/2316
6. WWL	142/2614
7. WKJN-F	140/1552
8. WNOE-F	126/1766
9. WRNO-F	118/2200
10. WCKW-F	105/1284
11. WBOK	83/ 718
12. WAJY-F	74/1237
13. WSMB	69/ 696
14. WTIX	62/1190
15. WWIW	38/ 613
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WQUE-F	2816/25.5	28.7	20.9
2. WEZB-F	2663/24.1	26.0	27.9
3. WYLD-F	2037/18.5	19.5	22.3
4. WWL	1906/17.3	14.3	17.5
5. WLTS-F	1878/17.0	16.4	15.1
6. WRNO-F	1652/15.0	15.0	15.9
7. WBYU-F	1523/13.8	15.1	13.5
8. WNOE-F	1116/10.1	10.9	11.3
9. WAJY-F	1035/ 9.4	12.8	14.9
10. WCKW-F	975/ 8.8	5.5	5.1
11. WTIX	746/ 6.8	9.1	9.7
12. WBOK	718/ 6.5	10.7	9.7
13. WSMB	690/ 6.3	5.6	6.8
14. WWIW	606/ 5.5	4.8	4.6
15. WNOE	465/ 4.2	5.2	5.7
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 74.81% (1256 of 1679) (SUM 86: 67.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WEAB-F	1. WQUE-F	1. WQUE-F	1. WYLD-F	1. WYLD-F	1. WBYU-F>	1. WQUE-F	1. WBYU-F	1. WQUE-F>	1. WYLD-F	1. WQUE-F
2. WQUE-F>	2. WYLD-F	2. WYLD-F	2. WLTS-F	2. WLTS-F	2. WWL	2. WEZB-F	2. WLTS-F	2. WEZB-F	2. WQUE-F>	2. WYLD-F
3. WYLD-F	3. WEZB-F	3. WLTS-F	3. WQUE-F>	3. WQUE-F>	3. WYLD-F	3. WWL	3. WYLD-F	3. WYLD-F	3. WEZB-F>	3. WBYU-F
4. WRNO-F	4. WLTS-F	4. WELB-F>	4. WEZB-F	4. WEZB-F	4. WBOK	4. WULD-F	4. WQUE-F	4. WLTS-F	4. WRNO-F	WEZB-F
5.	5. WRNO-F	5. WRNO-F	5. WAJY-F	5. WBYU-F	5. WNOE-F	5. WLTS-F	5. WEZB-F>	5. WBYU-F	5. WSMB-F	5. WLTS-F
6.	6. WCKW-F	6. WCKW-F	6. WRNO-F	6. WWL	6. WSMB	6. WBYU-F	6. WAJY-F	6. WRNO-F	6. WLTS-F	6. WCKW-F
7.	7.	7.	7. WWL	7. WAJY-F	7. WLTS-F	7.	7.	7.	7. WBYU-F	7.
8.	8.	8.	8.	8. WNOE-F	8.	8.	8.	8.	8. WNOE-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEZB-F	1. WQUE-F	1. WYLD-F	1. WQUE-F	1. WLTS-F
2. WQUE-F	2. WEZB-F	2. WLTS-F	2. WLTS-F	WYLD-F
3. WLTS-F	3. WLTS-F	3. WQUE-F	WYLD-F	3. WQUE-F>
4. WYLD-F	4. WYLD-F>	4. WEZB-F	4. WEZB-F>	4. WBYU-F
5. WRNO-F	5. WRNO-F>	5. WRNO-F	5.	WEZB-F
6.	6.	6.	6.	6. WAJY-F
7.	7.	7.	7.	WBOK
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUE-F	1. WQUE-F	1. WYLD-F	1. WYLD-F	1. WYLD-F
2. WCKW-F	2. WYLD-F	2. WQUE-F	2. WQUE-F	2. WLTS-F
3. WYLD-F	3. WCKW-F	3. WCKW-F	3. WCKW-F	3. WQUE-F
4. WRNO-F	4. WRNO-F	4. WLTS-F	4. WLTS-F	4. WWL
5. WEZB-F	5. WEZB-F	5. WEZB-F	5. WRNO-F	5. WCKW-F
6. WLTS-F	6. WLTS-F	6. WRNO-F	6. WEZB-F	6. WEZB-F
7.	7.	7.	7.	7. WBYU-F
8.	8.	8.	8.	8. WNOE-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSHO	800	New Orleans	.7/1.4
WYAT	990	New Orleans	1.1/3.4
WYLD	940	New Orleans	1.4/3.6
KXOR-F	106.3	Thibodaux	.4/ .8
WKJN-F	103.3	Hammond	.8/1.9

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN,$ 31.00*	(Masla)	Willis	
WMKJ, 1280, 5 KW (DA-1)	, BLACK	SMN,$ 21.00*	(HNWH)	Clear Channel	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E,$ 30.00*	(Mc-Guild)	Noe	
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	APR,$ 25.00*	(---)		
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS,ABC-I,$ 32.00*	(Smith)		
WTIX, 690, 10 KW/5 KW (DA-2)	, AC	NBC,MBS,$ 40.00*	(Mc-Guild)	Price	
WVOG, 600, 1 KW (DAYS)	, RELIGION	,$ 10.00	(---)		
WWIW, 1450, 1 KW	, NOSTALGIA	SMN,$ 27.00*	(Target)		
WWL , 870, 50 KW	, NEWS/TALK	CBS,$ 70.00*	(Katz)	Loyola University	
WYAT, 990, 250 W	, OLDIES	CBS-R,$ 22.00*	(Durpetti)		
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	,$ 27.00*	(Banner)	Inter-Urban	

FM STATIONS

WAJY, 101.9, 100 KW @ 825, SOFT AC	,$ 46.00*	(Katz)	Loyola University	
WBYU, 95.7, 100 KW @ 600, BTFL/EZ	,$ 58.00*	(Christal)	Stoner	
WCKW, 92.3, 100 KW @ 440, CLASSIC AOR	ABC-D,$ 30.00*	(Masla)		(LAPLACE)
WEZB, 97.1, 100 KW @ 511, CHR	US 1,$100.00*	(MMR)	EZ	
WNOE, 101.1, 100 KW @ 440, COUNTRY	ABC-E,$ 50.00*	(Mc-Guild)	Noe	
WQUE, 93.3, 100 KW @ 512, CHR/URBAN	,$ 69.00*	(HNWH)	Clear Channel	
WRNO, 99.5, 100 KW @ 1049, AOR	ABC-R,ABC-F,$ 55.00*	(MMR)		
WYLD, 98.5, 100 KW @ 480, BLACK	,$ 70.00*	(Banner)	Inter-Urban	
WLTS, 105.3, 100 KW @ 902, AC	CBS-R,$ 57.00*	(Durpetti)		

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NEW YORK

Arbitron Rank/Pop (12+): 1/13,958,100

MSA Rank/Pop: 1/8,414,300
ADI # 1
Average Person Ratings: 19.2
Market TSL: 25.3 hours

Stations: 47/46
Diaries: 5820/2398:1/40.9%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 9.7

1986 Revenue: $242,600,000
HH Inc.: $36,412
Retail $: 93.3 Bil
Pop per Station: 303,437
#1 Biller: WINS $21,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WHTZ-F	1653/6.2	5.8	5.1	5.8	5.5	5.7	6.6
2. WPLJ-F	1292/4.8	4.8	4.8	5.1	5.5	4.9	6.1
3. WBLS-F	1288/4.8	4.6	4.7	4.6	4.9	4.7	5.6
4. WRKS-F	1228/4.6	4.4	4.8	5.1	5.1	4.7	7.4
5. WPAT-F	1223/4.6	4.8	4.3	4.5	4.4	4.6	3.3
6. WINS	1201/4.5	4.5	5.4	4.6	4.9	4.8	3.3
7. WOR	1195/4.5	4.4	5.6	4.7	5.3	4.6	3.7
8. WQHT-F	1154/4.3	4.4	3.5	3.1	1.4	3.8	6.4
9. WLTW-F	1140/4.3	4.1	4.0	4.2	3.6	4.2	1.6
10. WNEW-F	1075/4.0	3.5	3.6	3.8	3.5	3.7	5.1
11. WCBS-F	1018/3.8	3.7	3.9	4.0	3.3	3.9	3.9
12. WXRK-F	982/3.7	3.3	2.9	3.1	3.3	3.3	4.0
13. WCBS	837/3.1	3.3	3.4	3.9	3.5	3.4	3.0
14. WABC	774/2.9	2.9	3.0	2.9	2.7	2.9	2.2
15. WNSR-F	747/2.8	2.5	3.2	2.5	2.3	2.8	1.9
16. WFAN	615/2.3	2.8	2.1	2.1	2.8	2.3	1.7
17. WNEW	513/1.9	1.8	1.6	2.3	3.0	1.9	1.3
18. WYNY-F	503/1.9	1.6	1.6	1.8	1.8	1.7	1.[illegible]
19. WADO	472/1.8	1.6	2.0	1.4	1.8	1.7	1.1
20. WQXR-F+	441/1.7	1.5	1.6	1.6	2.0	1.6	.9
21. WPIX-F	435/1.6	1.4	1.8	2.0	1.9	1.7	1.6
22. WPAT	400/1.5	1.5	1.4	1.4	1.5	1.5	.9
23. WNCN-F	370/1.4	1.6	1.8	1.5	1.4	1.6	.7
24. WNBC	344/1.3	1.5	1.6	1.7	1.5	1.5	1.2
25. WLIB	284/1.1	1.3	1.1	.8	1.0	1.1	.9

12+ TSA	1/4/CUME
1. WHTZ-F	1676/25556
2. WPLJ-F	1425/25723
3. WOR	1305/16529
4. WBLS-F	1296/16624
5. WPAT-F	1286/14120
6. WRKS-F	1239/15916
7. WINS	1215/25970
8. WQHT-F	1166/16132
9. WLTW-F	1159/15156
10. WNEW-F	1109/16107
11. WXRK-F	1057/16303
WCBS-F	1057/17512
13. WCBS	1001/20416
14. WABC	899/17825
15. WNSR-F	772/12596
16. WFAN	709/13348
17. WYNY-F	561/ 8963
18. WNEW	557/ 8717
19. WADO	472/ 3555
20. WQXR-F+	458/ 7998
21. WPIX-F	446/ 7808
22. WNBC	438/10773
23. WPAT	400/ 5668
24. WNCN-F	382/ 7113
25. WALK-F+	291/ 3948

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WINS 25468/18.2	19.6	18.2
2. WHTZ-F 24818/17.8	17.2	17.4
3. WPLJ-F 23483/16.8	17.8	17.7
4. WCBS 17243/12.4	13.0	13.7
5. WCBS-F 16772/12.0	11.3	9.5
6. WBLS-F 16483/11.8	11.5	11.1
7. WQHT-F 15910/11.4	9.8	6.0
8. WABC 15542/11.1	10.9	11.0
9. WRKS-F 15527/11.1	10.8	12.1
10. WNEW-F 15260/10.9	10.2	9.7
11. WXRK-F 15012/10.8	9.8	8.9
12. WOR 14933/10.7	10.9	11.3
13. WLTW-F 14720/10.5	11.0	9.6
14. WPAT-F 13384/ 9.6	9.7	9.0
15. WNSR-F 12074/ 8.7	7.9	8.1
16. WFAN 11958/ 8.6	9.0	10.3
17. WNBC 8607/ 6.2	6.7	6.2
18. WYNY-F 8122/ 5.8	6.6	8.0
19. WNEW 7887/ 5.7	5.0	6.4
20. WQXR-F+ 7502/ 5.4	4.9	5.8
21. WPIX-F 7369/ 5.3	5.3	6.1
22. WNCN-F 6848/ 4.9	4.6	3.9
23. WPAT 5624/ 4.0	4.5	4.5
24. WMCA 3949/ 2.8	3.0	3.1
25. WBAB-F 3639/ 2.6	2.5	2.2

12+ FM SHARE (METRO): 66.49% (16081 of 24187) (SUM 86: 60.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQHT-F	1. WHTZ-F	1. WHTZ-F	1. WCBS-F	1. WCBS-F	1. WOR	1. WINS	1. WHTZ-F	1. WPAT-F+	1. WBLS-F	1. WHTZ-F
2. WHTZ-F	2. WNEW-F	2. WBLS-F	2. WHTZ-F	2. WHTZ-F	WPAT-F	2. WXRK-F	2. WPAT-F	2. WHTZ-F	2. WRKS-F	2. WQHT-F
3. WRKS-F	3. WBLS-F	WPLJ-F	3. WBLS-F	3. WBLS-F	3. WINS	3. WHTZ-F	3. WLTW-F	3. WPLJ-F	3. WFAN	3. WOR
4. WPLJ-F	4. WPLJ-F	4. WNEW-F	4. WNEW-F	WLTW-F	4. WCBS	4. WOR	4. WPLJ-F	4. WLTW-F	4. WQHT-F	4. WBLS-F
5. WBLS-F	5. WXRK-F	5. WXRK-F	WPLJ-F	5. WPLJ-F	5. WLTW-F	5. WCBS	5. WCBS-F	5. WQHT-F	5. WHTZ-F	WRKS-F
6.	6. WRKS-F	6. WCBS-F	6. WXRK-F	6. WNEW-F	6. WCBS-F	6. WPLJ-F	6. WNEW-F	6. WBLS-F	6. WPAT-F+	WPAT-F
7.	7. WQHT-F	7. WRKS-F	7. WLTW-F	7. WXRK-F	7. WABC	7. WPAT-F+	7. WQHT-F	7. WNEW-F	7. WOR	WPLJ-F
8.	8. WNSR-F	8. WLTW-F	8. WNSR-F	8. WNSR-F	8. WNEW	8. WBLS-F	8. WNSR-F	8. WABC	WPLJ-F	8. WNEW-F
9.	9. WLTW-F	9. WQHT-F	9. WRKS-F	9. WRKS-F	9. WHTZ-F	9. WNEW-F	9. WOR	9. WOR	9. WABC	9. WLTW-F
10.	10. WCBS-F	10. WNSR-F	10. WINS	WINS	10. WADO	10. WCBS-F	WRKS-F	10.	10. WLTW	10. WCBS-F
									WNEW-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHTZ-F>	1. WHTZ-F	1. WBLS-F	1. WHTZ-F	1. WHTZ-F
2. WQHT-F	2. WBLS-F	2. WPLJ-F	2. WPLJ-F	2. WLTW-F
3. WPLJ-F	3. WPLJ-F	3. WHTZ-F	3. WBLS-F	3. WPLJ-F
4. WRKS-F	4. WRKS-F	4. WNSR-F	4. WLTW-F	4 WBLS-F
5. WBLS-F>	5. WQHT-F	5. WRKS-F	WRKS-F	5. WCBS-F
6. WLTW-F	6. WLTW-F	6. WLTW-F	6. WNSR-F	6. WNSR-F
WNEW-F	7. WNSR-F	7. WNEW-F	7. WCBS-F	7. WRKS-F
8. WNSR-F	8. WNEW-F	8. WXRK-F	8. WQHT-F	8. WINS
9. WXRK-F	9. WXRK-F	9. WCBS-F	9. WNEW-F	9. WPAT-F
10.	10. WCBS-F	10. WQHT-F	10. WXRK-F	10. WPIX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNEW-F	1. WNEW-F	1. WNEW-F	1. WNEW-F	1. WNEW-F
2. WXKR-F	2. WXKR-F>	2. WXKR-F>	2. WXRK-F>	2. WXRK-F
3. WQHT-F	3. WBLS-F	3. WBLS-F	3. WCBS-F	3. WCBS-F>
4. WHTZ-F	4. WPLJ-F	4. WPLJ-F	4. WBLS-F	4. WBLI-F
5. WBLS-F	5. WQHT-F	5. WCBS-F	5. WHTZ-F	5. WINS
WRKS-F	6. WHTZ-F	6. WNSR-F	WPLJ-F	6. WPLJ-F
7. WPLJ-F>	7. WRKS-F	7. WHTZ-F	7. WRKS-F	7. WHTZ-F
8. WBAB-F	8. WCBS-F	8. WRKS-F	8. WQHT-F	WLTW-F
9. WFAN	9. WNSR-F	9. WINS	9. WFAN	9. WNSR-F
10.	10. WFAN	10. WABC	10. WINS	10. WABC

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALK-F+	97.5	Patchogue	1.1/2.4
WBAB-F	102.3	Babylon	.9/2.6
WBLI-F	106.1	Patchogue	.8/2.4
WCTC	1450	New Brunswick, NJ	.3/ .7
WCTO-F	94.3	Smithtown	.3/ .9
WDHA-F	105.5	Dover, NJ	.3/1.0
WEVD-F	97.9	New York	.3/1.5
WFME-F	94.7	Newark	.3/1.0
WGSM	740	Huntington	.4/ .6
WHLI	1100	Hempstead	.7/1.2
WHUD-F	100.7	Peekskill	.5/1.0
WJIT	1480	New York	.5/ .9
WKDM	1380	New York	.6/1.6
WKJY-F	98.3	Hempstead	.4/1.0
WLIR-F	92.7	Garden City	.7/2.3
WMCA	570	New York	.8/2.8
WNJR	1430	Newark	.3/1.2
WSKQ	620	Newark	.8/1.7
WWRL	1600	New York	.8/2.4
WZEW-F	99.9	Bridgeport	.3/1.1

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I,$210.00*	(Banner)	Cap Cities/ABC	
WADO, 1280, 5 KW (DA-1)	, SPANISH	,$150.00	(---)		
WCBS, 880, 50 KW	, NEWS	CBS,$375.00	(CBS)	CBS	
WFAN, 1050, 50 KW (DA-1)	, SPORTS	MBS,$200.00	(Durpetti)	Emmis	
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D,$36.00*	(Group W)	Westinghouse	
WJIT, 1480, 5 KW (DA-2)	, SPANISH AC	,$121.00	(Caballero)	Infinity	
WKDM, 1380, 5 KW (DA-1)	, SPANISH CONTEMP	,$100.00*	(MMR)	United	
WLIB, 1190, 10 KW (DAYS,DA)	, BLACK NEWS/TALK	SBN,$100.00	(Mc-Guild)	Inner City	
WMCA, 570, 5 KW (DA-1)	, TALK	CNN,APR,$120.00	(CBS)	Federal	
WNBC, 660, 50 KW	, AC	NBC,$260.00*	(HNWH)	NBC	
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	,$244.00	(Katz)	Metropolitan	
WOR , 710, 50 KW (DA-1)	, TALK	US 2,ABC-E,$325.00	(Republic)	RKO	
WNYM, 1330, 5 KW (DA-1)	, RELIGION	,$ 30.00	(---)	Salem	
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	,$ NA	(Christal)	Park	
WSKQ, 620, 5 KW (DA-2)	, SPANISH CONTEMP	,$140.00*	(Caballero)	Spanish Bdcst.	
WWDJ, 970, 5 KW (DA-2)	, RELIGION	,$ 40.00	(---)		
WWRL, 1600, 5 KW (DA-2)	, BLACK GOSPEL	NBN,$ 90.00	(---)	Unity	

FM STATIONS

WBLS, 107.5, 5.4 KW @ 1241, BLACK	SBN,ABC-F,$350.00	(Mc-Guild)	Inner City		
WCBS, 101.1, 4.6 KW @ 1300, OLDIES/AC	CBS-R,$300.00*	(CBS)	CBS		
WEVD, 97.9, 7.6 KW @ 1220, BIG BAND/ETHNIC	,$ 70.00	(Groskin)			
WFME, 94.7, 38 KW @ 570, RELIGION	,$ NA	(---)	Family		(NEWARK)
WHTZ, 100.3, 7.8 KW @ 1220, CHR	,$410.00*	(Christal)	Malrite		
WHUD, 100.7, 50 KW @ 500, BTFL/EZ	,$ 75.00*	(Masla)			(PEEKSKILL)
WLTW, 106.7, 7.6 KW @ 1220, SOFT AC	,$425.00	(MMR)	Viacom		
WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL	APR,$150.00	(CMBS)	GAF		
WNEW, 102.7, 7.8 KW @ 1220, AOR	Source,$310.00*	(Katz)	Metropolitan		
WNSR, 105.1, 7.8 KW @ 1220, AC	,$330.00	(Mc-Guild)	Bonneville		
WPAT, 93.1, 5.3 KW @ 1420, BTFL/EZ	,$250.00	(Christal)	Park		
WPIX, 101.9, 5.3 KW @ 1420, AC	,$180.00	(Christal)	Tribune Co.		
WPLJ, 95.5, 7.2 KW @ 1335, CHR	ABC-R,$450.00*	(Banner)	Cap Cities/ABC		
WQHT, 103.5, 5.8 KW @ 1390, URBAN/CHR	,$270.00	(Durpetti)	Emmis		
WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL	,$175.00	(Mc-Guild)	New York Times		
WRKS, 98.7, 7.8 KW @ 1250, URBAN	US 1,$300.00*	(Republic)	RKO		
WXKK, 92.3, 5.4 KW @ 1200, CLASSIC AOR	ABC-R,$450.00	(Torbet)	Infinity		
WYNY, 97.1, 7.2 KW @ 1300, COUNTRY	,$270.00*	(HNWH)	NBC		

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NORFOLK - PORTSMOUTH - NEWPORT NEWS

Arbitron Rank/Pop (12+): 33/1,076,100

MSA Rank/Pop: 34/1,302,700
ADI # 43
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 23/21
Diaries: 1423/756:1/49.1%
Sample Target: 1230
% Below Line: 1.2
% Not Listed: 9.6

1986 Revenue: $29,200,000
HH Inc.: $32,270
Retail $: 7.9 Bil
Pop per Station: 51,243
#1 Biller: WNOR A/F $3,900,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WNOR-F	224/12.5	11.1	10.2	11.0	12.4	11.2	15.0
2. WCMS-F	156/ 8.7	8.1	9.3	8.6	8.2	8.7	10.5
3. WNVZ-F	143/ 8.0	9.2	9.6	7.2	7.2	8.5	11.5
4. WCMS-F	137/ 7.6	10.3	9.1	7.9	8.7	8.7	10.5
5. WMYK-F	132/ 7.3	5.7	4.6	4.1	4.1	6.2	8.4
6. WOWI-F	113/ 6.3	6.2	8.1	8.5	8.2	7.3	7.4
7. WWDE-F	105/ 5.8	5.7	5.6	3.9	4.0	5.3	6.0
8. WTAR	102/ 5.7	4.5	5.2	4.4	4.0	5.0	3.6
9. WGH-F	89/ 5.0	4.9	5.1	4.7	5.3	4.9	4.5
10. WLTY-F	86/ 4.8	4.6	5.5	7.4	6.4	5.6	3.0
11. WRAP	71/ 4.0	3.8	4.7	5.4	3.9	4.5	2.9
12. WJQI-F	62/ 3.5	4.2	1.9	2.8	1.5	3.1	2.4
13. WPCE	46/ 2.6	1.9	3.7	3.3	2.2	2.9	2.3
14. WNIS	39/ 2.2	1.8	1.8	2.0	2.7	2.0	1.6
15. WSKX-F	36/ 2.0	2.8	1.0	1.6	1.9	1.9	1.3
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WNOR-F	260/2316
2. WFOG-F	176/1854
3. WMYK-F	167/2030
4. WCMS-F	153/2035
5. WNVZ-F	152/2562
6. WOWI-F	120/1179
7. WGH-F	115/1772
8. WWDE-F	109/1417
9. WTAR	106/1513
10. WLTY-F	97/1406
11. WSKX-F	74/ 881
12. WRAP	73/1184
13. WJQI-F	64/ 819
14. WPCE	46/ 763
15. WNIS	40/ 597
16.	
17.	
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21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WNVZ-F	2370/22.0	23.3	21.4
2. WNOR-F	2027/18.8	20.9	20.5
3. WCMS-F	1796/16.7	16.2	16.4
4. WMYK-F	1594/14.8	13.3	12.9
5. WGH-F	1580/14.7	13.9	15.7
6. WOWI-F	1575/14.6	14.3	16.7
7. WFOG-F	1517/14.1	14.3	15.2
8. WTAR	1370/12.7	11.2	11.2
9. WWDE-F	1351/12.6	14.4	12.9
10. WLTY-F	1283/11.9	10.4	14.2
11. WRAP	1135/10.5	8.8	11.4
12. WJQI-F	787/ 7.3	6.9	4.0
13. WPCE	751/ 7.0	4.3	6.2
14. WSKX-F	575/ 5.3	6.0	3.5
15. WNIS	559/ 5.2	5.6	6.1
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 82.77% (1345 of 1625) (SUM 86: 81.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNVZ-F>	1. WNOR-F	1. WNOR-F>	1. WNOR-F	1. WNOR-F	1. WFOG-F>	1. WNOR-F>	1. WNOR-F>	1. WNOR-F>	1. WOWI-F	1. WNOR-F>
2. WGH-F	2. WMYK-F>	2. WMYK-F	2. WCMS-F	2. WCMS-F	2. WCMS-F	2. WCMS-F+	2. WFOG-F	2. WCMS-F+	2. WNVZ-F	2. WCMS-F+
3. WRAP	3. WOWI-F	3. WOWI-F	3. WWDE-F	3. WWDE-F	3. WTAR >	3. WFOG-F	3. WCMS-F+	3. WFOG-F	3. WNOR-F	3. WFOG-F
4. WMYK-F	4. WGH-F	4. WWDE-F	4. WMYK-F	4. WTAR	4. WWDE-F>	4. WNVZ-F	4. WMYK-F	4. WNVZ-F	4. WMYK-F>	4. WMYK-F
5. WOWI-F	WNVZ-F	5. WNVZ-F	5. WLTY-F	5. WLTY-F	5. WNIS	5. WTAR	5. WNVZ-F	5. WMYK-F	5. WRAP	5. WNVZ-F
6. WNOR-F	6. WLTY-F	6. WCMS-F	6. WTAR-F	6. WMYK-F	6. WJQI-F	6. WWDE-F	6. WLTY-F	6. WOWI-F	6. WFOG-F	6. WOWI-F
7.	7. WWDE-F	7. WLTY-F	7. WOWI-F	7. WFOG-F	7.	7. WMYK-F	7. WWDE-F	7. WLTY-F	7. WCMS-F+	7. WTAR
8.	8.	8.	8. WNVZ-F	8. WOWI-F	8.	8.	8.	WWDE-F	8.	8.
9.	9.	9.	9.	9. WNVZ-F	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNOR-F	1. WNOR-F	1. WNOR-F	1. WMYK-F	1. WCMS-F
2. WGH-F	2. WMYK-F	2. WMYK-F	WWDE-F	2. WWDE-F
WMYK-F	3. WNVZ-F	3. WNVZ-F	3. WNVZ-F	3. WNVZ-F
WOWI-F	4. WOWI-F	4. WOWI-F	4. WNOR-F	4. WMYK-F
5. WNVZ-F	5. WGH-F	5. WWDE-F	5. WOWI-F	5. WFOG-F
6. WLTY-F	6. WLTY-F	6. WLTY-F	6. WCMS-F	WLTY-F
7.	7. WWDE-F	7. WJQI-F	7. WLTY-F	7. WOWI-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNOR-F>	1. WNOR-F>	1. WNOR-F>	1. WNOR-F>	1. WNOR-F>
2. WMYK-F	2. WMYK-F>	2. WMYK-F	2. WMYK-F	2. WCMS-F
3. WGH-F	3. WOWI-F	3. WLTY-F	3. WOWI-F	3. WTAR
4. WOWI-F	4. WGH-F	WOWI-F	4. WCMS-F	4. WLTY-F
5. WRAP	5. WLTY-F	5. WCMS-F	5. WLTY-F	5. WWDE-F
6.	6. WNVZ-F	6. WGH-F	WWDE-F	6. WMYK-F
7.	7. WCMS-F	7.	7. WNVZ-F	7. WFOG-F
8.	8.	8.	8.	WOWI-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMS	370	Norfolk	.5/2.4
WGH	1310	Newport News	.3/1.6
WKEZ-F	94.1	Yorktown	.6/2.4
WOFM-F	92.1	Moyock	.8/1.5
WXRI-F	105.3	Portsmouth	1.0/2.6
WZAM	1110	Norfolk	.4/1.2
WIAV-F	96.1	Cape Charles	.4/1.4
WQSF-F	96.5	Williamsburg	.7/1.6

RADIO STATIONS

AM STATIONS

WCMS, 1050,	5 KW (DAYS)	, COUNTRY	ABC-E,$ NA	(Katz)		
WJQI, 1600,	5 KW (DAYS)	, NOSTALGIA (?)	,$ 17.00	(Masla)		
WGH , 1310,	5 KW (DA-N)	, TALK	ABC-F,$ 25.00*	(Banner)		
WLPM, 1450,	1 KW	, ? ?	,$ 15.00	(MMR)		
WNIS, 1350,	5 KW (DA-2)	, NEWS/TALK	ABC-T,NBC-T,$ 41.00*	(Roslin)	Sinclair	
WPCE, 1400,	1 KW	, GOSPEL	SBN,$ 20.00	(Mc-Guild)	Willis	
WPEX, 1490,	1 KW (DA-1)	, OLDIES	,$ 18.00	(---)		
WPMH, 1010,	5 KW (DAYS,DA)	, RELIGION	MBS,$ 10.00	(Keystone)		
WRAP, 850,	5 KW/1 KW (DA-N)	, BLACK	NBN,$ 40.00	(Masla)		
WTAR, 790,	5 KW (DA-N)	, OLDIES/MOR	CBS,$ 51.00*	(Christal)	Landmark	
WTJZ, 1270,	1 KW (DA-N)	, RELIGION (?)	,$ 15.00	(Republic)		
WZAM, 1110,	50 KW (DAYS,DA)	, GOSPEL	NBN,$ 20.00	(Durpetti)	Benns	

FM STATIONS

WCMS, 100.5,	50 KW @ 509,	COUNTRY	ABC-E,$ 90.00*	(Katz)		
WFOG, 92.9,	50 KW @ 480,	BTFL/EZ	,$ 75.00*	(MMR)	JAG	
WGH , 97.3,	74 KW @ 420,	CHR	ABC-E,$ 44.00	(Banner)	Susquehanna	
WKEZ, 94.1,	50 KW @ 500,	COUNTRY	MBS,$ 40.00	(Roslin)	Eure	
WLTY, 95.7,	40 KW @ 881,	AC	,$ 79.00*	(Christal)	Landmark	
WMYK, 93.7,	100 KW @ 940,	URBAN	,$ 60.00	(Durpetti)	Benns	(ELIZABETH CITY)
WNOR, 98.7,	50 KW @ 549,	AOR	Source,$ 88.00*	(Mc-Guild)	Saga	
WJQI, 94.9,	50 KW @ 536,	SOFT AC	,$ 30.00	(Torbet)		
WNVZ, 104.5,	50 KW @ 500,	CHR	,$ 64.00*	(Republic)	Capitol-WRAL	
WOWI, 102.9,	50 KW @ 500,	BLACK	SBN,$ 49.00*	(Mc-Guild)	Willis	
WSKX, 106.9,	100 KW @ 964,	COUNTRY	,$ 25.00	(Torbet)	Hawthorne	
WWDE, 101.3,	50 KW @ 380,	AC	CBS-R,$ 64.00*	(Eastman)	Edens	
WXRI, 105.3,	50 KW @ 500,	RELIGION	,$ 40.00*	(Masla)	CBN	

WQSF-F - See Richmond

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 43/822,400

MSA Rank/Pop: 47/988,100
ADI # 35
Average Person Ratings: 15.5
Market TSL: 20.8 hours

Stations: 19/19
Diaries: 1184/695:1/47.5%
Sample Target: 1080
% Below Line: 0
% Not Listed: 6.3

1986 Revenue: $22,400,000
HH Inc.: $31,074
Retail $: 8.0 Bil
Pop per Station: 43,284
#1 Biller: KXXY A/F $3,600,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KJYO-F	206/16.1	10.1	11.1	11.5	12.2	12.2	16.3
2. KATT-F	160/12.5	13.7	13.2	11.9	12.3	12.8	22.2
3. KXXY-F+	152/11.9	11.3	10.2	11.1	12.7	11.1	10.8
4. KKNG-F	97/ 7.6	7.6	9.4	8.3	8.4	8.2	4.2
5. KTOK	94/ 7.4	7.8	7.6	8.8	8.3	7.9	6.0
6. KZBS-F	79/ 6.2	7.7	7.1	7.9	6.2	7.2	9.0
7. KEBC-F	59/ 4.6	3.9	7.0	4.7	4.8	5.1	3.4
8. KPRW	58/ 4.5	4.4	4.4	3.2	2.0	4.1	4.2
9. KLTE-F	53/ 4.2	5.5	5.4	5.1	3.6	5.1	3.2
10. KOMA	50/ 3.9	4.2	3.4	2.3	5.0	3.5	2.8
11. WKY	45/ 3.5	4.0	3.8	3.6	4.5	3.7	3.5
12. KMGL-F	41/ 3.2	3.3	3.4	3.8	3.2	3.4	2.4
13. KRXO-F	37/ 2.9	2.3	2.9	3.8	4.1	3.0	1.9
14.							
15.							

12+ TSA	1/4/CUME
1. KJYO-F	253/2932
2. KATT-F	215/2452
3. KXXY-F+	193/2444
4. KKNG-F	112/1539
5. KTOK	105/1550
6. KEBC-F	90/1797
KZBS-F	90/1595
8. WKY	84/1517
9. KLTE-F	76/1397
10. KOMA	67/ 977
11. KPRW	66/ 497
12. KRXO-F	43/ 733
13. KJIL-F	41/ 545
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KJYO-F 2338/28.4	22.7	23.3
2. KXXY-F+ 1807/22.0	19.1	20.5
3. KATT-F 1788/21.7	21.9	23.1
4. KTOK 1356/16.5	16.8	17.4
5. KZBS-F 1318/16.0	17.6	16.2
6. KKNG-F 1229/14.9	15.6	15.8
7. KEBC-F 1215/14.8	12.4	11.5
8. KLTE-F 1135/13.8	16.8	11.7
9. WKY 886/10.8	9.7	10.1
10. KMGL-F 819/10.0	10.0	10.0
11. KOMA 707/ 8.6	9.7	9.1
12. KJIL-F 457/ 5.6	4.1	4.9
13. KPRW 446/ 5.4	4.9	2.3
14.		
15.		

12+ FM SHARE (METRO): 75.50% (903 of 1196) (SUM 86: 74.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KJYO-F>	1. KATT-F	1. KATT-F	1. KXXY-F+>	1. KXXY-F+>	1. KXXY-F+	1. KXXY-F+	1. KJYO-F	1. KJYO-F	1. KJYO-F>	1. KJYO-F
2. KATT-F	2. KJYO-F>	2. KJYO-F	2. KATT-F	2. KATT-F	2. KKNG-F	2. KJYO-F	2. KATT-F	2. KATT-F	2. KATT-F>	2. KATT-F
3. KPRW	3. KZBS-F	3. KXXY-F+>	KJYO-F	KJYO-F	3. KTOK >	3. KATT-F	3. KXXY-F+	3. KXXY-F+>	3. KTOK	3. KXXY-F+>
4.	4. KXXY-F+>	4. KZBS-F>	KZBS-F>	4. KZBS-F	4. KOMA	4. KTOK	4. KKNG-F>	4. KKNG-F	4. KPRW	4. KZBS-F
5.	5. KLTE-F	5.	5. KLTE-F	5. KKNG-F	5. KEBC-F	5. KKNG-F	5. KZBS-F	5. KZBS-F	KXXY-F+	5. KKNG-F
						6. KZBS-F	6. KTOK			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KJYO-F>	1. KJYO-F>	1. KJYO-F	1. KJYO-F>	1. KXXY-F+>
2. KATT-F>	2. KZBS-F	2. KZBS-F>	2. KXXY-F+	2. KJYO-F
3.	3. KATT-F	3. KXXY-F+	3. KZBS-F	3. KZBS-F
4.	4. KXXY-F+	4. KLTE-F	4. KATT-F	4. KKNG-F
5.	5. KLTE-F	5. KATT-F	5. KLTE-F	5. KLTE-F
			6. KKNG-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KATT-F>	1. KATT-F>	1. KATT-F>	1. KATT-F>	1. KATT-F
2. KJYO-F>	2. KJYO-F>	2. KJYO-F	2. KXXY-F+	KXXY-F+>
3.	3. KXXY-F+	3. KXXY-F+	3. KJYO-F>	3. KZBS-F
4.	4. KRXO-F	KZBS-F	4. KZBS-F	4. KEBC-F
5.	KZBS-F	5. KRXO-F	5. KRXO-F	KJYO-F
				KTOK

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.4/1.5
KJIL-F	104.9	Bethany	1.2/5.6
KKLR-F	97.7	Edmond	1.1/3.6
KQCV	800	Oklahoma City	1.0/2.9
WWLS	640	Moore	1.4/3.3

RADIO STATIONS

KBYE, 890, 1 KW (DAYS)	, RELIGION	,$ 9.00	(---)		
KOMA, 1520, 50 KW (DA-N)	, NOSTALGIA	NBC,$ 38.00*	(Durpetti)	Price	
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN,$ NA	(Banner)	Surrey	
KQCV, 800, 250 W (DAYS)	, RELIGION	,$ 18.00	(---)	Bott	
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I,$ 63.00*	(Banner)	Clear Channel	
WKY , 930, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 43.00*	(Christal)	Gaylord	
KATT-F , 100.5, 100 KW @ 1200,	AOR	Source,$ 70.00*	(Banner)	Surrey	
KEBC-F , 94.7, 100 KW @ 440,	COUNTRY	CBS-R,$ 39.00*	(MMR)	Van Wagner	
KRXO-F , 107.7, 100 KW @ 1027,	AC/CLASSIC	,$ 36.00*	(Durpetti)	Price	
KJIL-F , 104.9, 3 KW @ 300,	RELIGION	UPI,$ 22.00*	(---)	Swaggert	
KJYO-F , 102.7, 100 KW @ 1003,	CHR	,$ 50.00*	(Banner)	Clear Channel	
KKLR-F , 97.7, 3 KW @ 300,	AC	,$ 18.00	(Masla)		(EDMOND)
KKNG-F , 92.5, 100 KW @ 1000,	BTFL/EZ	,$ 60.00*	(Christal)	New City	
KLTE-F , 101.9, 100 KW @ 457,	AC	,$ 44.00*	(Torbet)	Mel Wheeler	
KMGL-F , 104.1, 100 KW @ 1425,	SOFT AC	US 1,Trans,$ 41.00*	(Katz)	Guy Gannett	
KXXY-F+, 96.1, 100 KW @ 1340,	COUNTRY	ABC-D,$ 89.00*	(Mc-Guild)	New Market	
KZBS-F , 98.9, 100 KW @ 1253,	AC	APR,$ 68.00*	(HNWH)		

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OMAHA

Arbitron Rank/Pop (12+): 69/499,900

MSA Rank/Pop: 79/614,700
ADI # 70
Average Person Ratings: 15.9
Market TSL: 21.0 hours

Stations: 16/13
Diaries: 1067/469:1/54.2%
Sample Target: 870
% Below Line: 1.6
% Not Listed: 7.8

1986 Revenue: $16,700,000
HH Inc.: $35,607
Retail $: 4.1 Bil
Pop per Station: 38,454
#1 Biller: KFAB $5,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KFAB	162/20.4	20.5	19.6	24.0	19.8	21.1	
2. KEZO-F	117/14.7	13.5	12.3	12.8	16.0	13.3	
3. KGOR-F	89/11.2	11.2	11.5	9.8	9.9	10.9	
4. KQKQ-F	72/ 9.1	10.9	12.0	12.0	12.8	11.0	
5. KESY-F	65/ 8.2	6.7	8.9	5.5	6.4	7.3	
6. WOW-F	63/ 7.9	5.4	7.4	6.4	7.5	6.8	
7. KEFM-F	54/ 6.8	8.7	6.6	5.8	5.2	7.0	
8. WOW	42/ 5.3	4.5	5.3	5.0	5.2	5.0	
9. KOIL	35/ 4.4	4.6	2.6	3.3	3.2	3.7	
10.							
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. KFAB	292/3259
2. KEZO-F	161/1972
3. KGOR-F	149/2336
4. WOW	91/1547
5. KQKQ-F	84/1646
6. WOW-F	79/1081
7. KESY-F	71/ 875
8. KEFM-F	69/1209
9. KOIL	43/ 700
10. KMA	36/ 502
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KFAB	1624/32.5	35.4	33.9
2. KGOR-F	1508/30.2	27.7	27.4
3. KQKQ-F	1325/26.5	28.6	29.2
4. KEZO-F	1283/25.7	21.4	23.8
5. KEFM-F	961/19.2	17.8	15.3
6. WOW-F	842/16.8	13.8	12.4
7. KESY-F	796/15.9	14.6	9.9
8. WOW	696/13.9	12.9	12.9
9. KOIL	569/11.4	13.0	10.1
10.			
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 65.16% (477 of 732) (SUM 86: 67.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KGOR-F	1. KEZO-F>	1. KEZO-F>	1. KEZO-F	1. KEZO-F	1. KFAB >	1. KFAB >	1. KFAB >	1. KEZO-F	1. KEZO-F	1. KFAB
2. KQKQ-F	2. KGOR-F	2. KFAB	2. KFAB	2. KFAB >	2. KESY-F	2. KEZO-F	2. KEZO-F>	2. KFAB	2. KFAB	2. KEZO-F
3.	3. KQKQ-F	3. KGOR-F	3. WOW-F	3. WOW-F	3. WOW-F	3. WOW-F+>	3. KESY-F+	3. KGOR-F	3. KGOR-F>	3. KGOR-F
4.	4. KEFM-F	4. KQKQ-F	4. KEFM-F	4. KEFM-F	4. WOW	4. KGOR-F	4. KGOR-F	4. KQKQ-F	4. KOIL	4. KQKQ-F
5.	5.	5. WOW-F	5. KGOR-F	5. KGOR-F	5.	5. KESY-F+	5. WOW-F	5. KESY-F	5. KQKQ-F	5. WOW-F
		6. KEFM-F						6. WOW-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGOR-F	1. KGOR-F	1. KEZO-F	1. KGOR-F	1. KFAB >
2. KQKQ-F	2. KEZO-F	KGOR-F	2. KFAB	2. WOW-F
3. KEZO-F>	3. KQKQ-F>	3. KEFM-F	3. KQKQ-F	3. KEFM-F
4. KEFM-F	4. KEFM-F	KQKQ-F	4. KEZO-F	KGOR-F
5.	5.	5. KFAB	5. KEFM-F	5. KQKQ-F
			6. WOW-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KEZO-F>	1. KEZO-F>	1. KEZO-F>	1. KEZO-F>	1. KEZO-F>
2. KGOR-F>	2. KGOR-F	2. KOIL	2. KFAB	2. KFAB
3.	3. KOIL	3. KEFM-F	3. KGOR-F	3. WOW-F
4.	KQKQ-F	4. KGOR-F	4. KEFM-F	4. KEFM-F
5.	5. KEFM-F	WOW-F	KOIL	5. KOIL
				WOW

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	1.1/1.9
KCRO	660	Omaha	.4/2.2
KESY	1420	Omaha	.5/1.1
KKAR	1180	Bellevue	.6/2.9
KLIN-F	107.3	Lincoln	.5/1.8
KMA	960	Shenandoah	.5/1.8
KZKX-F	96.9	Seward	.5/1.7

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,NBC-T,$130.00*	(Christal)	Henry	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 1,CBS-R,$ 26.00*	(Torbet)		
WOW , 590, 5 KW	, COUNTRY	ABC-I,$ 40.00*	(Torbet)	Great Empire	
KMA , 960, 5 KW (DA-N)	, MOR	,$ 50.00	(Katz)	May	(SHENANDOAH, IA)
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,$ 20.00*	(Eastman)		
KEDS, 1490, 1 KW	, OLDIES	MBS,$ 16.00*	(HNWH)	Albimar	
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		,$ 40.00	(Mc-Guild)		
KESY-F, 104.5, 32 KW @ 285, BTFL/EZ		,$ 36.00	(Mc-Guild)	Sungroup	
KEZO-F, 92.3, 100 KW @ 1210, AOR		ABC-R,$ 75.00*	(HNWH)	Albmiar	
KGOR-F, 99.9, 115 KW @ 1227, CHR		Source,$ 60.00	(Christal)	Henry	
KQKQ-F, 98.5, 100 KW @ 510, CHR		ABC-F,$ 65.00*	(Eastman)		
WOW-F , 94.1, 100 KW @ 510, COUNTRY		ABC-E,$ 47.00*	(Torbet)	Great Empire	

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ORLANDO

Arbitron Rank/Pop (12+): 51/746,800

MSA Rank/Pop: 57/887,300
ADI # 27
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 22/20
Diaries: 1203/621:1/48.0%
Sample Target: 1010
% Below Line: 1.1
% Not Listed: 8.1

1986 Revenue: $35,500,000
HH Inc.: $30,731
Retail $: 6.8 Bil
Pop per Station: 37,340
#1 Biller: WWKA-F $4,700,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WSSP-F	159/12.2	11.7	11.8	9.8	11.0	11.4	8.5
2. WBJW-F+	134/10.3	9.8	9.6	10.0	10.5	9.9	13.4
3. WWKA-F	122/ 9.3	12.8	9.2	8.9	7.0	10.1	13.0
4. WJYO-F	99/ 7.6	5.8	5.0	4.4	4.8	5.7	4.1
5. WHLY-F	98/ 7.5	8.2	8.1	8.1	7.6	8.0	9.5
6. WDBO	88/ 6.7	7.1	6.7	7.5	7.4	7.0	5.9
7. WDIZ-F	82/ 6.3	5.1	7.8	7.9	8.7	6.8	7.6
8. WSTF-F	74/ 5.7	5.8	7.6	7.2	6.3	6.6	5.0
9. WORL	63/ 4.8	3.6	3.7	3.1	3.9	3.8	4.0
10. WHTQ-F	62/ 4.7	3.7	2.8	3.2	2.8	3.6	4.9
11. WOCL-F	57/ 4.4	4.7	4.1	3.2	2.5	4.1	3.4
12. WKIS	49/ 3.7	4.7	3.8	3.4	5.1	3.9	2.8
13. WORZ-F	37/ 2.8	2.7	4.0	4.4	4.8	3.5	3.3
WLOQ-F	37/ 2.8	3.0	3.0	2.8	2.3	2.9	4.1
15.							

12+ TSA	1/4/CUME
1. WBJW-F+	316/4317
2. WWKA-F	288/2768
3. WSSP-F	275/2918
4. WJYO-F	170/1910
5. WDIZ-F	155/2106
6. WSTF-F	154/2476
7. WHLY-F	138/2427
8. WHTQ-F	137/1579
9. WOCL-F	118/1604
10. WDBO	96/1429
11. WWLV-F	92/1133
12. WPCV-F	72/ 842
13. WORL	64/ 537
14. WORZ-F	62/1004
15. WKIS	61/ 954

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WBJW-F+	2157/28.9	29.1	26.7
2. WHLY-F	1677/22.5	24.1	21.0
3. WSSP-F	1497/20.0	20.1	15.9
4. WSTF-F	1310/17.5	16.8	18.0
5. WDBO	1211/16.2	14.0	14.4
6. WWKA-F	1178/15.8	19.6	14.5
7. WDIZ-F	1151/15.4	13.7	16.4
8. WJYO-F	1084/14.5	13.5	12.9
9. WOCL-F	801/10.7	11.6	9.0
10. WHTQ-F	745/10.0	9.3	7.9
11. WKIS	740/ 9.9	9.0	10.5
12. WORZ-F	593/ 7.9	7.6	9.8
13. WLOQ-F	579/ 7.8	6.6	6.7
14. WORL	518/ 6.9	8.6	7.3
15.			

12+ FM SHARE (METRO): 81.20% (976 of 1202) (SUM 86: 75.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBJW-F+	1. WBJW-F+	1. WBJW-F+	1. WJYO-F	1. WWKA-F	1. WSSP-F>	1. WSSP-F	1. WSSP-F>	1. WBJW-F+	1. WBJW-F+	1. WSSP-F
2. WHLY-F>	2. WDIZ-F	2. WJYO-F	2. WBJW-F+	2. WJYO-F	2. WWKA-F	2. WWKA-F	2. WJYO-F	2. WSSP-F	WDBO	2. WBJW-F+
3. WDIZ-F	3. WHTQ-F	3. WDIZ-F	3. WWKA-F	3. WBJW-F+	3. WDBO	3. WDJW-F+	3. WWKA-F	3. WWKA-F	3. WHLY-F	3. WWKA-F
WORL	4. WHLY-F	4. WWKA-F	4. WSTF-F	4. WSSP-F	4. WJYO-F	4. WDBO >	4. WBJW-F+	4. WJYO-F	4. WSSP-F	4. WHLY-F
5.	5. WJYO-F	5. WSTF-F	5. WSSP-F	5. WSTF-F	5. WBJW-F+	5. WHLY-F	5. WSTF-F	5. WHLY-F	5. WDIZ-F	5. WORL
	6. WORL	6. WHLY-F	6. WOCL-F		WKIS	WJYO-F		6. WDIZ-F		
								WORL		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBJW-F	1. WBJW-F+>	1. WSTF-F	1. WBJW-F+	1. WHTQ-F
2. WHLY-F	2. WJYO-F	2. WBJW-F	2. WJYO-F>	2. WBJW-F+
3. WJYO-F	3. WSTF-F	3. WOCL-F	3. WSTF-F	3. WWKA-F
4. WDIZ-F	4. WHLY-F	4. WJYO-F	4. WHLY-F	4. WSSP-F
5.	WOCL-F	5. WHTQ-F	5. WWKA-F	WSTF-F
	6. WHTQ-F	6. WWKA-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WORL	1. WDIZ-F>	1. WDIZ-F	1. WDIZ-F	1. WWKA-F
2. WDIZ-F	2. WORL	2. WHTQ-F>	2. WBJW-F+	2. WDIZ-F
3. WHLY-F	3. WHTQ-F	3. WJYO-F	WORL	3. WSSP-F
4. WBJW-F+	4. WHLY-F	WORZ-F	4. WWKA-F	4. WDBO
5. WHTQ-F	5. WBJW-F+	5. WOCL-F	5. WHTQ-F	5. WJYO-F
6. WWKA-F				6. WLOQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJL	1440	Winter Park	.3/1.6
WHOO	990	Orlando	.5/2.3
WOKB	1600	Winter Garden	.5/2.7
WWLV-F	94.5	Daytona Beach	.6/2.4
WPCV-F	97.5	Winter Haven	.4/1.9

RADIO STATIONS

WAJL, 1440,	5 KW/1 KW (DA-N)	, RELIGION		,$ 12.00	(---)	
WDBO, 580,	5 KW (DA-N)	, MOR	ABC-I,	$ 74.00*	(Katz)	New City
WKIS, 740,	5 KW/1 KW (DA-1)	, NEWS/TALK	NBC,ABC-T,	$ 60.00*	(Eastman)	Guy Gannett
WHOO, 990,	50 KW/5 KW (DA-N)	, ? ?	CBS,SMN,	$ 32.00*	(Torbet)	TK
WONQ, 1140,	4.1 KW (DAYS)	, SPANISH	UPI,	$ 15.00*	(Lotus)	
WORL, 1270,	5 KW (DA-N)	, BLACK	CBS-R,	$ 35.00*	(Mc-Guild)	
WBJW-F+, 105.1,	100 KW @ 1310, CHR		ABC-C,	$125.00	(Banner)	Nationwide
WDIZ-F , 100.3,	100 KW @ 890, AOR		ABC-R,	$ 85.00*	(MMR)	Shamrock-Lynett
WHLY-F , 106.7,	100 KW @ 875, CHR			,$105.00*	(Durpetti)	Southern Starr
WHTQ-F , 96.5,	100 KW @ 1609, AOR			,$ 60.00*	(Torbet)	TK
WJYO-F , 107.7,	100 KW @ 1613, SOFT AC			,$110.00*	(Mc-Guild)	Metroplex
WLOQ-F , 103.1,	3 KW @ 300, JAZZ			,$ 45.00*	(---)	
WWKA-F , 92.3,	100 KW @ 1341, COUNTRY			,$135.00*	(Katz)	New City
WOCL-F , 105.9,	100 KW @ 1650, CLASSIC/AC			,$ 70.00*	(Christal)	American (DE LAND)
WORZ-F , 101.9,	28 KW @ 1650, CLASSIC AOR			,$ 55.00*	(CBS)	Beasley (DAYTONA BEACH)
WSSP-F , 104.1,	100 KW @ 1580, BTFL/EZ			,$ 93.00*	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F , 101.1,	100 KW @ 1598, AC			,$ 84.00*	(Republic)	Capitol-Goodman (COCOA BEACH)

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PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,047,200

MSA Rank/Pop: 4/4,765,300
ADI # 4
Average Person Ratings: 19.2
Market TSL: 25.3 hours

Stations: 30/24
Diaries: 2727/1484:1/42.8%
Sample Target: 2440
% Below Line: 2.7
% Not Listed: 10.8

1986 Revenue: $104,800,000
HH Inc.: $33,761
Retail $: 31.9 Bil
Pop per Station: 168,633
#1 Biller: KYW $13,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Circh Share
1. WMMR-F	632/8.1	8.9	9.0	9.0	11.5	8.8	13.7
2. WUSL-F	609/7.8	7.4	7.2	7.2	6.9	7.4	10.1
3. KYW	564/7.2	6.8	7.6	7.0	6.5	7.2	5.1
4. WEAZ-F	503/6.5	7.4	9.0	7.9	7.2	7.7	4.1
5. WWDB-F	399/5.1	4.4	4.5	5.3	5.3	4.8	4.9
6. WKSZ-F	390/5.0	5.3	5.7	4.3	3.5	5.1	3.6
7. WXTU-F	361/4.6	3.3	3.2	3.9	3.8	3.8	3.5
8. WPEN	326/4.2	4.5	4.3	4.4	4.7	4.4	3.4
9. WMGK-F	322/4.1	5.1	4.5	4.1	5.0	4.5	3.4
10. WDAS-F	313/4.0	5.0	3.6	4.4	3.9	4.3	4.6
11. WYSP-F	309/4.0	4.2	4.5	4.5	3.6	4.3	6.3
12. WSNI-F	288/3.7	4.4	4.7	4.3	3.5	4.3	3.4
13. WCAU	286/3.7	3.5	3.0	2.8	4.1	3.3	4.7
14. WCAU-F	262/3.4	4.3	5.0	4.0	4.7	4.2	6.3
15. WEGX-F	257/3.3	3.0	1.6	1.7	1.6	2.4	4.8
16. WIOQ-F	180/2.3	2.3	2.9	2.5	2.5	2.5	2.3
17. WFLN-F	158/2.0	1.8	2.0	1.8	2.0	1.9	1.0
18. WIP	135/1.7	2.4	2.6	2.7	2.6	2.4	1.3.
19. WFIL	113/1.5	1.5	1.4	2.7	1.6	1.8	1.4
20. WDAS	92/1.2	1.1	1.5	1.5	1.1	1.3	.6
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WMMR-F	828/10812
2. WUSL-F	672/ 7077
3. WEAZ-F	627/ 7998
4. KYW	599/12601
5. WYSP-F	488/ 7861
6. WXTU-F	477/ 4842
7. WKSZ-F	464/ 7285
8. WWDB-F	441/ 4668
9. WMGK-F	384/ 6719
10. WCAU-F	363/ 7504
11. WPEN	335/ 4134
12. WDAS-F	333/ 4352
13. WCAU	329/ 6357
14. WSNI-F	319/ 5763
15. WEGX-F	290/ 5531
16. WIOQ-F	225/ 4716
17. WFLN-F	178/ 2697
18. WFMZ	162/ 1691
19. WIP	153/ 2779
20. WSTW	129/ 2222
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KYW 11706/28.9	25.6	26.1
2. WMMR-F 8025/19.8	20.8	23.9
3. WEAZ-F 6299/15.6	15.9	16.8
4. WUSL-F 5958/14.7	15.3	14.2
5. WKSZ-F 5753/14.2	14.6	10.1
6. WCAU-F 5637/13.9	16.9	15.9
7. WYSP-F 5624/13.9	14.2	12.6
8. WMGK-F 5359/13.2	14.7	16.5
9. WCAU 5312/13.1	13.7	14.0
10. WSNI-F 4861/12.0	11.5	11.0
11. WEGX-F 4647/11.5	10.9	7.3
12. WWDB-F 4024/ 9.9	9.8	9.9
13. WDAS-F 4001/ 9.9	10.4	9.8
14. WPEN 3888/ 9.6	9.9	10.1
15. WIOQ-F 3801/ 9.4	10.7	9.8
16. WXTU-F 3433/ 8.5	7.9	8.0
17. WFIL 2422/ 6.0	6.0	6.1
18. WIP 2410/ 6.0	7.8	7.4
19. WFLN-F 2122/ 5.2	5.6	6.3
20. WDAS 1373/ 3.4	4.4	4.3
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 74.14% (5148 of 6943) (SUM 86: 74.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WUSL-F>	1. WMMR-F>	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. KYW	1. KYW >	1. WMMR-F	1. WMMR-F	1. WUSL-F>	1. WUSL-F
2. WCAU-F	2. WUSL-F	2. WUSL-F>	2. WUSL-F	2. WKSZ-F	2. WEAZ-F	2. WMMR-F>	2. WEAZ-F	2. WEAZ-F	2. WCAU	2. WEAZ-F
3. WEGX-F	3. WYSP-F	3. WYSP-F	3. WMGK-F	3. WUSL-F	3. WWDB-F	3. WUSL-F	3. WKSZ-F	3. WUSL-F	3. WWDB-F	WXTU-F
4. WMMR-F	4. WDAS-F	4. WDAS-F	4. WSNI-F	4. WMGK-F	4. WPEN	4. WWDB-F	4. WUSL-F	4. WKSZ-F	4. WMMR-F	4. WMMR-F
5. WYSP-F	5. WEGX-F	WMGK-F	5. WKSZ-F	5. WSNI-F	5. WXTU-F	5. WPEN	5. WMGK-F	5. KYW	5. WDAS-F	5. WPEN
6. WDAS-F	6. WMGK-F	6. WSNI-F	6. WDAS-F	6. WXTU-F	6. WKSZ-F	6. WYSP-F	6. KYW	6. WMGK-F	6. WCAU-F	6. WKSZ-F
7.	7. WIOQ-F	7. WKSZ-F	7. KYW	7. KYW	7. WCAU	7. WEAZ-F	WPEN	7. WWDB-F	7. KYW	7. KYW
8.	8. WSNI-F	8. KYW	8. WXTU-F	8. WDAS-F	8.	8. WXTU-F	8. WXTU-F	8. WXTU-F	8. WEAZ-F	8. WDAS-F
9.	9.	WXTU-F	9. WYSP-F	9. WEAZ-F	9.	9.	9. WSNI-F	9. WSNI-F	9. WKSZ-F	WYSP-F
10.	10.	10.	10.	10. WYSP-F	10.	10.	10.	WYSP-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WUSL-F	1. WUSL-F	1. WMGK-F	1. WUSL-F	1. WKSZ-F
2. WMMR-F>	2. WMMR-F	2. WUSL-F	2. WMGK-F	2. WMGK-F
3. WCAU-F	3. WMGK-F	3. WMMR-F	3. WMMR-F	3. WSNI-F
4. WDAS-F	4. WDAS-F	4. WDAS-F	4. WKSZ-F	4. WUSL-F
5. WEGX-F	5. WEGX-F	5. WSNI-F	5. WSNI-F	5. KYW
6. WKSZ-F	WSNI-F	6. WEGX-F	6. WDAS-F	6. WMMR-F
7. WIOQ-F	7. WCAU-F	7. WKSZ-F	7. WCAU-F	7. WXTU-F
8. WMGK-F	8. WKSZ-F	8. WIOQ-F	WEGX-F	8. WDAS-F
9.	9. WIOQ-F	9. WCAU-F	9.	9. WEAZ-F
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>
2. WYSP-F	2. WYSP-F>	2. WYSP-F>	2. WYSP-F	2. WYSP-F
3. WUSL-F	3. WUSL-F	3. WIOQ-F	3. WUSL-F>	3. WUSL-F
4. WEGX-F	4. WDAS-F	4. WDAS-F	4. WDAS-F	4. WXTU-F
5. WDAS-F	5. WIOQ-F	5. WUSL-F	5. WXTU-F	5. KYW
6. WIOQ-F	6. WEGX-F>	6. WSNI-F	6. WIOQ-F	6. WDAS-F
7. WCAU-F	7. WSNI-F	7. WXTU-F	7. KYW	7. WKSZ-F
8.	8. WXTU-F	8. WMGK-F	WSNI-F	8. WEAZ-F
9.	9.	WWDB-F	9.	9. WSNI-F
10.	10.	10.	10.	10. WCAU

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHAT	1340	Philadelphia	1.0/2.3
WNAP	1110	Norristown, NJ	.7/1.0
WZZD	990	Philadelphia	.5/1.9
WFMZ-F	100.7	Allentown	.5/ .9
WJBR-F	99.5	Wilmington	.4/2.4
WXKW-F	101.5	Trenton	.3/1.2
WPST-F	97.5	Trenton	.5/2.6
WSTW-F	93.7	Wilmington	.4/2.4
WOR	710	New York	.3/1.0

RADIO STATIONS

AM STATIONS

KYW ,	1060,	50 KW (DA-1)	, NEWS	NBC,$283.00	(Group W)	Westinghouse
WCAU,	1210,	50 KW	, TALK/NEWS	CBS,$180.00	(CBS)	CBS
WDAS,	1480,	5 KW/1 KW (DA-2)	, BLACK	NBN,$ 55.00*	(HNWH)	Unity
WDVT,	900,	1 KW (DAYS,DA)	, TALK	,$ 43.00	(---)	
WFIL,	560,	5 KW (DA-2)	, OLDIES	ABC-D,$ 85.00*	(Mc-Guild)	
WHAT,	1340,	1 KW	, NOSTALGIA	SBN,$ 50.00*	(Roslin)	
WIP ,	610,	5 KW (DA-1)	, MOR/TALK	ABC-E,$110.00	(Katz)	
WPEN,	950,	5 KW (DA-N)	, NOSTALGIA	US 2,$155.00*	(MMR)	Greater Media
WPGR,	1540,	50 KW (DAYS,DA)	, OLDIES	US 1,$ 70.00*	(Durpetti)	Pyramid
WTEL,	860,	10 KW (DAYS,DA)	, SPANISH/RELIG	,$ 23.00	(Caballero)	
WYIS,	690,	1 KW (DAYS,DA)	, SPANISH	,$ 39.00	(Lotus)	(PHOENIXVILLE)
WZZD,	990,	50 KW/10 KW (DA-2)	, RELIGION	,$ 35.00	(---)	

FM STATIONS

WCAU,	98.1,	13 KW @ 1000,	CHR	CBS-R,$150.00	(CBS)	CBS
WDAS,	105.3,	3 KW @ 870,	BLACK	,$130.00	(HNWH)	Unity
WEAZ,	101.1,	13 KW @ 1010,	BTFL/EZ	,$270.00	(Mc-Guild)	
WFLN,	95.7,	50 KW @ 490,	CLASSICAL	,$ 95.00	(CMBS)	
WIOQ,	102.1,	30 KW @ 650,	AOR	,$165.00*	(Mc-Guild)	Outlet
WKSZ,	100.3,	35 KW @ 600,	SOFT AC	,$142.00*	(HNWH)	(MEDIA)
WMGK,	102.9,	50 KW @ 300,	AC	,$215.00	(MMR)	Greater Media
WMMR,	93.3,	25 KW @ 670,	AOR	Source,$375.00*	(Katz)	Metromedia
WSNI,	104.5,	13 KW @ 1008,	AC	US 1,$175.00*	(Durpetti)	Pyramid
WUSL,	98.9,	18 KW @ 830,	URBAN	ABC-F,$165.00*	(Eastman)	
WWDB,	96.5,	18 KW @ 850,	TALK	ABC-I,$130.00*	(Republic)	Panache
WXTU,	92.5,	50 KW @ 500,	COUNTRY	MBS,$140.00*	(Banner)	Beasley
WYSP,	94.1,	16 KW @ 900,	CLASSIC AOR	ABC-R,$175.00*	(Torbet)	Infinity
WEGX,	106.1,	23 KW @ 740,	CHR	ABC-C,$110.00*	(Christal)	Malrite

PHOENIX

Arbitron Rank/Pop (12+): 24/1,564,000

MSA Rank/Pop: 24/1,826,800
ADI # 22
Average Person Ratings: 17.9
Market TSL: 23.8 hours

Stations: 28/28
Diaries: 1506/1039:1/50.9%
Sample Target: 1460
% Below Line: 0
% Not Listed: 6.5

1986 Revenue: $60,100,000
HH Inc.: $30,579
Retail $: 13.6 Bil
Pop per Station: 55,857
#1 Biller: KNIX $8,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KNIX-F+	395/14.1	13.1	11.8	11.7	10.9	12.7	14.3
2. KMEO-F+	355/12.7	11.7	12.8	11.5	12.2	12.2	7.6
3. KZZP-F+	354/12.6	12.3	10.5	10.6	11.0	11.5	17.7
4. KTAR	209/ 7.5	7.0	9.3	9.4	9.5	8.3	4.5
5. KUPD-F	171/ 6.1	6.4	6.7	7.2	6.8	6.6	12.7
6. KOOL-F	118/ 4.2	3.8	3.4	3.4	3.8	3.7	4.0
7. KDKB-F	112/ 4.0	3.7	3.3	3.2	2.9	3.6	5.5
8. KSLX-F	108/ 3.9	4.5	3.7	3.7	3.4	4.0	4.8
9. KAMJ-F+	103/ 3.7	3.6	5.3	4.9	2.8	4.4	2.3
10. KKFR-F	81/ 2.9	3.2	2.5	2.8	3.6	2.9	3.0
11. KKLT-F	73/ 2.6	4.0	3.5	4.7	4.4	3.7	3.2
12. KLZI-F	72/ 2.6	3.0	2.9	2.6	3.2	2.8	2.5
13. KOOL	60/ 2.1	1.8	1.2	.3	.9	1.4	2.2
KPHX	60/ 2.1	1.3	1.9	1.1	---	1.6	.9
15. KFYI	56/ 2.0	2.5	3.0	2.2	1.9	2.4	2.1
16. KOY	52/ 1.9	1.8	2.4	2.5	2.4	2.2	1.2
KOY-F	52/ 1.9	2.4	2.1	2.4	2.3	2.2	1.6
KRDS	52/ 1.9	.9	.7	.8	.5	1.1	.4
19. KLFF	45/ 1.6	1.6	1.9	2.7	2.4	2.0	1.1
20. KONC-F	30/ 1.1	1.1	1.3	1.4	1.5	1.2	.8
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KNIX-F+	465/4635
2. KZZP-F+	402/4366
3. KMEO-F+	372/3294
4. KTAR	225/2959
5. KUPD-F	196/2474
6. KDKB-F	153/2058
7. KOOL-F	125/1840
8. KSLX-F	108/1756
9. KAMJ-F+	106/1541
10. KKFR-F	100/2128
11. KKLT-F	89/1907
12. KLZI-F	79/1434
13. KOOL	63/ 774
14. KPHX	60/ 288
15. KFYI	57/1036
16. KOY	53/1066
KOY-F	53/1384
18. KRDS	52/ 346
19. KLFF	45/ 637
20. KONC-F	30/ 408
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KZZP-F+ 3953/25.3	26.7	22.2
2. KNIX-F+ 3869/24.7	24.0	21.2
3. KMEO-F+ 3091/19.8	18.8	19.2
4. KTAR 2738/17.5	18.4	18.5
5. KUPD-F 2201/14.4	16.6	13.9
6. KKFR-F 1863/11.9	11.2	11.8
7. KDKB-F 1753/11.2	11.2	9.0
8. KSLX-F 1715/11.0	10.1	6.8
9. KOOL-F 1667/10.7	10.8	10.2
10. KKLT-F 1586/10.1	12.2	11.5
11. KAMJ-F+ 1442/ 9.2	7.8	7.0
12. KLZI-F 1390/ 8.9	9.7	7.7
13. KOY-F 1279/ 8.2	8.5	7.8
14. KFYI 1016/ 6.5	6.3	4.8
15. KOY 1055/ 6.4	6.5	8.5
16. KOOL 742/ 4.7	4.5	3.2
17. KLFF 628/ 4.0	3.6	4.2
18. KONC-F 508/ 3.2	2.8	3.2
19. KEYX-F 475/ 3.0	4.0	1.4
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 75.46% (1971 of 2612) (SUM 86: 73.39%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KZZP-F+>	1. KZZP-F+>	1. KNIX-F+	1. KNIX-F+>	1. KNIX-F+>	1. KMEO-F+
2. KUPD-F	2. KUPD-F	2. KZZP-F+	2. KZZP-F+	2. KZZP-F+	2. KNIX-F+>
3. KRDS-F	3. KNIX-F+	3. KUPD-F	3. KOOL-F	3. KOOL-F	3. KTAR >
4. KKFR-F	4. KSLX-F	4. KDKB-F	4. KSLX-F+	4. KMEO-F+	4.
5.	5. KDKB-F>	KOOL-F	5. KUPD-F	5. KSLX-F+	5.
6.	6. KKFR-F	KSLX-F+	6. KDKB-F	6. KUPD-F	6.
7.	7. KKLT-F	7. KMEO-F	7. KAMJ-F+	7. KAMJ-F+	7.
8.	KOOL-F	8. KAMJ-F+	KMEO-F	KDKB-F	8.
9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KNIX-F+	1. KMEO-F+	1. KNIX-F+	1. KZZP-F+>	1. KZZP-F+
2. KMEO-F+	2. KNIX-F+	2. KZZP-F+	2. KNIX-F+	2. KNIX-F+
3. KTAR	3. KZZP-F+>	3. KMEO-F+>	3. KMEO-F+	3. KMEO-F+>
4. KZZP-F+>	4. KTAR	4. KTAR	4. KTAR	4. KUPD-F
5. KUPD-F	5. KUPD-F	5. KUPD-F	5. KUPD-F>	5. KOOL-F
6. KOOL-F	6. KOOL-F	6. KAMJ-F+	6. KDKB-F	6. KDKB-F
7. KDKB-F	7. KAMJ-F+	7. KOOL-F	7. KKFR-F	7. KKFR-F
KSLX-F+	8.	8. KOY-F+	KOY	8.
9. KOY-F+	9.	9.	9.	9.
10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZP-F+>	1. KZZP-F>	1. KSLX-F+	1. KNIX-F+	1. KNIX-F+>
2. KUPD-F	2. KNIX-F+	2. KNIX-F+	2. KZZP-F+>	2. KMEO-F+
3. KRDS-F	3. KSLX-F+	3. KZZP-F+	3. KMEO-F+	3. KAMJ-F+
4. KNIX-F+	4. KUPD-F	4. KAMJ-F+	4. KAMJ-F+	KZZP-F+
5. KKLT-F	5. KKLT-F	5. KKLT-F	5. KSLX-F+	5. KSLX-F+
6. KKFR-F	6. KAMJ-F+	6. KDKB-F	6. KUPD-F	6. KLZI-F
KSLX-F+	7.	7. KLZI-F	7. KKLT-F	7. KKLT-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZAP-F+	1. KUPD-F	1. KUPD-F	1. KNIX-F+	1. KNIX-F+>
2. KUPD-F	KZZP-F+	2. KNIX-F+	2. KZZP-F+	2. KOOL-F
3. KDKB-F	3. KNIX-F+	3. KDKB-F	3. KUPD-F	3. KUPD-F
4. KNIX-F+	4. KDKB-F>	4. KSLX-F+	4. KDKB-F	4. KZZP-F+
5. KKFR-F	5. KSLX-F+	5. KZZP-F+	5. KOOL-F	5. KDKB-F
6.	6. KKFR-F	6. KOOL-F	6. KSLX-F+	6. KSLX-F+
7.	7. KOOL-F	7. KTAR	7. KTAR	7. KTAR
8.	KTAR	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYX-F	100.3	Globe	.9/3.0
KMLE-F	107.9	Chandler	.3/2.1
KVVA	860	Phoenix	.4/1.1
KXEG	1010	Phoenix	.3/1.3

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA)	, RELIGION		,$ 10.00	(---)	Ostrander-Wilson	
KFYI, 910, 5 KW (DA-N)	, NEWS/TALK	CBS,MBS,	$ 48.00*	(Republic)		
KHEP, 1280, 1 KW (DAYS)	, RELIGION		,$ 18.00	(---)		
KLFF, 1360, 5 KW/1 KW (DA-N)	, NOSTALGIA	ABC-D,	$ 31.00*	(---)		
KNTS, 1510, 10 KW (DAYS)	, ? ?		,$ 15.00	(---)		
KOOL, 960, 5 KW (DA-N)	, OLDIES	CBS-R,	$ 30.00*	(HNWH)	Adams	
KOY , 550, 5 KW/1 KW	, MOR	NBC,NBC-T,	$ 65.00*	(Eastman)	Edens	
KPHX, 1480, 1 KW/500 W (DA-2)	, SPANISH		,$ 34.00	(Caballero)		
KRDS, 1190, 5 KW/250 W	, RELIGION		,$ 22.00	(---)	Interstate	
KTAR, 620, 5 KW (DA-N)	, NEWS/TALK	NBC,ABC-I,ABC-T,	$140.00*	(CBS)	Pulitzer	
KUKQ, 1060, 5 KW/500 W (DA-N)	, COUNTRY		,$ 30.00*	(Masla)		
KVVA, 860, 1 KW (DA-N)	, SPANISH		,$ 32.00*	(Lotus)		
KXEG, 1010, 1 KW	, RELIGION		,$ 10.00	(---)	Mid-America Gospel	
KAMJ, 1230, 1 KW	, RELIGION	APR,	$ NA	(Durpetti)	EZ	

FM STATIONS

KAMJ , 101.5, 100 KW @ 1740, SOFT AC			,$ 77.00*	(Durpetti)	EZ	
KDKB , 93.3, 100 KW @ 1550, AOR		Source,	$ 65.00*	(Christal)	Sandusky	
KEYX , 100.3, 37 KW @ 3344, AOR			,$ 35.00*	(Torbet)		(GLOBE)
KKFR , 92.3, 100 KW @ 1600, CHR		ABC-C,	$ 50.00*	(Republic)		
KKLT , 98.7, 115 KW @ 1650, AC			,$ 95.00*	(CBS)	Pulitzer	
KLZI , 99.9, 100 KW @ 1680, AC			,$ 70.00*	(Christal)	Duffy	
KMEO+, 96.9, 100 KW @ 1556, BTFL/EZ			,$ 89.00*	(Group W)	Westinghouse	
KMLE , 107.9, 100 KW @ 1006, RELIGION			,$ 20.00*	(---)	Ostrander-Wilson	(CHANDLER)
KNIX+, 102.5, 100 KW @ 1610, COUNTRY			,$150.00*	(Katz)	Buck Owens	
KONC , 106.3, 2 KW @ 400, CLASSICAL		ABC-D,	$ 35.00	(CMBS)		(SUN CITY)
KOOL , 94.5, 100 KW @ 1620, OLDIES		CBS-R,	$ 81.00*	(HNWH)	Adams	
KOY , 95.5, 100 KW @ 1550, CHR			,$ 55.00*	(Eastman)	Edens	
KSLX , 100.7, 100 KW @ 1847, CLASSIC AOR			,$ 68.00*	(MMR)	First Media	
KVVA , 107.1, 2 KW @ 430, SPANISH			,$ 42.00*	(Roslin)		(APACHE JUNCTION)
KUPD , 97.9, 100 KW @ 1620, AOR			,$ 95.00*	(Masla)		
KZZP+, 104.7, 100 KW @ 1550, CHR			,$ 95.00*	(Mc-Guild)	Nationwide	

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PITTSBURGH

Arbitron Rank/Pop (12+): 14/2,026,400

MSA Rank/Pop: 18/2,136,000
ADI # 16
Average Person Ratings: 17.9
Market TSL: 23.8 hours

Stations: 30/29
Diaries: 1959/1034:1/51.1%
Sample Target: 1760
% Below Line: 0.4
% Not Listed: 7.8

1986 Revenue: $45,400,000
HH Inc : $29,950
Retail $: 12.6 Bil
Pop per Station: 69,876
#1 Biller: KDKA $11,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KDKA	504/13.9	14.6	14.1	13.8	13.2	14.1	15.7
2. WBZZ-F	420/11.6	9.9	9.6	9.4	7.9	10.1	12.4
3. WSHH-F	293/ 8.1	8.2	9.0	9.1	9.2	8.6	5.6
4. WDVE-F	264/ 7.3	8.0	7.7	7.7	9.9	7.7	9.6
5. WAMO-F	204/ 5.6	5.8	5.2	4.6	6.0	5.3	7.1
6. WMYG-F	190/ 5.3	3.9	2.8	1.4	2.6	3.4	7.2
7. WDSY-F	168/ 4.6	4.4	4.2	2.8	2.7	4.0	3.5
8. WWSW-F	153/ 4.2	4.4	4.6	5.7	5.1	4.7	4.3
9. WJAS	138/ 3.8	3.8	2.9	4.7	3.6	3.8	3.1
10. WHTX-F	135/ 3.7	3.5	4.6	4.7	4.7	4.1	3.1
11. WTKN	130/ 3.6	2.9	2.8	3.9	4.3	3.3	3.8
12. WLTJ-F	116/ 3.2	4.3	4.9	4.8	3.6	4.3	2.5
13. WYDD-F	74/ 2.0	2.2	2.9	2.9	2.8	2.5	3.8
14. WTAE	73/ 2.0	3.1	4.0	3.6	3.4	3.1	2.2
15. KQV	72/ 2.0	2.0	2.2	2.0	2.3	2.1	1.6
16. WEEP	67/ 1.9	1.1	.9	2.0	1.2	1.5	.8
17. WMBS	62/ 1.7	1.4	1.5	.9	.8	1.4	1.2
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KDKA	623/8325
2. WBZZ-F	523/6549
3. WDVE-F	377/5032
4. WSHH-F	353/3980
5. WMYG-F	224/3052
6. WAMO-F	213/2347
7. WDSY-F	209/2344
8. WWSW-F	200/3402
9. WHTX-F	147/2869
10. WJAS	144/1799
11. WLTJ-F	133/2058
12. WTKN	132/1830
13. WYDD-F	97/2526
14. WTAE	80/2217
15. WEEP	77/1025
16. WMBS	76/ 850
17. KQV	72/1357
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KDKA 6435/31.8	33.9	32.0
2. WBZZ-F 5269/26.0	23.6	20.4
3. WDVE-F 3581/17.7	16.6	20.0
4. WSHH-F 3173/15.7	16.8	16.5
5. WHTX-F 2632/13.0	13.1	13.7
6. WMYG-F 2604/12.9	10.6	8.5
7. WWSW-F 2502/12.3	12.6	12.3
8. WAMO-F 2145/10.6	10.3	11.3
9. WTAE 2131/10.5	10.1	11.0
10. WYDD-F 2102/10.4	9.4	10.3
11. WLTJ-F 1863/ 9.2	10.3	7.7
12. WDSY-F 1813/ 8.9	8.4	7.7
13. WJAS 1766/ 8.7	9.3	7.0
14. WTKN 1759/ 8.7	8.6	9.8
15. KQV 1328/ 6.6	7.0	8.4
16. WXXP-F 846/ 4.2	3.7	3.6
17. WEEP 834/ 4.1	3.0	3.3
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 65.19% (2174 of 3335) (SUM 86: 65.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBZZ-F>	1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F	1. KDKA >	1. KDKA >	1. WBZZ-F	1. WBZZ-F	1. KDKA >	1. WBZZ-F
2. WDVE-F	2. WDVE-F>	2. WDVE-F	2. WWSW-F	2. KDKA	2. WSHH-F>	2. WBZZ-F	2. WSHH-F>	2. KDKA	2. WBZZ-F>	2. KDKA
3. WAMO-F	3. WMYG-F	3. WMYG-F	3. WDVE-F	3. WWSW-F	3. WJAS	3. WSHH	3. WDVE-F	3. WSHH-F	3. WAMO-F	3. WDVE-F
4. WYDD-F	4. WAMO-F>	4. WAMO-F	4. WAMO-F	4. WDVE-F	4. WTKN	4. WDVE-F	4. KDKA	4. WDVE-F	4. WDVE-F	4. WMYG-F
5.	5. WWSW-F	5. WWSW-F	5. WMYG-F	5. WDSY-F	5. WDSY-F	5. WHTX-F	5. WDSY-F	5. WAMO-F	5. WTKN	5. WSHH-F
6.	6. WHTX-F	6. WHTX-F	6. WHTX-F	6. WAMO-F	6. WBZZ-F	6. WAMO-F	WMYG-F	WMYG-F	6. WSHH-F	6. WJAS
7.	7. WDSY-F	7. KDKA	7. KDKA	7. WHTX-F	7. WWSW-F	7. WMYG-F	7. WAMO-F	7. WDSY-F	7. WMYG-F	7. WAMO-F
8.	8.	8. WDSY-F	8. WDSY-F	8. WMYG-F	8.	8. WDSY-F	8. WJAS	8. WHTX-F	8. WWSW-F	8. WWSW-F
9.	9.	9.	9.	9.	9.	9.	9.	9. WJAS	9. WDSY-F	9. WDSY-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>
2. WAMO-F	2. WAMO-F	2. WAMO-F	2. WAMO-F	2. KDKA
3. WDVE-F	3. WDVE-F	3. WWSW-F	3. WWSW-F	3. WLTJ-F
4. WYDD-F	4. WWSW-F	4. WDVE-F	4. WLTJ-F	4. WWSW-F
5. WMYG-F	5. WMYG-F	5. WHTX-F	5. WDSY-F	5. WAMO-F
6. WWSW-F	6. WHTX-F	WMYG-F	6. WHTX-F	6. WHTX-F
7.	7. WLTJ-F	7. WLTJ-F	7. WMYG-F	7. WSHH-F
8.	8.	8.	8. KDKA	8. WDSY-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDVE-F	1. WDVE-F>	1. WDVE-F	1. WDVE-F	1. WDVE-F
2. WMYG-F	2. WBZZ-F	2. WBZZ-F	2. WBZZ-F	2. WBZZ-F
3. WBZZ-F>	3. WMYG-F>	3. WMYG-F	3. WMYG-F>	3. WDSY-F
4. WAMO-F	4. WAMO-F>	4. WAMO-F	4. WAMO-F	4. KDKA
5.	5. WDSY-F	5. WDSY-F	5. WDSY-F	5. WMYG-F
6.	6. WHTX-F	6. WHTX-F	6. WWSW-F	6. WWSW-F
7.	7.	7. WWSW-F	7. KDKA	7. WAMO-F
8.	8.	8.	8. WHTX-F	8. WHTX-F
9.	9.	9.	9.	WSHH-F
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASP	1130	Brownsville	.7/1.4
WBVP	1230	Beaver Falls	.5/1.3
WESA	940	Charleroi	.2/ .6
WESA-F	98.3	Charleroi	.3/1.1
WHJB	620	Greensburg	.9/2.2
WIXZ	1360	McKeesport	.8/2.3
WLSW-F	103.9	Scottdale	.3/1.0
WPIT-F	101.5	Pittsburgh	1.2/3.7
WPQR-F	99.3	Uniontown	.3/1.0
WSSZ-F	107.1	Greensburg	.3/1.3
WXXP-F	100.7	New Kensington	1.0/4.2
WYTK-F	95.3	Washington	.5/1.0
WELA-F	104.3	East Liverpool	.3/1.0

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,$200.00	(Group W)	Westinghouse	
KQV ,	1410,	5 KW (DA-2)	, NEWS	CBS,MBS,$ 48.00*	(CBS)		
WAMO,	860,	1 KW (DAYS,DA)	, BLACK	SBN,$ NA	(HNWH)	Sheridan	
WBVP,	1230,	1 KW (DA-1)	, MOR	ABC-I,$ 18.00*	(Dome)		(BEAVER FALLS)
WEDO,	810,	1 KW (DAYS)	, VARIETY	,$ 14.00	(---)		(McKEESPORT)
WEEP,	1080,	50 KW (DAYS,DA)	, OLDIES	ABC-I,$ 40.00*	(CBS)		
WHJB,	620,	2.5 KW/500 W (DA-2)	, MOR	MBS,$ 25.00	(Dome)		(GREENSBURG)
WIXZ,	1360,	5 KW/1 KW (DA-N)	, COUNTRY	SMN,$ 18.00	(---)		(McKEESPORT)
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	APR,$ 45.00*	(MMR)		
WKPA,	1150,	1 KW (DAYS,DA)	, AC	,$ 21.00	(Roslin)		(NEW KENSINGTON)
WPIT,	730,	5 KW (DAYS)	, RELIGION	,$ 25.00	(---)	Pyramid	
WTAE,	1250,	5 KW (DA-N)	, TALK	US 2,ABC-E,$ 80.00*	(Katz)	Hearst	
WTKN,	970,	5 KW (DA-2)	, TALK	ABC-T,ABC-I,$ 60.00*	(Mc-Guild)	Shamrock	

FM STATIONS

WAMO,	105.9,	72 KW @ 440,	BLACK	SBN,$ 55.00*	(HNWH)	Sheridan	
WBZZ,	93.7,	41 KW @ 547,	CHR	,$129.00*	(Banner)	EZ	
WDSY,	107.9,	50 KW @ 500,	COUNTRY	ABC-I,$ 57.00*	(CBS)	Entercom	
WDVE,	102.5,	55 KW @ 820,	AOR	Source,$110.00*	(Eastman)	Taft	
WHTX,	96.1,	50 KW @ 500,	AC	ABC-E,$ 85.00*	(Katz)	Hearst	
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	,$ 67.00*	(CBS)		
WMYG,	96.9,	15 KW @ 930,	CLASSIC ROCK	,$ 45.00*	(Christal)	Benns	
WPIT,	101.5,	48 KW @ 505,	RELIGION	,$ 28.00*	(---)	Pyramid	
WSHH,	99.7,	11 KW @ 930,	BTFL/EZ	,$ 77.00*	(MMR)		
WWKS,	106.7,	50 KW @ 520,	AC	ABC-F,$ 25.00*	(Dome)		(BEAVER FALLS)
WWSW,	94.5,	50 KW @ 810,	AC	ABC-D,$ 95.00*	(Mc-Guild)	Shamrock	
WXXP,	100.7,	20 KW @ 500,	AOR	,$ 35.00*	(---)		(NEW KENSINGTON)
WYDD,	104.7,	50 KW @ 500,	CHR	ABC-F,$ 48.00*	(Roslin)		

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PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,308,100

MSA Rank/Pop: 41/1,150,200
ADI # 25
Average Person Ratings: 15.0
Market TSL: 20.3 hours

Stations: 25/24
Diaries: 1622/806:1/48.6%
Sample Target: 1420
% Below Line: 0.4
% Not Listed: 9.6

1986 Revenue: $35,500,000
HH Inc.: $30,732
Retail $: 9.1 Bil
Pop per Station: 54,504
#1 Biller: KYW $5,400,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KKRZ-F	193/9.8	9.0	5.2	7.1	8.5	7.8	12.5
2. KGON-F	143/7.3	6.5	8.0	6.6	7.7	7.1	9.3
3. KUPL-F	131/6.7	6.5	5.7	4.6	5.6	5.9	3.5
4. KINK-F	127/6.5	6.1	7.8	7.1	6.9	6.9	8.4
5. KKCW-F	123/6.3	6.5	5.0	6.9	5.2	6.2	5.0
6. KXL-F	111/5.6	7.6	8.5	7.5	6.4	7.3	4.2
7. KEX	101/5.1	6.7	6.1	6.1	5.4	6.0	4.9
8. KXYQ-F	100/5.1	4.6	3.2	2.5	3.0	3.9	8.3
9. KXL	98/5.0	6.4	6.0	6.1	6.6	5.9	5.5
10. KYTE	87/4.4	4.3	3.7	3.6	3.3	4.0	2.0
11. KGW	78/4.0	4.1	5.1	4.8	4.8	4.5	2.8
12. KMJK-F	75/3.8	4.1	4.3	4.3	5.4	4.1	5.5
13. KWJJ-F	72/3.7	3.4	4.1	4.7	3.5	4.0	3.9
14. KYTE-F	59/3.0	3.0	2.6	2.6	1.8	2.8	3.2
15. KKLI-F	57/2.9	2.6	3.1	3.6	4.0	3.1	2.3
16. KWJJ	47/2.4	1.9	2.3	2.9	2.4	2.4	3.9
17. KSGO	41/2.1	2.7	1.6	2.2	2.5	2.2	2.6
18. KPDQ-F	38/1.9	1.4	2.3	1.6	1.7	1.8	1.0
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KKRZ-F	214/3139
2. KUPL-F	168/1840
3. KGON-F	165/2265
4. KXYQ-F	141/2153
5. KKCW-F	139/2164
6. KINK-F	137/1856
7. KXL-F	128/1581
8. KXL	117/1679
9. KEX	107/1697
10. KMJK-F	101/1944
11. KYTE	89/1110
12. KGW	87/1890
13. KWJJ-F	84/1184
14. KYTE-F	68/1311
15. KKLI-F	63/1180
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KKRZ-F	2877/22.0	21.2	19.5
2. KKCW-F	1959/15.0	13.7	12.4
3. KGON-F	1901/14.5	14.6	16.8
4. KINK-F	1713/13.1	12.6	13.4
5. KGW	1632/12.5	13.5	14.4
6. KMJK-F	1614/12.3	12.4	14.2
7. KXYQ-F	1584/12.1	9.8	6.6
8. KUPL-F	1582/12.1	11.2	10.6
9. KEX	1569/12.0	14.5	13.0
10. KXL	1513/11.6	14.7	12.5
11. KXL-F	1427/10.9	12.4	10.9
12. KYTE-F	1163/ 8.9	8.2	7.1
13. KYTE	1062/ 8.1	7.5	7.5
14. KWJJ-F	1028/ 7.9	7.6	6.2
15. KKLI-F	972/ 7.4	7.5	9.4
16. KWJJ	760/ 5.8	5.6	6.4
17. KSGO	732/ 5.6	6.4	6.9
18. KPDQ-F	547/ 4.2	5.3	5.3
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 69.55% (1236 of 1777) (SUM 86: 66.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKRZ-F	1. KGON-F	1. KGON-F	1. KINK-F	1. KINK-F	1. KXL-F	1. KUPL-F+	1. KKRZ-F	1. KKRZ-F	1. KKRZ-F	1. KKRZ-F
2. KXYQ-F>	2. KKRZ-F>	KKRZ-F	2. KGON-F	2. KUPL-F	2. KXL	2. KKRZ-F	2. KXL-F	2. KGON-F	2. KGON-F	2. KUPL-F
3.	3. KINK-F	3. KINK-F	3. KKCW-F	3. KGON-F	3. KYTE	3. KEX	3. KGON-F	3. KXYQ-F	3. KXYQ-F	3. KINK-F
4.	4. KKCW-F	4. KKCW-F	4. KUPL-F	4. KKCW-F	4. KEX	4. KXL	4. KKCW-F	4. KINK-F	4. KINK-F	4. KGON-F
5.	5. KMJK-F	5. KUPL-F>	5. KKRZ-F	5. KKRZ-F	5. KUPL-F	5. KGW	5. KUPL-F	5. KXL	5. KXL	5. KXL-F
6.	6. KUPL-F	6. KMJK-F	6. KEX	6. KEX	6. KKCW-F	6. KWJJ-F+	6. KINK-F	6. KKCW-F	6. KKCW-F	6. KKCW-F
7.	KXYQ-F	7. KGW	7. KGW	7.	KYTE-F	7.	7. KEX	7.	7.	7. KMJK-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKRZ-F>	1. KKRZ-F>	1. KINK-F	1. KKRZ-F	1. KKCW-F
2. KINK-F	2. KINK-F	2. KKCW-F	2. KINK-F	2. KINK-F
3. KXYQ-F	3. KKCW-F>	3. KKRZ-F	KKCW-F>	3. KUPL-F
4. KKCW-F	4. KXYQ-F	4. KGON-F	4. KUPL-F>	4. KKRZ-F
5. KMJK-F	5. KUPL-F	KUPL-F	5. KXYQ-F	5. KXL-F
6.	6. KGON-F	6. KKLI-F	6. KGON-F	6. KEX
7.	7. KKRZ-F	KWJJ-F	7. KKLI-F	7. KWJJ-F
8.	8.	8.	KWJJ-F	8.
9.	9.	9.	9. KGW	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGON-F>	1. KGON-F>	1. KGON-F>	1. KGON-F>	1. KGON-F
2. KKRZ-F	2. KINK-F	2. KINK-F	2. KINK-F	2. KINK-F
3. KMJK-F	KKRZ-F	3. KKRZ-F	3. KKRZ-F	3. KUPL-F
4. KXYQ-F	4. KGW	4. KGW	4. KUPL-F	4. KEX
5.	5. KKCW-F	5. KKCW-F	5. KMJK-F	5. KKCW-F
6.	6. KUPL-F	6. KUPL-F	6. KKCW-F	KKRZ-F
7.	7. KXYQ-F	7. KMJK-F	7. KEX	7. KGW
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKEY	1150	Portland	.8/1.4
KPDQ	800	Portland	.5/2.4
KSLM	1390	Salem	.4/1.1
KUPL	1330	Portland	1.3/3.2
KVIX	1290	Lake Oswego	.8/1.9
KYKN	1430	Keizer	.8/1.0
KFAT-F	106.1	Corvallis	.4/1.6

RADIO STATIONS

AM STATIONS

KAAR, 1480, 1 KW/2.5 KW (DA-N)	, OLDIES	CBS-R,$ 20.00*	(Roslin)			
KKUL, 1410, 5 KW (DAYS)	, ? ?	,$?	(---)			
KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I,$ 80.00	(Katz)	Taft		
KGW , 620, 5 KW (DA-N)	, AC	APR,$108.00	(MMR)	King		
KKEY, 1150, 5 KW (DAYS,DA)	, TALK	MBS,$ 32.00*	(---)			
KKSN, 910, 5 KW (DA-2)	, OLDIES	,$ 48.00*	(Republic)			
KPDQ, 800, 1 KW (DAYS,DA)	, RELIGION	,$ 25.00	(---)	Salem		
KRDR, 1230, 1 KW (DA-1)	, COUNTRY	,$ 35.00	(---)			
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	,$ 40.00*	(HNWH)	Ackerly		
KUIK, 1360, 5 KW (DA-N)	, COUNTRY	,$ NA	(---)			(HILLSBORO)
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	MBS,$ NA	(Banner)	Scripps-Howard		
KVAN, 1550, 10 KW (DA-N)	, MOR	,$ 19.00	(Moore)	Capps		
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E,$ 50.00*	(Eastman)	Park		
KXL , 750, 50 KW/10 KW (DA-1)	, NEWS/TALK	NBC,NBC-T,$ 75.00*	(Mc-Guild)	Alexander		
KYTE, 970, 5 KW (DA-1)	, NOSTALGIA	CBS,$ 56.00*	(Durpetti)	Henry		

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR		,$ 65.00*	(HNWH)	Ackerly	
KINK, 101.9, 100 KW @ 1611, AOR		,$120.00	(MMR)	King	
KKCW 103.3, 100 KW @ 1654, SOFT AC		,$ 70.00*	(Durpetti)	Trumper	
KKLI, 97.1, 100 KW @ 980, SOFT AC		,$ 50.00*	(Republic)		
KKRZ, 100.3, 100 KW @ 920, CHR		ABC-F,$ 80.00*	(Katz)	Taft	
KMJK, 106.7, 100 KW @ 877, CLAS. HITS		NBC,Source,$ 54.00*	(Christal)		
KPDQ, 93.7, 100 KW @ 247, RELIGION		,$ 25.00	(---)	Salem	
KUPL, 98.5, 100 KW @ 1100, COUNTRY		ABC-D,$ 59.00*	(Banner)	Scripps-Howard	
KWJJ, 99.5, 100 KW @ 920, COUNTRY		ABC-E,$ 60.00*	(Eastman)	Park	
KXL , 95.5, 100 KW @ 920, BTFL/EZ		,$ 73.00*	(Mc-Guild)	Alexander	
KYTE, 101.1, 100 KW @ 1635, CLASSICAL		,$ 57.00*	(Durpetti)	Henry	
KXYQ, 105.1, 100 KW @ 1099, CHR		CBS-R,$ 30.00	(Torbet)	Daytona	(SALEM)

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PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,239,900

MSA Rank/Pop: 58/,886,000
ADI # 42
Average Person Ratings: 18.8
Market TSL: 24.8 hours

Stations: 41/25
Diaries: 1508/822:1/46.4%
Sample Target: 1370
% Below Line: 14.0
% Not Listed: 8.4

1986 Revenue: $21,000,000
HH Inc.: $32,684
Retail $: 5.7 Bil
Pop per Station: 49,596
#1 Biller: WPRO-F $4,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WPRO-F	327/14.0	13.5	12.5	10.6	11.6	12.7	19.5
2. WLKW-F	254/10.9	11.0	11.2	10.5	10.5	10.9	9.2
3. WHJY-F	244/10.5	9.8	8.3	9.3	8.8	9.5	13.1
4. WWLI-F	152/ 6.5	5.9	6.1	5.7	6.8	6.1	5.7
5. WHJJ	132/ 5.7	5.9	7.5	8.8	5.9	7.0	5.0
WPRO	132/ 5.7	5.4	6.5	5.2	5.4	5.7	4.5
7. WBRU-F	83/ 3.6	3.6	3.9	3.0	5.0	3.5	3.5
8. WSNE-F	82/ 3.5	3.7	3.4	3.2	3.6	3.5	3.6
9. WHIM	80/ 3.4	2.3	1.1	1.6	1.3	2.1	2.1
10. WBSM	60/ 2.6	2.1	2.5	2.1	1.9	2.3	1.6
11. WMYS-F	54/ 2.3	3.2	2.7	1.9	2.3	2.5	2.3
12. WXKS-F	37/ 1.6	1.7	1.7	1.5	1.5	1.6	3.1
13. WBZ	36/ 1.5	2.0	1.5	2.4	2.2	1.9	1.1
14. WWRX-F	34/ 1.5	1.3	1.9	2.6	4.5	1.8	1.8
15. WWAZ	31/ 1.3	2.8	1.9	3.4	1.9	2.4	1.5

12+ TSA	1/4/CUME
1. WPRO-F	328/4096
2. WLKW-F	258/2693
3. WHJY-F	244/2739
4. WWLI-F	158/1923
5. WHJJ	132/1447
WPRO	132/2206
7. WBRU-F	83/1582
8. WSNE-F	82/1463
9. WHIM	80/ 577
10. WBSM	60/ 551
11. WMYS-F	55/ 832
12. WWRX-F	53/ 977
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WPRO-F	4077/32.9	32.2	27.6
2. WHJY-F	2727/22.0	23.1	19.8
3. WLKW-F	2666/21.5	20.6	19.3
4. WPRO	2185/17.6	16.1	15.4
5. WWLI-F	1812/14.6	14.1	13.0
6. WBRU-F	1582/12.8	13.0	13.8
7. WSNE-F	1463/11.8	11.8	11.0
8. WHJJ	1447/11.7	14.1	11.8
9. WMYS-F	820/ 6.6	6.5	7.0
10. WWRX-F	782/ 6.3	5.3	10.9
11. WXKS-F	705/ 5.7	6.2	5.9
12. WZOU-F	602/ 4.9	4.3	5.2
13. WBZ	584/ 4.7	4.1	4.9
14. WHIM	577/ 4.7	4.0	3.0
15. WBSM	551/ 4.4	4.0	3.3

12+ FM SHARE (METRO): 69.82% (1490 of 2134) (SUM 86: 71.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPRO-F>	1. WHJY-F	1. WPRO-F	1. WPRO-F>	1. WPRO-F>	1. WLKW-F>	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F	1. WPRO-F>
2. WHJY-F>	2. WPRO-F>	2. WHJY-F>	2. WWLI-F	2. WWLI-F	2. WHJJ	2. WHJY-F	2. WLKW-F	2. WLKW-F	2. WHJY-F>	2. WLKW-F
3.	3. WBRU-F	3. WWLI-F	3. WHJY-F	3. WLKW-F	3. WPRO	3. WPRO	3. WHJY-F	3. WHJY-F>	3. WLKW-F	3. WHJY-F
4.	4. WWLI-F	4. WBRU-F	4. WPRO	4. WHJY-F	4. WWLI-F>	4. WLKW-F	4. WWLI-F>	4. WWLI-F	4. WPRO	4. WWLI-F
5.	5. WSNE-F	5. WSNE-F	5. WSNE-F	5. WPRO	5. WHIM	5. WHJJ	5. WHJJ	5. WHJJ	5. WHJJ	5. WPRO
		6. WPRO	6. WLKW-F	6. WSNE-F	6. WPRO-F	6. WWLI-F	6. WSNE-F	6. WPRO	6. WBRU-F	6. WHIM
								7. WBRU-F	7. WWLI-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPRO-F	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>
2. WHJY-F>	2. WHJY-F>	2. WSNE-F	2. WHJY-F	2. WLKW-F
3. WWLI-F	3. WWLI-F	3. WHJY-F	3. WWLI-F	3. WWLI-F
4. WBRU-F	4. WSNE-F	4. WWLI-F	4. WSNE-F	4. WPRO
5.	5. WBRU-F	5. WMYS-F	5. WLKW-F	WSNE-F
				6. WMYS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHJY-F>	1. WHJY-F>	1. WHJY-F>	1. WHJY-F>	1. WHJY-F
2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO-F
3. WBRU-F	3. WBRU-F>	3. WBRU-F	3. WBRU-F	3. WWLI-F
4.	4. WWLI-F	4. WSNE-F	4. WWLI-F	4. WPRO
5.	5. WSNE-F	WWLI-F	5. WPRO	5. WSNE-F
	6. WWRX-F	6. WWRX-F	6. WSNE-F	6. WBRU-F
				WLKW-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	.5/1.1
WALE	1400	Fall River	.7/2.4
WARA	1320	Attleboro	.3/1.2
WEAN	990	Providence	1.2/3.0
WERI	1230	Westerly	.3/ .8
WICE	550	Pawtucket	.8/3.7
WJFD-F	97.3	New Bedford	.3/ .6
WNBH	1340	New Bedford	1.1/2.4
WNRI	1380	Woonsocket	.4/1.8
WOTB-F	100.3	Middleton	.7/1.9
WSAR	1480	Fall River	.3/2.2
WWON	1240	Woonsocket	.6/2.5

See Boston for more information about the following:

WAAF-F	.7/3.0	WEEI	.6/2.2	WRKO	.4/1.9
WBCN-F	1.1/4.4	WJIB-F	.4/1.9	WROR-F	.8/4.1
WBOS-F	1.2/3.0	WMRO-F	.4/1.5	WVBF-F	.3/1.3
WCRB-F	.5/1.7	WPLM-F	.9/3.6	WZLX-F	.9/3.4
				WZOU-F	1.4/4.9

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS,$ 25.00	(Masla)		
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	ABC-I,NBC-T,$ 60.00*	(Katz)		
WICE, 550, 1 KW/500 W (DA-N)	, OLDIES	US 1,$ 22.00*	(Republic)		
WPRO, 630, 5 KW (DA-N)	, MOR/AC	ABC-D,$ 70.00*	(Katz)	Cap Cities/ABC	
WRCP, 1290, 5 KW/1 KW (DA-2)	, ETHNIC	,$ 17.00	(NE Spot)		
WRIB, 1220, 1 KW (DYS)	, RELIGION	,$ 10.00	(---)		
WWAZ, 790, 5 KW (DA-N)	, NOSTALGIA	US 2,$ 48.00*	(Mc-Guild)	Eastern	
WBRU-F, 95.5, 20 KW @ 440, AOR		Source,$ 47.00*	(MMR)		
WWRX-F, 103.7, 50 KW @ 500, CHR		,$ 43.00*	(Roslin)		
WHJY-F, 94.1, 50 KW @ 500, AOR		ABC-R,$ 77.00*	(Katz)	Federal	
WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ		ABC-D,$ 83.00*	(Christal)	Wilkes-Schwartz	
WPRO-F, 92.3, 39 KW @ 550, CHR		ABC-C,$105.00*	(Katz)	Cap Cities/ABC	
WSNE-F, 93.3, 50 KW @ 500, AC		ABC-E,$ 58.00*	(Eastman)	Beck-Ross	(TAUNTON, MA)
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		Trans,$ 64.00*	(Mc-Guild)	Eastern	
WMYS-F, 98.1, 50 KW @ 500, AC		,$ 40.00*	(Torbet)	Hall	(NEW BEDFORD, MA)

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RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 62/545,100

MSA Rank/Pop: 76/634,800
ADI # 37
Average Person Ratings: 16.1
Market TSL: 21.5 hours

Stations: 21/17
Diaries: 1062/513:1/46.0%
Sample Target: 890
% Below Line: 3.4
% Not Listed: 17.3

1986 Revenue: $22,700,000
HH Inc.: $32,521
Retail $: 4.6 Bil
Pop per Station: 32,065
#1 Biller: WRAL-F $4,700,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WRDU-F	96/10.9	7.9	7.2	5.2	7.0	7.8	11.0
2. WQDR-F	72/ 8.2	8.1	7.3	5.5	6.3	7.3	7.5
3. WPTF	71/ 8.1	9.0	9.1	10.0	6.9	9.1	6.3
4. WRAL-F	69/ 7.9	7.7	8.9	11.5	9.8	9.0	7.5
5. WDCG-F	68/ 7.8	7.4	5.8	5.4	5.8	6.6	8.0
6. WQOK-F	64/ 7.3	---	---	---	---	NM	8.7
7. WZZU-F	46/ 5.2	5.4	5.0	5.5	4.3	5.3	4.8
8. WYLT-F	36/ 4.1	5.9	4.6	5.9	5.9	5.1	3.0
9. WFXC-F	35/ 4.0	6.1	9.3	9.8	9.8	7.3	8.1
10. WTRG-F	29/ 3.3	4.5	4.6	6.2	2.4	4.7	4.8
WLLE	29/ 3.3	2.8	4.7	2.1	3.1	3.2	1.8
12. WDUR	23/ 2.6	4.7	2.9	2.1	2.6	3.1	3.1
13. WDNC	20/ 2.3	2.6	3.8	3.3	3.6	3.0	1.5
14.							
15.							

12+ TSA	1/4/CUME
1. WRAL-F	206/3510
2. WQDR-F	204/2428
3. WRDU-F	143/1962
4. WPTF	130/1548
5. WDCG-F	125/2662
6. WQOK-F	102/1174
7. WKRR-F	96/1054
8. WZZU-F	95/1790
9. WTRG-F	87/1741
10. WPCM-F	81/ 962
11. WYLT-F	74/1231
12. WNCT-F	48/ 666
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WDCG-F	1205/22.1	19.9	19.1
2. WRAL-F	1149/21.1	20.6	22.2
3. WRDU-F	1081/19.8	16.1	14.0
4. WPTF	926/17.0	16.4	18.2
5. WZZU-F	879/16.1	14.7	13.8
6. WQDR-F	777/14.3	14.1	12.1
7. WYLT-F	680/12.5	11.4	13.2
8. WQOK-F	678/12.4	----	----
9. WFXC-F	653/12.0	15.6	13.5
10. WTRG-F	632/11.6	11.3	5.0
11. WKIX	367/ 6.7	8.3	5.6
12. WDNC	366/ 6.7	7.3	9.0
13. WLLE	334/ 6.1	4.9	7.3
14. WDUR	241/ 4.4	5.8	6.1
15.			

12+ FM SHARE (METRO): 74.48% (540 of 725) (SUM 86: /1.88%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WZZU-F	1. WRDU-F>	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WPTF >
2. WDLG-F>	2. WQOK-F	2. WQOK-F	2. WRAL-F	2. WRAL-F	2. WQDR-F
3. WFXC-F	3. WDCG-F>	WRAL-F	3. WQDR-F	3. WQDR-F	3. WRAL-F>
4. WQOK-F	4. WQDR-F	4. WDCG-F	4. WQOK-F	4. WQOK-F	4. WYLT-F
5. WRDU-F	5. WRAL-F	WQDR-F	5. WDCG-F	5. WYLT-F	5.
	6. WZZU-F		6. WYLT-F		

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPTF	1. WRDU-F	1. WRDU-F	1. WQOK-F	1. WRDU-F>
2. WRDU-F	2. WRAL-F	2. WDCG-F	2. WRDU-F	2. WQOK-F
3. WRAL-F	3. WDCG-F	3. WQDR-F	3. WPTF	3. WDCG-F
4. WQDR-F	4. WQDR-F	4. WRAL-F	4. WQDR-F	4. WQDR-F
5. WDCG-F	5. WPTF	5. WQOK-F	5. WDCG-F	5. WPTF
	6. WQOK-F	6. WPTF	6. WZZU-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDCG-F>	1. WDCG-F>	1. WDCG-F	1. WDCG-F	1. WRAL-F
2. WQOK-F	2. WRDU-F	2. WRDU-F	2. WQOK-F	2. WDCG-F
WZZU-F	3. WQOK-F	3. WQOK-F	3. WRAL-F	WRDU-F
4. WRDU-F	4. WRAL-F	4. WRAL-F	WRDU-F>	4. WQOK-F
5. WRAL-F	WZZU-F	5. WFXC-F	5. WYLT-F	WYLT-F
		WYLT-F	WZZU-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRDU-F>	1. WRDU-F>	1. WRDU-F>	1. WRDU-F>	1. WRDU-F>
2. WQDR-F	2. WQOK-F	2. WQOK-F	2. WQDR-F	2. WQDR-F
WQOK-F	3. WQDR-F>	3. WQDR-F	3. WRAL-F	3. WRAL-F>
4. WZZU-F	4. WDCG-F	4. WFXC-F	4. WQOK-F	4. WQOK-F
5. WDCG-F	WTRG-F	WRAL-F	5. WTRG-F	5. WPTF
WTRG-F				6. WTRG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKIX	850	Raleigh	1.8/6.7
WPJL	1240	Raleigh	1.0/3.3
WSRC	1410	Durham	1.3/2.0
WTIK	1310	Durham	.7/1.7
WKRR-F	92.3	Asheboro	.3/3.1
WNCT-F	107.9	Greenville	.3/1.3
WPCM-F	101.1	Burlington	1.3/4.4
WQMG-F	97.1	Greensboro	.9/3.4

RADIO STATIONS

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WNDC,  620,  5 KW/1 KW (DA-2)   , NOSTALGIA        CBS,$ 32.00* (Republic)
WDUR, 1490,  1 KW               , BLACK              ,$ 21.00* (Eastman)
WKIX,  850, 10 KW/5 KW (DA-N)   , OLDIES           US 2,$ 30.00* (Christal)     Metroplex
WLLE,  570, 500 W (DAYS)        , BLACK             SBN,$ 20.00* (Masla)
WPTF,  680, 50 KW (DA-N)        , MOR/TALK     ABC-I,NBC,$ 80.00* (Mc-Guild)     Durham Life

WDCG-F,  95.1,  99 KW @ 1141, CHR                ABC-F,$ 72.00* (Republic)
WFXC-F, 107.1,   3 KW @  300, BLACK                   ,$ 51.00* (Eastman)
WQDR-F,  94.7, 100 KW @ 1025, COUNTRY            ABC-E,$ 77.00* (Mc-Guild)     Durham Life
WRAL-F, 101.5, 100 KW @ 1900, AC                      ,$105.00* (Katz)         Capitol-Goodmon
WRDU-F, 106.1, 100 KW @ 1350, AOR               Source,$ 73.00* (MMR)          Voyager
WTRG-F, 100.7, 100 KW @ 1968, AC                      ,$ 66.00* (Banner)       Capitol-Johnson
WYLT-F,  96.1,  98 KW @  930, SOFT AC            Trans,$ 79.00* (Christal)     Metroplex
WZZU-F,  93.9, 100 KW @ 1811, CHR                     ,$ 75.00  (Torbet)       Village
WQOK-F,  97.5, 100 KW @  ?? , BLACK (?)               ,$  NA    (HNWH)                          (S. BOSTON)
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WZFX - See Fayetteville

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RICHMOND

Arbitron Rank/Pop (12+): 54/687,900

MSA Rank/Pop: 63/812,000
ADI # 58
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 20/20
Diaries: 1343/512:1/57.5%
Sample Target: 1020
% Below Line: 0
% Not Listed: 8.2

1986 Revenue: $21,900,000
HH Inc.: $33,752
Retail $: 5.6 Bil
Pop per Station: 34,395
#1 Biller: WRVA $4,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WPLZ-F	171/14.5	12.6	16.0	12.3	14.5	13.9	19.5
2. WRVQ-F	157/13.3	11.6	12.3	11.4	12.1	12.2	14.8
3. WRVA	146/12.4	15.0	13.9	15.7	11.5	14.3	8.2
4. WRXL-F	144/12.2	10.8	9.2	10.5	11.4	10.7	16.2
5. WEZS-F	106/ 9.0	9.1	7.2	7.7	9.1	8.3	7.5
6. WTVR-F	65/ 5.5	5.9	6.8	5.8	7.1	6.0	5.2
7. WQSF-F	52/ 4.4	5.5	5.1	5.0	3.4	5.0	3.6
8. WKIE	46/ 3.9	2.8	2.1	1.3	1.1	2.5	4.6
9. WPLZ	39/ 3.3	1.1	1.4	1.5	2.0	1.8	1.9
10. WRNL	31/ 2.6	2.1	3.2	3.7	2.4	2.9	1.2
11. WCDX-F	30/ 2.5	3.7	3.0	4.4	5.2	3.4	2.0
12. WLEE	25/ 2.1	1.9	2.3	3.7	2.5	2.5	1.3
13. WANT	17/ 1.4	1.8	1.5	1.0	1.6	1.4	.8
14. WKHK-F	16/ 1.4	3.8	3.3	1.5	1.8	2.5	3.6

12+ TSA	1/4/CUME
1. WRVQ-F	192/2399
2. WPLZ-F	185/1578
3. WRXL-F	163/1857
4. WRVA	156/1943
5. WEZS-F	130/1804
6. WTVR-F	87/1141
7. WQSF-F	66/ 958
8. WKIE	46/ 446
9. WPLZ	41/ 280
10. WRNL	33/ 491
11. WCDX-F	32/ 734
12. WLEE	26/ 390
13.	
14.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WRVQ-F	2051/29.8	28.1	29.8
2. WRVA	1723/25.0	29.3	26.6
3. WRXL-F	1546/22.5	18.6	18.8
4. WEZS-F	1439/20.9	19.6	21.3
5. WPLZ-F	1406/20.4	20.2	20.1
6. WTVR-F	819/11.9	14.3	15.0
7. WQSF-F	776/11.3	9.6	8.2
8. WCDX-F	689/10.0	9.2	16.7
9. WKIE	435/ 6.3	6.4	4.0
10. WRNL	434/ 6.3	7.5	7.2
11. WLEE	379/ 5.5	4.0	6.1
12. WANT	374/ 5.4	5.3	6.5
13. WKHK-F	301/ 4.4	7.5	5.2
14.			

12+ FM SHARE (METRO): 68.91% (747 of 1084) (SUM 86: 72.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRVQ-F>	1. WPLZ-F	1. WPLZ-F	1. WPLZ-F	1. WPLZ-F	1. WRVA >	1. WRVA >	1. WRXL-F	1. WPLZ-F	1. WPLZ-F>	1. WPLZ-F
2. WPLZ-F	2. WRXL-F>	2. WRXL-F	2. WRVQ-F	2. WEZS-F	2. WEZS-F	2. WRVQ-F	2. WEZS-F	2. WRVQ-F	2. WRVA	2. WRXL-F
WRXL-F	3. WRVQ-F>	3. WRVQ-F	3. WRXL-F	3. WRVQ-F	WTVR-F	3. WRXL-F	3. WRVQ-F	3. WRXL-F>	3. WRVQ-F>	3. WRVQ-F
4. WKIE	4. WEZS-F>	4. WEZS-F	4. WEZS-F>	4. WRXL-F>	4. WQSF-F	4. WEZS-F	4. WPLZ-F	4. WRVA	4. WRXL-F	4. WTVR-F+
5.	5.	5.	5. WRVA	5. WRVA	5. WPLZ-F	5. WPLZ-F>	WRVA	5. WEZS-F>	5. WPLZ-F	5. WRVA
			6. WTVR-F	6. WTVR-F	6. WRVQ-F		6. WTVR-F+	6. WTVR-F+	6. WTVR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPLZ-F	1. WPLZ-F>	1. WPLZ-F>	1. WPLZ-F	1. WPLZ-F
2. WRVQ-F	2. WRVQ-F	2. WEZS-F	2. WEZS-F	2. WEZS-F
3. WEZS-F	3. WEZS-F	3. WRVQ-F	WRVQ-F>	3. WRVQ-F
WPLZ-F	4. WRXL-F>	WRXL-F	4. WRXL-F	4. WRVA
5. WRXL-F	5.	5.	5. WRVA	5. WRXL-F
				6. WTVR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRXL-F>	1. WRXL-F>	1. WRXL-F	1. WRXL-F	1. WPLZ-F
2. WPLZ-F>	2. WPLZ-F>	2. WPLZ-F>	2. WPLZ-F>	2. WRXL-F>
3. WRVQ-F	3. WRVQ-F>	3. WRVQ-F	3. WRVQ-F>	3. WRVQ-F
4.	4.	4. WEZS-F	4. WEZS-F>	4. WEZS-F
5.	5.	5. WKIE	5.	5. WRVA
		6. WCDX-F		6. WTVR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANI	1320	Richmond	.3/1.1
WDYL-F	92.1	Chester	.5/2.9
WFTH	1590	Richmond	1.2/2.3
WRGF	1450	Highland	.3/1.4
WTVR	1380	Richmond	.4/3.2
WXGI	950	Richmond	.5/1.0

RADIO STATIONS

WANT, 990, 1 KW (DAYS)	, BLACK	NBN,$ 17.00*	(Masla)			
WFTH, 1590, 5 KW (DAYS)	, RELIGION	,$ 14.00*	(---)	Willis		
WKIE, 1540, 10 KW (DAYS,DA)	, BLACK	APR,$ 20.00*	(Roslin)			
WLEE, 1440, 5 KW (DA-2)	, NOSTALGIA	CBS,$ 31.00*	(HNWH)	Gilcom		
WPLZ, 1240, 1 KW	, RELIGION	US 2,$ 11.00*	(Mc-Guild)			(PETERSBURG)
WRNL, 910, 5 KW (DA-N)	, OLDIES	UPI,$ NA	(Katz)	Capitol-Goodmon		
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC,$110.00*	(Eastman)	Edens		
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NM	(MMR)	Park		
WCDX-F, 92.7, 2.7 KW @ 340, AC		,$ 35.00*	(Torbet)	Sinclair		
WEZS-F, 103.7, 20 KW @ 750, AC		,$ 85.00*	(MMR)	EZ		
WKHK-F, 95.3, 3 KW @ 300, COUNTRY		ABC-D,$ 28.00*	(Christal)	Brill		(COLONIAL HEIGHTS)
WPLZ-F, 99.3, 3 KW @ 300, BLACK		US 1,$ 60.00*	(Mc-Guild)			
WQSF-F, 96.5, 50 KW @ 440, BTFL/AC		,$ 48.00*	(HNWH)			(WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355, CHR		ABC-C,$ 95.00*	(Eastman)	Edens		
WRXL-F, 102.1, 140 KW @ 320, MOR		,$ NA	(Katz)	Capitol-Goodmon		
WTVR-F, 98.1, 50 KW @ 840, COUNTRY		ABC-E,$ 56.00*	(MMR)	Park		

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RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 39/929,000

MSA Rank/Pop: 19/1,939,500
Los Angeles ADI
Average Person Ratings: 16.0
Market TSL: 21.8 hours

Stations: 46/17
Diaries: 1520/612:1/47.0%
Sample Target: 1280
% Below Line: 56.6
% Not Listed: 12.5

1986 Revenue: $12,500,000
HH Inc.: $32,016
Retail $: 11.4 Bil
Pop per Station: 54,700
#1 Biller: KGGI-F $2,600,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KGGI-F	126/8.5	7.4	7.5	6.6	8.4	7.5	10.8
2. KDUO-F	124/8.3	7.7	7.5	7.0	5.6	7.6	5.3
3. KRTH-F	110/7.4	7.2	5.0	4.8	4.3	6.1	6.0
4. KIIS-F	97/6.5	5.5	5.6	6.4	6.2	6.0	9.9
5. KLOS-F	53/3.6	4.2	4.3	3.7	3.8	4.0	7.2
6. KNX	49/3.3	2.3	3.4	3.4	2.8	3.1	2.2
7. KFI	48/3.2	3.8	4.3	3.2	4.1	3.6	1.8
8. KOST-F	46/3.1	3.4	4.2	3.7	4.6	3.6	2.7
9. KBIG-F	44/3.0	2.7	2.8	2.5	2.1	2.8	1.6
10. KCAL-F	43/2.9	2.5	3.6	2.7	2.4	2.9	7.0
11. KCKC	38/2.5	2.9	2.7	2.7	2.7	2.7	2.8
12. KFXM	37/2.5	3.2	2.4	4.5	2.8	3.2	1.3
KROQ-F	37/2.5	2.2	1.8	2.9	2.1	2.4	2.1
14. KQLH-F	36/2.4	3.1	2.4	2.9	2.3	2.7	1.5
15. KNTF-F	32/2.1	1.4	1.7	1.6	.8	1.7	.7

12+ TSA	1/4/CUME
1. KGGI-F	153/2319
2. KDUO-F	152/1579
3. KIIS-F+	148/2275
4. KRTH-F	144/1894
5. KLOS-F	87/1252
6. KBIG-F	86/1112
7. KOST-F	78/1307
KFI	78/1402
9. KROQ-F	74/ 841
10. KNX	69/1244
11. KCAL-F	67/ 908
12. KPWR-F	55/ 862
13. KNTF-F	54/ 673
14. KABC	48/ 847
15. KQLH-F	43/ 824

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KGGI-F	1790/19.2	18.6	17.4
2. KIIS-F+	1515/16.3	16.2	14.7
3. KRTH-F	1372/14.8	15.2	11.6
4. KDUO-F	1137/12.2	12.9	10.6
5. KFI	886/ 9.5	10.5	12.9
6. KOST-F	841/ 9.0	10.6	9.3
7. KLOS-F	826/ 8.9	8.6	8.0
8. KNX	821/ 8.8	7.6	9.2
9. KOLA-F	752/ 8.1	9.7	9.1
10. KCAL-F	691/ 7.4	7.0	6.6
11. KBIG-F	684/ 7.4	7.4	5.5
12. KQLH-F	646/ 6.9	6.8	6.6
13. KROQ-F	546/ 5.9	5.6	5.1
14. KPWR-F	520/ 5.6	7.8	6.0
15. KCKC	519/ 5.6	5.7	5.3

12+ FM SHARE (METRO): 75.40% (984 of 1305) (SUM 86: 68.72%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KGGI-F	1. KRTH-F	1. KRTH-F	1. KRTH-F>	1. KRTH-F	1. KDUO-F>
2. KIIS-F+	2. KGGI-F	2. KGGI-F	2. KGGI-F	2. KGGI-F	2. KNX
3.	3. KIIS-F+	3. KIIS-F+	3. KIIS-F+>	3. KIIS-F+	3. KRTH-F
4.	4. KLOS-F	4. KLOS-F	4. KOST-F	4. KDUO-F	4. KFXM
5.	5. KCAL-F	5. KCAL-F KOST-F	5. KLOS-F	5. KOST-F	5. KCKC

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIIS-F+	1. KDUO-F	1. KGGI-F	1. KGGI-F>	1. KDUO-F
2. KDUO-F	2. KRTH-F	2. KDUO-F	2. KDUO-F	2. KGGI-F
3. KRTH-F	3. KGGI-F	KRTH-F	3. KOST-F	KRTH-F
4. KGGI-F>	4. KIIS-F+>	4. KIIS-F+	4. KIIS-F+	4. KIIS-F+>
5. KFI	5. KBIG-F	5. KLOS-F	5. KFI	5. KFXM

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGGI-F	1. KGGI-F	1. KRTH-F	1. KGGI-F	1. KGGI-F
2. KIIS-F+	2. KIIS-F+	2. KGGI-F	2. KRTH-F	2. KRTH-F>
3. KOLA-F	3. KRTH-F	3. KIIS-F+	3. KIIS-F+	3. KDUO-F
KOST-F	4. KOST-F	4. KOST-F	4. KOST-F	4. KIIS-F+
5.	5. KOLA-F	5. KOLA-F	5. KBIG-F	5. KOST-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOS-F	1. KRTH-F	1. KRTH-F>	1. KRTH-F>	1. KRTH-F>
2. KCAL-F	2. KLOS-F	2. KLOS-F>	2. KLOS-F	2. KLOS-F
3. KROQ-F	3. KGGI-F	3. KGGI-F	3. KIIS-F+	3. KGGI-F
4. KIIS-F+	4. KCAL-F	4.	4. KGGI-F	KIIS-F+
5. KGGI-F	5. KIIS-F+ KROQ-F	5.	5. KCAL-F	5. KNX

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	1.5/2.6
KCAL	1410	Redlands	1.3/2.1
KDIF	1440	Riverside	.4/1.1
KHSJ	1320	Hemet	.8/1.6
KHYE-F	105.7	Hemet	.3/ .7
KLFE	1240	San Bernardino	.5/1.4
KMEN	1290	San Bernardino	.9/3.0
KOLA-F	99.9	San Bernardino	2.0/8.1
KWDJ-F	92.7	Riverside	.9/2.5
KWRM	1370	Corona	.5/1.1
KDES-F	104.7	Palm Springs	.3/ .8
KWXY-F	98.5	Cathedral City	.5/ .8

See Los Angeles for more information about the following:

KABC	1.6/5.4	KLAC	1.4/3.3	KPWR-F	2.1/5.6
KBRT	.6/1.7	KLSX-F	.7/2.6	KRLA	.7/2.4
KFAC-F	.7/2.9	KLVE-F	.6/1.5	KTNQ	.3/ .9
KFWB	.4/2.9	KMPC	1.6/4.4	KTWV-F	1.1/4.1
KIQQ-F	1.1/3.9	KNAC-F	.7/1.1	KUTE-F	.6/1.7
KKGO-F	1.5/2.9	KNX-F	.7/3.6	KZLA-F	1.1/3.7

RADIO STATIONS

KCAL, 1410, 5 KW/1 KW (DA-N)	, SPANISH	UPI,$ 20.00	(Lotus)	
KCKC, 1350, 5 KW/500 W (DA-2)	, COUNTRY	ABC-I,$ 35.00	(HNWH)	
KFXM, 590, 1 KW (DA-2)	, NOSTALGIA	ABC-D,ABC-E,$ 24.00*	(Katz)	Henry
KMEN, 1290, 5 KW (DA-2)	, OLDIES/AC	,$ 22.00*	(Mc-Guild)	American
KCAL-F, 96.7, 3 KW @ 300, AOR		CBS-R,$ 34.00*	(Torbet)	
KDUO-F, 97.5, 72 KW @ 1530, BTFL/EZ		ABC-D,$ 67.00*	(Katz)	Henry
KGGI-F, 99.1, 3 KW @ 1530, CHR		,$ 80.00*	(Mc-Guild)	American
KNTF-F, 93.5, 3 KW @ -165, COUNTRY		,$ 37.00	(HNWH)	
KOLA-F, 99.9, 31 KW @ 1360, CHR		ABC-R,$ 40.00	(Banner)	
KQLH-F, 95.1, 50 KW @ ?? , SOFT AC		MBS,$ 45.00*	(Torbet)	
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY		MBS,$ 19.00	(Gillis)	

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ROCHESTER

Arbitron Rank/Pop (12+): 42/839,400

MSA Rank/Pop: 46/995,200
ADI # 71
Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 20/15
Diaries: 1256/668:1/48.0%
Sample Target: 1130
% Below Line: 2.8
% Not Listed: 12.0

1986 Revenue: $21,000,000
HH Inc.: $35,463
Retail $: 6.3 Bil
Pop per Station: 55,960
#1 Biller: WVOR-F $5,700,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WPXY-F+	223/15.8	13.2	10.7	10.9	12.8	12.7	17.0
2. WCMF-F	197/14.0	14.8	12.2	10.9	9.3	13.0	19.0
3. WVOR-F	128/ 9.1	10.2	11.4	11.4	12.4	10.5	7.2
4. WBEE-F	124/ 8.8	7.4	5.5	7.1	5.6	7.2	6.8
5. WHAM	122/ 8.7	7.7	8.4	8.3	9.5	8.3	7.5
6. WEZO-F	95/ 6.8	7.7	8.6	9.9	9.6	8.3	6.5
7. WZSH-F	82/ 5.8	7.0	9.1	6.1	5.2	7.0	3.4
8. WDKX-F	74/ 5.3	5.6	3.3	4.4	7.3	4.7	10.0
9. WKLX-F	68/ 4.8	4.7	6.0	6.5	3.8	5.5	5.6
10. WNYR	41/ 2.9	2.2	6.2	5.2	4.6	4.1	1.6
11. WBBF	25/ 1.8	1.4	1.8	2.4	1.7	1.9	2.3
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WPXY-F+	237/2979
2. WCMF-F	228/2445
3. WVOR-F	152/2333
4. WBEE-F	136/1336
5. WHAM	128/1777
6. WZSH-F	113/1304
7. WEZO-F	105/1729
8. WDKX-F	74/ 844
WKLX-F	74/1434
10. WNYR	43/ 589
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WPXY-F+ 2673/31.8	28.0	28.8
2. WCMF-F 2140/25.5	26.0	21.0
3. WVOR-F 2068/24.6	23.4	25.9
4. WHAM 1624/19.3	20.1	19.8
5. WEZO-F 1564/18.6	18.3	21.5
6. WKLX-F 1308/15.6	14.7	10.6
7. WBEE-F 1152/13.7	15.0	19.2
8. WZSH-F 954/11.4	12.7	10.1
9. WDKX-F 835/ 9.9	8.9	11.4
10. WNYR 552/ 6.6	6.5	8.5
11.		
12.		
13.		
14.		
15.		

12+ FM SHARE (METRO): 82.88% (1026 of 1238) (SUM 86: 79.87%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WPXY-F+>	1. WCMF-F>	1. WCMF-F	1. WPXY-F+	1. WPXY-F+	1. WHAM >
2. WCMF-F	2. WPXY-F+>	2. WPXY-F+>	2. WCMF-F	2. WVOR-F	2. WBEE-F
3. WBEE-F>	3. WVOR-F	3. WVOR-F	3. WVOR-F	3. WCMF-F	3. WZSH-F
4.	4. WKLX-F>	4. WBEE-F	4. WBEE-F>	4. WBEE-F>	4. WEZO-F
5.	5. WDKX-F	5. WKLX-F	5. WEZO-F	5. WEZO-F	5. WVOR-F
		6. WDKX-F	WKLX-F	6. WHAM	6. WPXY-F+

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPXY-F+	1. WPXY-F+	1. WPXY-F+	1. WPXY-F>	1. WPXY-F+>
2. WCMF-F	2. WCMF-F>	2. WCMF-F>	2. WCMF-F	2. WCMF-F
3. WVOR-F	3. WVOR-F	3. WBEE-F	3. WHAM >	3. WBEE-F
4. WHAM	4. WBEE-F	4. WVOR-F	4. WVOR-F	4. WHAM
5. WBEE-F	5. WHAM	5. WEZO-F	5. WBEE-F	5. WZSH-F
	6. WEZO-F	6. WHAM	6. WDKX-F	6. WVOR-F

WOM 13-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPXY-F+	1. WPXY-F+>	1. WPXY-F+	1. WPXY-F+>	1. WVOR-F
2. WCMF-F>	2. WCMF-F>	2. WVOR-F	2. WCMF-F	2. WPXY-F+>
3.	3. WVOR-F>	3. WCMF-F	3. WVOR-F>	3. WEZO-F
4.	4. WKLX-F	4. WKLX-F	4. WBEE-F	4. WBEE-F
5.	5. WDKX-F	5. WEZO-F	5. WEZO-F	5. WHAM
	WEZO-F			6. WCMF-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>
2. WKLX-F	2. WPXY-F+	2. WPXY-F+	2. WPXY-F+	2. WBEE-F
3. WDKX-F	3. WKLX-F>	3. WKLX-F	3. WBEE-F	3. WPXY-F+
WPXY-F+	4. WVOR-F	WVOR-F	4. WKLX-F	4. WVOR-F
5.	5. WDKX-F	5.	5. WVOR-F	5. WKLX-F
				6. WHAM

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFLC-F	102.3	Canada	.4/1.8
WWWG	1460	Rochester	.6/2.4
WYSL	1030	Avon	.6/2.0
CFMX-F	103.1	Cobourg, ON	.5/1.2
WMJQ-F	102.5	Buffalo	.5/3.1
WNTQ-F	93.1	Syracuse	.4/1.2
WPCX-F	106.9	Auburn	.8/2.8
WYYY-F	94.5	Syracuse	.4/ .8

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, OLDIES	US 2,$ 30.00* (Republic)	Heritage
WHAM, 1180, 50 KW	, MOR	CBS,NBC-T,$ 72.00* (Mc-Guild)	Lincoln
WNYR, 990, 5 KW/2.5 KW (DA-2)	, NOST/MOR	ABC-I,$ 23.00* (HNWH)	Sky
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,$ 12.00 (---)	Brandon
WBEE-F , 92.5, 50 KW @ 500,	COUNTRY	ABC-C,$ 45.00* (Republic)	Heritage
WCMF-F , 96.5, 50 KW @ 457,	AOR	,$ 90.00* (Torbet)	Stoner
WDKX-F , 103.9, 1 KW @ 540,	BLACK	NBN,$ 38.00* (Roslin)	
WEZO-F , 101.3, 27 KW @ 637,	SOFT AC	ABC-E,$ 68.00* (HNWH)	Sky
WKLX-F , 98.9, 50 KW @ 340,	CLASSIC AOR	,$ 42.00* (Durpetti)	
WPXY-F+, 97.9, 50 KW @ 456,	CHR	,$ 80.00* (MMR)	Pyramid
WVOR-F , 100.5, 50 KW @ 490,	AC	,$ 93.00* (Mc-Guild)	Lincoln
WZSH-F , 95.1, 11 KW @ 993,	BTFL/NOST	,$ 40.00* (Torbet)	

(BRISTOL CENTER)

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SACRAMENTO

Arbitron Rank/Pop (12+): 32/1,082,800

MSA Rank/Pop: 37/1,283,600
ADI # 20
Average Person Ratings: 16.4
Market TSL: 21.2 hours

Stations: 27/19
Diaries: 1365/793:1/42.6%
Sample Target: 1240
% Below Line: 8.4
% Not Listed: 12.6

1986 Revenue: $40,400,000
HH Inc.: $32,555
Retail $: 8.8+Bil
Pop per Station: 56,989
#1 Biller: KXOA-F $6,250,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KFBK	169/9.5	8.3	9.1	7.5	6.4	8.6	7.0
2. KZAP-F	157/8.8	6.3	8.0	5.9	7.1	7.3	8.9
3. KXOA-F	146/8.2	7.6	7.4	7.8	8.9	7.8	8.2
4. KCTC-F	140/7.9	10.5	8.9	7.7	8.7	8.8	7.1
5. KSFM-F	128/7.2	6.0	7.1	7.6	10.9	7.0	10.1
6. KRAK-F	122/6.9	6.9	7.6	7.3	5.7	7.2	7.0
7. KWOD-F	109/6.1	7.5	6.4	4.7	5.6	6.2	8.7
8. KROY-F	82/4.6	7.0	6.8	5.2	3.4	5.9	6.3
9. KRXQ-F	72/4.0	3.4	3.9	3.7	4.8	3.8	5.6
10. KAER-F	70/3.9	3.0	2.8	3.8	1.6	3.4	2.1
11. KHYL-F	55/3.1	2.4	2.3	2.2	3.1	2.5	3.2
12. KRAK	52/2.9	4.0	3.5	5.1	4.5	3.9	3.0
13. KXOA	50/2.8	3.3	2.8	3.9	2.6	3.2	1.4
14. KNBR	49/2.8	1.6	.8	.6	2.0	1.5	1.2
15. KGO	31/1.7	1.6	1.1	1.5	1.5	1.5	1.1
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KFBK	202/2512
2. KXOA-F	195/2590
3. KZAP-F	180/2517
4. KCTC-F	176/2046
5. KSFM-F	171/3115
6. KRAK	170/1755
7. KWOD-F	165/2388
8. KRAK-F	164/2028
9. KGO	136/1467
10. KNBR	116/1715
11. KRXQ-F	106/1060
12. KROY-F	90/1650
13. KAER-F	74/1274
KCBS	74/1010
15. KHYL-F	70/1617
16. KXOA	52/ 642
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KSFM-F	2313/21.4	19.1	25.4
2. KFBK	2001/18.5	18.5	13.8
3. KXOA-F	1901/17.6	20.0	19.8
4. KZAP-F	1872/17.3	15.2	14.7
5. KWOD-F	1663/15.4	19.3	15.9
6. KCTC-F	1552/14.3	18.3	15.5
7. KRAK-F	1524/14.1	14.5	12.1
8. KROY-F	1450/13.4	15.6	11.2
9. KHYL-F	1262/11.7	9.2	10.2
10. KAER-F	1070/ 9.9	9.5	5.5
11. KRXQ-F	999/ 9.2	9.8	9.8
12. KRAK	783/ 7.2	8.4	9.3
13. KNBR	750/ 6.9	5.8	6.1
14. KXOA	564/ 5.2	6.7	6.6
15. KGO	509/ 4.7	4.3	4.5
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 72.39% (1125 of 1554) (SUM 86: 70.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWOD-F>	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KXOA-F	1. KFBK	1. KFBK >	1. KFBK	1. KZAP-F	1. KFBK	1. KRAK-F
2. KROY-F	2. KXOA-F	2. KXOA-F	2. KXOA-F	KZAP-F	2. KCTC-F>	2. KRAK-F	KXOA-F	2. KXOA-F	2. KZAP-F	2. KZAP-F
3. KSFM-F	3. KSFM-F	3. KSFM-F	3. KFBK	3. KFBK	3. KRAK-F	3. KZAP-F	3. KCTC-F	3. KCTC-F	3. KWOD-F	3. KCTC-F
4. KRXQ-F	4. KRXQ-F	4. KRAK-F	4. KRAK-F	4. KRAK-F	4. KXOA-F	4. KXOA-F	4. KZAP-F	4. KSFM-F	4. KCTC-F	4. KXOA-F
5.	5. KWOD-F	5. KFBK	5. KSFM-F	5. KSFM-F	5. KXOA	5. KSFM-F	5. KSFM-F	5. KRAK-F	5. KSFM-F	5. KSFM-F
6.	6. KROY-F	6. KAER-F	6. KAER-F	6. KCTC-F	6. KRAK	6. KCTC-F	6. KRAK-F	6. KWOD-F	6. KNBR	6. KWOD-F
7.	7. KAER-F	KWOD-F	KHYL-F	7. KAER-F	7.	7. KWOD-F	7. KWOD-F	7. KFBK	7. KROY-F	7. KFBK
8.	KRAK-F	8.	8.	8.	8.	8.	8.	8.	8. KRXQ-F	8. KRXQ-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWOD-F	1. KSFM-F	1. KXOA-F	1. KXOA-F	1. KXOA-F
2. KSFM-F	2. KWOD-F	2. KSFM-F	2. KSFM-F	2. KSFM-F
3. KZAP-F	3. KZAP-F	KZAP-F	3. KZAP-F	3. KRAK-F
4. KROY-F	4. KXOA-F>	4. KAER-F	4. KWOD-F	4. KZAP-F
5. KRXQ-F	5. KAER-F	5. KHYL-F	5. KRAK-F	5. KAER-F
6. KXOA-F	KROY-F	6. KWOD-F	6. KAER-F	6. KFBK
7.	7. KHYL-F	7. KRAK-F	7. KRXQ-F	7. KCTC-F
8.	8.	8. KROY-F	8. KHYL-F	8. KHYL-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F	1. KZAP-F>	1. KZAP-F	1. KZAP-F>	1. KZAP-F
2. KZAP-F	2. KXOA-F	2. KXOA-F	2. KXOA-F	2. KFBK
3. KSFM-F	3. KRXQ-F	3. KFBK >	3. KFBK	3. KXOA-F
4. KROY-F	4. KSFM-F	4. KNBR	4. KRAK-F	4. KRAK-F
5. KRAK-F	5. KROY-F	5. KSFM-F	5. KSFM-F	5. KNBR-F
6. KXOA-F	6. KFBK	6. KROY-F	6. KRXQ-F	6. KCTC-F
7.	7. KRAK-F	7. KRXQ-F	7. KROY-F	7. KSFM-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEBR-F	100.5	Sacramento	.4/1.7
KFIA	710	Carmichael	.7/2.1
KGNR	1320	Sacramento	.8/3.0
KSAC	1240	Sacramento	1.0/2.5
KSMJ	1380	Sacramento	.6/2.4
KYLO-F	105.5	Davis	.5/1.7
KCBS	740	San Francisco	.6/2.9
KFRC	610	San Francisco	.3/1.5
KHTZ-F	103.7	Carnelian Bay	.7/1.7
KMEL-F	106.1	San Francisco	.7/1.7
KSFO	560	San Francisco	.4/1.9
KYA-F	93.3	San Francisco	.1/ .2

RADIO STATIONS

AM STATIONS

KFBK, 1530, 5 KW (DA-1)	, NEWS/TALK	NBC,APR,NBC-T,	$ 85.00*	(Katz)	McClatchy		
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	CNN,	$ 26.00	(---)			(CARMICHAEL)
KGNR, 1320, 5 KW (DA-2)	, OLDIES	CBS,	$ 45.00*	(Christal)	Tribune Co.		
KIOQ, 1030, 50 KW/1 KW (DA-2)	, ? ?		$ 21.00	(Roslin)			(FOLSOM)
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION/VARIOUS		$ 22.00	(---)			
KRAK, 1140, 50 KW (DA-2)	, COUNTRY		$ 70.00*	(Durpetti)	EZ		
KRCX, 1110, 5 KW/500 W	, SPANISH		$ 40.00*	(Lotus)	Fuller-Jeffrey		(ROSEVILLE)
KSAC, 1240, 1 KW	, MOR		$ 35.00*	(---)			
KSMJ, 1380, 5 KW	, OLDIES	SMN,	$ 30.00*	(MMR)	Duffy		
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	APR,	$ 55.00*	(Banner)	Brown		

FM STATIONS

KAER, 92.5, 50 KW @ 449,	SOFT AC	ABC-E,	$ 57.00*	(Katz)	McClatchy		
KCTC, 96.1, 50 KW @ 476,	BTFL/EZ		$ 84.00*	(Christal)	Tribune Co.		
KRXQ, 93.5, 3 KW @ 306,	AOR		$ 50.00*	(Torbet)	Fuller-Jeffrey		
KHYL, 101.1, 36 KW @ 567,	OLDIES/AC		$ 45.00*	(Torbet)	Parker		(AUBURN)
KRAK, 105.1, 50 KW @ 500,	COUNTRY		$ 80.00*	(Durpetti)	EZ		
KROY, 96.9, 50 KW @ 500,	CHR	US 1,Source,	$ 60.00*	(HNWH)			
KSFM, 102.5, 50 KW @ 500,	CHR		$ 90.00*	(MMR)	Duffy		(WOODLAND)
KWOD, 106.5, 50 KW @ 310,	CHR	ABC-F,CBS-R,	$ 65.00*	(Masla)			
KXOA, 107.9, 50 KW @ 420,	AC		$115.00*	(Banner)	Brown		
KZAP, 98.5, 50 KW @ 495,	AOR		$ 85.00*	(Mc-Guild)	Nationwide		

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ST. LOUIS

Arbitron Rank/Pop (12+): 15/1,996,300

MSA Rank/Pop: 12/2,401,400
ADI # 18
Average Person Ratings: 18.2
Market TSL: 24.0 hours

Stations: 27/27
Diaries: 1931/1034:1/54.5%
Sample Target: 1740
% Below Line: 0
% Not Listed: 6.4

1986 Revenue: $53,100,000
HH Inc.: $34,054
Retail $: 17.0 Bil
Pop per Station: 73,937
#1 Biller: KMOX $18,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KMOX	926/25.5	23.0	17.7	18.0	20.0	21.1	23.1
2. KSHE-F	385/10.6	11.5	10.5	11.8	12.9	11.1	16.6
3. KEZK-F	263/ 7.2	6.8	8.9	7.5	6.5	7.6	3.6
4. KHTR-F	214/ 5.9	6.8	7.3	4.8	6.0	6.2	5.0
5. KMJM-F	206/ 5.7	7.2	6.7	6.4	6.6	6.5	8.7
6. WIL-F	165/ 4.5	3.4	5.0	4.5	3.6	4.4	3.5
7. KYKY-F	163/ 4.5	3.3	5.4	4.8	5.4	4.5	4.4
8. KSD-F	121/ 3.3	4.1	4.6	4.8	4.2	4.2	3.1
9. KWK-F	119/ 3.3	4.0	2.9	2.5	2.9	3.2	5.6
10. KUSA	85/ 2.3	2.7	3.2	3.9	2.9	3.0	2.1
11. WKKX-F	74/ 2.0	1.9	2.5	1.6	1.6	2.0	1.4
WESL	74/ 2.0	1.6	1.4	1.9	1.1	1.7	.7
13. KLTH-F	69/ 1.9	1.7	2.4	3.2	2.2	2.3	1.0
14. KATZ-F	66/ 1.8	1.4	1.8	1.3	1.9	1.6	1.4
15. KRJY-F	65/ 1.8	1.6	1.3	1.2	1.5	1.5	1.3
WMRY-F	65/ 1.8	2.5	2.0	3.0	2.8	2.3	4.5
17. WRTH	64/ 1.8	2.2	2.5	2.6	2.4	2.3	2.0
18. KGLD	46/ 1.3	1.1	.9	1.1	1.7	1.1	1.0
19. KATZ	44/ 1.2	1.7	1.3	1.3	2.1	1.4	1.1
20. WEW	35/ 1.0	1.0	.9	1.3	.8	1.1	.3
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KMOX	1041/10652
2. KSHE-F	488/ 5409
3. KEZK-F	293/ 3405
4. KHTR-F	256/ 4631
5. KMJM-F	208/ 2075
6. WIL-F	198/ 2511
7. KYKY-F	167/ 2769
8. KUSA	142/ 2417
9. KSD-F	140/ 2437
10. KWK-F	126/ 2637
11. WKKX-F	88/ 1523
12. KLTH-F	83/ 1260
13. WESL	74/ 677
14. WMRY-F	69/ 1532
15. KRJY-F	68/ 1369
16. WRTH	67/ 1119
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KMOX	8976/45.0	40.9	38.3
2. KSHE-F	4333/21.7	22.8	22.3
3. KHTR-F	3926/19.7	18.5	18.2
4. KEZK-F	2978/14.9	15.2	15.1
5. KYKY-F	2657/13.3	11.9	15.2
6. KWK-F	2383/11.9	14.3	11.2
7. KSD-F	2144/10.7	11.9	12.8
8. KMJM-F	2054/10.3	11.1	11.4
9. WIL-F	2010/10.1	9.9	10.0
10. WMRY-F	1455/ 7.3	6.2	6.1
11. KUSA	1368/ 6.9	8.6	8.6
12. KRJY-F	1272/ 6.4	5.5	7.0
13. KATZ-F	1183/ 5.9	4.9	5.8
14. WKKX-F	1158/ 5.8	4.8	4.3
15. KLTH-F	1144/ 5.7	5.3	6.2
16. WRTH	1062/ 5.3	6.9	5.5
17. KGLD	892/ 4.5	4.3	5.5
18. KATZ	833/ 4.2	4.8	5.5
19. KFUO-F	750/ 3.8	2.3	2.8
20. WESL	677/ 3.4	3.3	2.5
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 59.89% (2035 of 3398) (SUM 86: 63.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHTR-F	1. KSHE-F>	1. KSHE-F	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >
2. KSHE-F	2. KMJM-F	2. KMOX >	2. KSHE-F	2. KSHE-F	2. KEZK-F>	2. KSHE-F>	2. KSHE-F>	2. KSHE-F	2. KSHE-F	2. KSHE-F
3. KMJM-F	3. KYKY-F	3. KYKY-F	3. KYKY-F	3. KYKY-F	3. WIL-F>	3. KSD-F	3. KEZK-F>	3. KEZK-F	3. KMJM-F>	3. KEZK-F
4. KWK-F	4. KHTR-F	4. KMJM-F	4. KSD-F	4. WIL-F	4. KUSA	4. KEZK-F	4. KHTR-F	4. KHTR-F	4. KHTR-F	4. KHTR-F
5.	KMOX	5. KHTR-F	5. KHTR-F	5. KSD-F	5. WRTH	5. KYKY-F	5. KYKY-F	5. WIL-F	5. KWK-F	5. WIL-F
6.	6. KSD-F>	6. KSD-F	6. KMJM-F	6. KHTR-F	6. KYKY-F	6. KHTR-F	6. KMJM-F	6. KMJM-F	6. KEZK-F	6. KMJM-F
7.	7. KWK-F	7. WIL-F	WIL-F	7. KEZK-F	7.	7. KMJM-F	7. WIL-F	7. KYKY-F	7. WIL-F	7. KYKY-F
8.	8.	8.	8.	8. KMJM-F	8.	8. KUSA	8.	8.	8.	8. KWK-F
9.	9.	9.	9.	9.	9.	9. WIL-F+	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KSHE-F	1. KSHE-F	1. KYKY-F	1. KMOX	1. KMOX >
2. KHTR-F	2. KYKY-F	2. KSHE-F>	2. KSHE-F	2. KYKY-F
3. KMJM-F	3. KHTR-F	3. KHTR-F	3. KYKY-F	3. KSHE-F
4. KWK-F	4. KMJM-F	4. KMOX	4. KHTR-F	4. KHTR-F
5. WESL	5. KSD-F	KSD-F	5. KMJM-F	5. KSD-F
6. KYKY-F	6. KMOX	6. KMJM-F>	6. KLTH-F	6. KEZK-F
7. KLTH-F	7. KWK-F	7. KRJY-F	7. WIL-F	7. WIL-F
8.	8.	8.	8.	8. KMJM-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSHE-F>	1. KSHE-F>	1. KSHE-F	1. KSHE-F	1. KMOX >
2. KMJM-F>	2. KMOX	2. KMOX >	2. KMOX >	2. KSHE-F>
3. WMRY-F	3. KMJM-F	3. KSD-F	3. KMJM-F	3. WIL-F
4. KSD-F	4. KSD-F	4. KMJM-F	4. KSD-F	4. KYKY-F
5. WKKX-F	5. WMRY-F	5. WMRY-F	5. KYKY-F	5. KSD-F
6.	6.	6. WIL-F	6. WIL-F	6. KMJM-F
7.	7.	7. KHTR-F	WMRY-F	7. KEZK-F
8.	8.	KYKY-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFUO-F	99.1	Clayton	.8/3.8
KIRL	1460	St. Charles	.5/1.3
KSIV	1320	Clayton	.6/1.7
KXOK	630	St. Louis	.6/2.7
WCBW-F	104.9	Columbia, IL	.9/2.4
WGNU	920	Granite City	.4/1.1
WIL	1430	St. Louis	.4/2.2

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN,$ NA	(Roslin)	Interurban	
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	,$ 34.00	(Republic)	Chase	
KIRL, 1460, 5 KW (DAYS)	, RELIGION	,$ 23.00	(---)		
KMOX, 1120, 50 KW	, TALK/VARIETY	CBS,$330.00*	(CBS)	CBS	
KSIV, 1320, 5 KW (DAYS)	, RELIGION	,$ 20.00	(---)	Bott	
KSTL, 690, 1 KW (DAYS)	, RELIGION	,$ 16.00	(---)		
KUSA, 550, 5 KW (DA-N)	, COUNTRY	ABC-D,$ 54.00*	(Mc-Guild)	Gannett	
KXEN, 1010, 50 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)	Mid-America Gospel	
KSOK, 630, 5 KW (DA-2)	, CONTEMP	MBS,ABC-I,$ 40.00*	(HNWH)		
WESL, 1490, 1 KW/250 W (DA-1)	, BLACK	SBN,$ 24.00	(Lazar)		
WEW , 770, 1 KW (DAYS)	, NOSTALGIA	,$ 22.00	(---)		
WGNU, 920, 500 W (DA-2)	, VARIETY	,$ 30.00*	(Market 4)		
WIL , 1430, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 35.00*	(Banner)	Heritage	
WRTH, 590, 1 KW (DA-1)	, NOSTALGIA	NBC,$ 55.00*	(MMR)	Adams	

FM STATIONS

KRJY, 96.3, 100 KW @ 650, SOFT AC	Source,ABC-F,$ 36.00	(Masla)			
KATZ, 100.3, 50 KW @ 495, BLACK	NBN,$ 30.00*	(Roslin)	Interurban		
KEZK, 102.5, 100 KW @ 500, BTFL/EZ	,$ 87.00*	(MMR)	Adams		
KFUO, 99.1, 100 KW @ 557, CLASSICAL	,$ 50.00*	(CMBS)	.		
KHTR, 103.3, 100 KW @ 1212, CHR	CBS-R,$ 75.00*	(CBS)	CBS		
KLTH, 97.1, 100 KW @ 560, SOFT AC	SMN,$ 46.00*	(HNWH)			
KMJM, 107.7, 100 KW @ 320, URBAN	,$ 90.00*	(Christal)	Keymarket		
KSD , 93.7, 100 KW @ 850, AC	,$ 80.00*	(Mc-Guild)	Gannett		
KSHE, 94.7, 100 KW @ 1019, AOR	,$140.00*	(Katz)	Emmis		
KWK , 106.5, 39 KW @ 592, CHR	,$ 60.00	(Durpetti)	Chase		
KYKY, 98.1, 100 KW @ 580, AC	,$ 95.00*	(Eastman)	EZ		
WCBM, 104.9, 3 KW @ 235, RELIGION	,$ 20.00	(Radio Spot)	Universal		(COLUMBIA)
WIL , 92.3, 100 KW @ 510, COUNTRY	ABC-E,$ 70.00*	(Banner)	Heritage		
WKKX, 104.1, 50 KW @ 500, COUNTRY	,$ 43.00*	(Republic)			
WMRY, 101.1, 50 KW @ 320, AOR	,$ 45.00	(Torbet)			

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SALINAS - SEASIDE - MONTEREY

Arbitron Rank/Pop (12+): 75/466,100

MSA Rank/Pop: 137/334,500
ADI # 105
Average Person Ratings: 17.6
Market TSL: 23.5 hours

Stations: 31/20
Diaries: 946/493:1/44.1%
Sample Target: 860
% Below Line: 39.4
% Not Listed: 14.5

1986 Revenue: $9,500,000
HH Inc.: $36,317
Retail $: 2.1 Bil
Pop per Station: 23,305
#1 Biller: KWAV-F $1,700,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	3 Book Avg.	Birch Share
1. KWSS-F	85/10.3	10.5	---	9.9	---	10.2	14.2
2. KGO	57/ 6.9	7.9	---	7.4	---	7.4	6.2
3. KBAY-F	56/ 6.8	7.2	---	5.1	---	6.4	3.6
4. KDON-F	54/ 6.6	6.9	---	10.8	---	8.1	11.2
5. KTOM-F	48/ 5.8	4.5	---	4.0	---	4.8	5.2
6. KMBY-F	39/ 4.7	5.3	---	5.7	---	5.2	8.1
7. KWAV-F	34/ 4.1	5.7	---	8.4	---	6.1	4.8
KBOQ-F	34/ 4.1	3.9	---	4.2	---	4.1	2.2
9. KLFA-F	31/ 3.8	1.3	---	1.7	---	2.3	---
10. KOCN-F	28/ 3.4	3.1	---	2.7	---	3.1	1.9
11. KRAY-F	25/ 3.0	2.4	---	3.4	---	2.9	.6
12. KCBS	21/ 2.6	2.7	---	2.7	---	2.7	2.0
13. KLRS-F	20/ 2.4	2.7	---	1.7	---	2.3	2.2
14. KNBR	19/ 2.3	2.0	---	.6	---	1.6	2.5
15. KTOM	17/ 2.1	3.3	---	3.0	---	2.8	2.4

12+ TSA	1/4/CUME
1. KWSS-F	87/1162
2. KDON-F	62/1030
3. KBAY-F	60/ 708
4. KGO	58/ 771
5. KTOM-F	51/ 472
6. KMBY-F	39/ 531
7. KBOQ-F	35/ 410
8. KWAV-F	34/ 663
9. KLFA-F	31/ 113
10. KOCN-F	28/ 344
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KWSS-F	1117/24.0	26.2	---
2. KDON-F	940/20.2	21.1	---
3. KGO	741/15.9	15.5	---
4. KWAV-F	663/14.2	15.9	---
5. KBAY-F	632/13.6	13.4	---
6. KMBY-F	528/11.3	10.6	---
7. KTOM-F	447/ 9.6	8.9	---
8. KCBS	432/ 9.3	9.2	---
9. KBOQ-F	406/ 8.7	6.7	---
10. KLRS-F	366/ 7.9	7.5	---
11. KNBR	348/ 7.5	6.9	---
12. KOCN-F	342/ 7.3	6.7	---
13. KTOM	283/ 6.1	6.9	---
14. KHIP-F	272/ 5.8	6.9	---
15.			

12+ FM SHARE (METRO). 71.12% (500 of 703) (SUM 86: NA%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWSS-F	1. KWSS-F>	1. KWSS-F>	1. KWSS-F>	1. KWSS-F	1. KBAY-F	1. KWSS-F	1. KWSS-F	1. KWSS-F>	1. KWSS-F	1. KWSS-F
2. KDON-F	2. KDON-F	2. KMBY-F	2. KWAV-F	2. KWAV-F	2. KGO >	2. KGO	2. KBAY-F	2. KDON-F	2. KGO	2. KBAY-F
3.	KMBY-F	3. KDNO-F	3. KMBY-F	3. KOCN-F	3. KBOQ-F	3. KTOM-F+	3. KGO	3. KBAY-F	3. KLFA-F	3. KTOM-F
4.	4. KTOM-F	4. KTOM-F	KOCN-F	KGO	4. KTOM-F	4. KBAY-F	4. KTOM-F	4. KTOM-F	4. KDON-F	4. KDON-F
5.	5. KLFA-F	5. KWAV-F	5. KGO	5. KMBY-F	5. KTOM	5. KDON-F	5. KDON-F	5. KWAV-F	5. KBOQ-F	5. KMBY-F
			6. KLRS-F	KTOM-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWSS-F	1. KWSS-F>	1. KWSS-F	1. KWSS-F>	1. KWSS-F
2. KLFA-F>	2. KDON-F	2. KOCN-F	2. KWAV-F	2. KOCN-F
3. KDON-F	3. KLFA-F	3. KDON-F	3. KDON-F	KBAY-F
4.	4. KWAV-F	KWAV-F	4. KOCN-F	4. KWAV-F
5.	5. KOCN-F	5. KRAY-F	5.	5. KTOM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWSS-F	1. KWSS-F	1. KMBY-F	1. KWSS-F	1. KWSS-F
2. KDON-F	2. KMBY-F	2. KWSS-F	2. KMBY-F	2. KMBY-F
KTOM-F	3. KDON-F	3. KCTY	3. KTOM-F	3. KGO
4. KMBY-F	4. KTOM-F	KLRS-F	4. KDON-F	4. KLRS-F
5. KLFA-F	5. KCTY	KWAV-F	5. KLRS-F	5. KWAV-F
	KLFA-F		KGO	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCTY	980	Salinas	1.9/3.3
KDON	1460	Salinas	1.5/5.2
KHIP-F	93.5	Hollister	1.7/5.8
KIDD	630	Monterey	.4/2.3
KKMC	880	Gonzales	1.2/3.5
KNZS	1540	Capitola	1.0/3.6
KOMY	1340	Watsonville	1.7/2.7
KRML	1410	Carmel	.4/1.3
KSCO	1080	Santa Cruz	.4/2.3
KTGE	1570	Salinas	1.6/1.8

See San Francisco or San Jose for more about these stations:

KFOG-F	.4/1.4	KOME-F	1.8/5.3
KLOK	1.0/2.7	KSJO-F	.6/3.8
KMEL-F	.6/2.2	KSOL-F	.5/1.8

RADIO STATIONS

KCTY, 980,	1 KW (DAYS,DA)	, SPANISH	,$ 30.00	(Lotus)		
KDON, 1460,	5 KW (DA-1)	, NOSTALGIA	SMN,$ 15.00	(Katz)	Henry	
KIDD, 630,	1 KW (DA-2)	, AC	,$ 13.00	(Torbet)	Woods	
KNRY, 1240,	1 KW	, OLDIES	MBS,$ 17.00	(---)		
KOMY, 1340,	1 KW	, NOSTALGIA	MBS,$ 12.00	(Radio Time)		(WATSONVILLE)
KSCO, 1080,	10 KW/5 KW (DA-N)	, OLDIES	,$ 16.00*	(Mc-Guild)	Fuller-Jeffrey	
KTOM, 1380,	5 KW (DA-2)	, COUNTRY	ABC-E,$ 20.00	(MMR)	Comm. Pacific	
KBOQ-F, 92.7,	1 KW @ 570,	CLASSICAL	,$ 18.00	(Durpetti)		(MARINA)
KDON-F, 102.5,	19 KW @ 2270,	CHR	,$ 40.00*	(Katz)	Henry	
KHIP-F, 93.5,	3 KW @ ??,	RELIGION	,$ 10.00	(Eastman)		(HOLLISTER)
KLFA-F, 92.1,	3 KW @ 300,	SPANISH	,$ 20.00	(Caballero)		(KING CITY)
KLRS-F, 99.1,	24 KW @ -250,	NEW AGE	,$ 28.00	(Mc-Guild)	Fuller-Jeffrey	
KMBY-F, 107.1,	1 KW @ 570,	AOR	,$ 35.00	(Banner)		
KOCN-F, 104.9,	1 KW @ 550,	AC	MBS,$ 21.00	(Torbet)		
KRAY-F, 103.9,	3 KW @ 165,	SPANISH	US 2,$ 30.00	(Lotus)		
KTOM-F, 100.7,	1 KW @ 2420,	COUNTRY	APR,$ 20.00	(MMR)	Comm. Pacific	
KWAV-F, 96.9,	18 KW @ 2570,	AC	,$ 43.00	(HNWH)	Buckley	
KWST-F, 101.7,	800 W @ 590,	COUNTRY	,$ 15.00	(Torbet)	Woods	

Other ranked stations - See San Francisco or San Jose

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SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,001,300

MSA Rank/Pop: 45/1,033,800
ADI # 41
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 29/28
Diaries: 1413/709:1/53.4%
Sample Target: 1240
% Below Line: 0.6
% Not Listed: 7.8

1986 Revenue: $28,000,000
HH Inc.: $29,840
Retail $: 5.7 Bil
Pop per Station: 35,761
#1 Biller: KSL $5,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KRSP-F	151/9.6	10.3	7.9	7.4	11.0	8.8	11.7
2. KISN-F	174/8.5	9.4	5.6	5.3	4.8	7.2	8.3
KKAT-F	134/8.5	7.1	8.6	8.1	6.2	8.1	11.3
4. KSFI-F	133/8.5	8.8	9.1	10.8	9.2	9.3	5.2
5. KSL	114/7.3	7.8	9.0	9.7	8.4	8.5	6.8
6. KCPX-F	103/6.6	7.0	7.8	7.5	7.0	7.2	11.0
7. KSOP-F+	97/6.2	5.6	7.0	7.3	7.3	6.5	5.8
8. KLCY-F	71/4.5	4.3	4.7	3.4	4.0	4.2	3.1
9. KALL	52/3.3	3.7	3.2	3.0	4.4	3.3	3.5
KMGR-F	52/3.3	2.6	3.3	2.8	2.4	3.1	1.5
11. KBER-F	47/3.0	4.3	3.2	3.4	1.4	3.5	4.4
12. KTKK	43/2.7	2.2	2.4	1.8	2.1	2.3	2.4
13. KFMY-F	36/2.3	3.4	3.2	2.6	.5	2.9	2.8
14. KUTR	35/2.2	1.6	1.4	1.3	1.9	1.6	1.3
KZAN-F	35/2.2	1.4	2.3	2.5	2.0	2.1	2.1
16. KLUB	30/1.9	1.6	1.7	1.9	1.4	1.8	1.1
17. KLTQ-F	29/1.8	1.5	2.0	1.8	2.5	1.8	1.7
18. KDAB-F	27/1.7	1.6	2.0	2.4	1.6	1.9	1.4
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KSFI-F	174/2356
2. KRSP-F	170/ 438
3. KISN-F	146/2551
4. KKAT-F	143/1950
5. KSL	140/2795
6. KLPX-F	120/1950
7. KSOP-F+	113/1667
8. KLCY-F	86/1372
9. KALL	54/ 899
10. KMGR-F	53/ 821
11. KBER-F	47/ 665
12. KTKK	43/ 620
13. KFMY-F	38/ 883
14. KUTR	36/ 538
KZAN-F	36/ 595
16. KLTQ-F	35/ 713
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KSL 2237/22.3	20.7	22.6
2. KISN-F 2195/21.9	21.8	16.1
3. KRSP-F 2067/20.6	20.3	20.6
4. KSFI-F 1928/19.3	19.3	18.9
5. KKAT-F 1743/17.4	14.9	12.6
6. KCPX-F 1731/17.3	17.5	19.7
7. KSOP-F+ 1410/14.1	15.1	NA
8. KLCY-F 1088/10.9	10.7	10.3
9. KALL 883/ 8.8	8.9	10.0
10. KFMY-F 847/ 8.5	10.8	6.4
11. KMGR-F 789/ 7.9	7.1	5.1
12. KBER-F 665/ 6.6	9.3	4.4
13. KLTQ-F 619/ 6.2	6.5	7.9
14. KTKK 603/ 6.0	4.3	4.6
15. KZAN-F 561/ 5.6	5.8	7.5
16. KDAB-F 540/ 5.4	7.5	6.6
17. KLUB 527/ 5.3	5.9	6.0
18. KUTR 496/ 5.0	4.3	5.6
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 75.03% (1085 of 1446) (SUM 86: 70.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KCPX-F>	1. KRSP-F>	1. KRSP-F	1. KKAT-F	1. KKAT-F	1. KSFI-F	1. KSL	1. KKAT-F	1. KRSP-F	1. KRSP-F	1. KRSP-F
2. KISN-F	2. KISN-F	2. KKAT-F	2. KRSP-F	2. KSL	2. KSL	2. KKAT-F	2. KSFI-F	2. KSFI-F	2. KISN-F	2. KKAT-F
3. KRSP-F	3. KKAT-F>	3. KISN-F	KSOP-F+	3. KSFI-F	3. KSOP-F+	3. KRSP-F	3. KRSP-F	3. KKAT-F	3. KCPX-F	3. KSFI-F
4.	4. KCPX-F	4. KSOP-F+	4. KSL	4. KSOP-F+	4. KKAT-F	4. KSFI-F	4. KISN-F	4. KISN-F	4. KSFI-F	4. KISN-F
5.	5. KLCY-F	5. KLCY-F	5. KSFI-F	5. KRSP-F	5. KALL	5. KISN-F	5. KSOP-F+	5. KCPX-F	5. KKAT-F	5. KCPX-F
6.	6. KSOP-F+	6. KSFI-F	6. KLCY-F	6. KLCY-F	6. KTKK	6. KALL	6. KCPX-F	6. KSL	6. KSL	6. KSOP-F
7.	7. KSFI-F	KSL	7. KISN-F	7. KISN-F	7. KMGR-F	7. KCPX-F	7. KSL	7. KSOP-F+	7.	7. KLCY-F
8.	8. KBER-F	8.	8.	8. KMGR-F	8.	8.	8.	8. KLCY-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KISN-F>	1. KISN-F>	1. KISN-F	1. KISN-F	1. KSFI-F
2. KRSP-F	2. KRSP-F	2. KRSP-F	2. KKAT-F>	2. KKAT-F
3. KKAT-F	3. KKAT-F	3. KLCY-F	3. KRSP-F	3. KLCY-F
4. KCPX-F	4. KCPX-F	4. KKAT-F	4. KSFI-F	KSL
KFMY-F	5. KSFI-F	5. KSFI-F	5. KSOP-F+	5. KISN-F
6. KSOP-F+	6. KLCY-F	6. KCPX-F	6. KLCY-F	6. KSOP-F+
7.	7. KFMY-F	7.	7. KCPX-F	7. KMGR-F
8.	8.	8.	8.	8. KRSP-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRSP-F>	1. KRSP-F>	1. KRSP-F	1. KRSP-F>	1. KSL
2. KKAT-F	2. KKAT-F>	2. KKAT-F	2. KKAT-F>	2. KKAT-F
3. KBER-F	3. KBER-F	3. KSL	3. KSL	3. KRSP-F
KCPX-F	4. KISN-F	KSOP-F+	KSOP-F+	4. KSOP-F+
5. KLCY-F	KLCY-F	5. KISN-F	5. KBER-F	5. KSFI-F
6. KISN-F	6. KCPX-F	6. KBER-F	6. KLCY-F	6. KBER-F
7.	7. KSOP-F+	KLTQ-F	7. KISN-F	KISN-F
8.	8.	8.	8.	KMGR-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCGL-F	105.5	Salt Lake City	.4/1.3
KCPX	1320	Salt Lake City	.8/2.9
KDYL	1280	Salt Lake City	1.3/2.4
KFAM	700	N. Salt Lake City	.6/3.0
KJQN-F	95.5	Ogden	.5/2.1
KMGR	1230	Murray	.5/1.2
KRPN-F	107.9	Roy	1.4/3.5
KRSP	1060	S. Salt Lake City	1.2/4.0
KSOS-F	106.9	Brigham City	.5/2.1

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	MBS,$ 50.00* (Eastman)	Hatch	
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	,$ 6.00 (---)	Mid-America Gospel	
KCPX, 1320, 5 KW (DA-N)	, OLDIES	CBS,$ 40.00* (Katz)	John Price	
KDYL, 280, 5 KW/500 W (DA-N)	, NOSTALGIA	MBS,$ 24.00 (CBS)	Simmons	
KFAM, 700, 50 KW/1 KW (DA-1)	, BTFL/EZ	UPI,$ 22.00 (Radio Time)		
KLUB, 570, 5 KW (DA-1)	, AC	NBC,$ 30.00* (Mc-Guild)		
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ABC-D,$ 21.00 (Durpetti)		
KSL , 1160, 50 KW	, MOR	CBS,$103.00* (MMR)	Bonneville	
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T,$ 19.00 (---)		
KUTR, 860, 50 KW (DAYS)	, AC	,$ 20.00 (Torbet)	Sunrise	

FM STATIONS

KCGL , 105.5, 500 W @ 650, RELIGION	,$ 12.00 (---)	Mid-America Gospel		
KCPX , 98.7, 27 KW @ 2930, CHR	,$ 70.00* (Katz)	John Price		
KFMY , 96.1, 55 KW @ 2620, CHR	,$ 37.00* (HNWH)	First Media		(PROVO)
KISN , 97.1, 26 KW @ 3650, CHR	,$ 53.00* (Mc-Guild)			
KKAT , 101.9, 26 KW @ 3740, COUNTRY	,$ 48.00* (Banner)	Brown		(OGDEN)
KLCY , 94.1, 24 KW @ 3030, AC	US 1,ABC-C,$ 60.00* (Eastman)	Hatch		
KLTQ , 93.3, 26 KW @ 3740, AC	,$ 44.00* (Torbet)	Sunrise		
KMGR+, 107.5, 45 KW @ 2650, SOFT AC	Trans,$ 42.00* (Torbet)	TransColumbia		
KRSP , 103.5, 28 KW @ 3630, AOR	ABC-R,$ 56.00* (Durpetti)			
KSFI , 100.3, 26 KW @ 3740, BTFL/EZ	,$ 75.00* (CBS)	Simmons		
KSOP+, 104.3, 25 KW @ 3650, COUNTRY	,$ 50.00 (MMR)			
KZAN , 97.9, 26 KW @ 3770, COUNTRY	,$ 20.00 (Christal)			(OGDEN)
KOAB , 101.1, 25 KW @ 3742, JAZZ/AC	US 2,$ 30.00 (HNWH)	Albimar		(OGDEN)
KBER , 106.5, 100 KW @ ?? , AOR	Source,$ 20.00* (Torbet)			(SPANISH FORK)

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SAN ANTONIO

Arbitron Rank/Pop (12+): 38/985,000

MSA Rank/Pop: 38/1,231,500
ADI # 44
Average Person Ratings: 18.4
Market TSL: 24.3 hours

Stations: 28/28
Diaries: 1473/669:1/46.8%
Sample Target: 1200
% Below Line: 0
% Not Listed: 4.3

1986 Revenue: $41,500,000
HH Inc.: $30,873
Retail $: 7.2 Bil
Pop per Station: 35,179
#1 Biller: WOAI $4,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KTFM-F	159/8.8	9.6	7.8	9.4	10.5	8.9	9.1
2. KISS-F	156/8.6	8.6	8.7	7.6	8.7	8.4	12.3
3. KAJA-F	124/6.8	6.5	6.8	6.3	6.1	6.6	8.3
4. KITY-F	118/6.5	7.6	5.7	5.5	5.3	6.3	12.6
5. KQXT-F	114/6.3	7.5	9.1	7.0	7.8	7.5	5.8
6. KBUC-F	107/5.9	4.1	4.5	4.8	4.5	4.8	3.1
7. KCOR	102/5.6	5.1	4.3	6.9	5.2	5.5	2.7
8. WOAI	81/4.5	4.4	5.1	5.1	4.2	4.8	3.8
9. KONO	75/4.1	4.1	4.7	3.4	5.6	4.1	3.1
KSAQ-F+	75/4.1	3.4	3.8	5.5	5.3	4.2	4.9
11. KMMX-F	74/4.1	3.0	3.3	2.8	3.1	3.3	4.7
12. KZEP-F	70/3.9	3.6	3.4	3.0	2.4	3.5	4.6
13. KSMG-F	62/3.4	4.4	3.8	3.2	4.1	3.7	3.0
14. KEDA	53/2.9	3.6	2.2	3.0	3.6	2.9	2.2
KKYX	53/2.9	3.1	4.4	3.6	3.4	3.5	3.2
16. KTSA	51/2.8	3.5	2.7	3.4	2.4	3.1	2.4
KLLS-F	51/2.8	2.4	4.1	3.1	2.5	3.1	2.6
18. KXET	41/2.3	2.0	2.1	1.9	2.6	2.1	1.3
19. KSAH	35/1.9	2.3	1.7	.8	---	1.7	1.3
20. KSLR	29/1.6	.8	1.8	1.7	1.2	1.5	.8
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KTFM-F	173/2625
2. KISS-F	169/1866
3. KKYX	154/1966
4. KQXT-F	146/1780
5. KAJA-F	138/1775
KBUC-F	138/1640
7. KITY-F	132/1894
8. WOAI	122/1787
9. KTSA	106/1687
10. KCOR	102/ 826
11. KSAQ-F+	92/1678
12. KONO	87/1308
13. KMMX-F	78/1091
14. KZEP-F	75/ 896
KSMG-F	75/1320
16. KLLS-F	56/ 911
17. KEDA	53/ 629
18. KXET	41/ 425
19. KSAH	40/ 396
20. KSLR	36/ 466
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KTFM-F 2324/23.6	24.1	23.3
2. KITY-F 1733/17.6	16.6	16.0
3. KISS-F 1608/16.3	17.4	15.5
4. KAJA-F 1544/15.7	13.7	13.5
5. KQXT-F 1483/15.1	15.3	13.5
6. KSAQ-F+ 1319/13.4	13.0	11.1
7. KBUC-F 1130/11.5	9.8	10.3
8. KSMG-F 1062/10.8	11.9	10.5
9. WOAI 1055/10.7	13.0	10.6
10. KONO 1052/10.7	10.5	12.8
11. KMMX-F 969/ 9.8	7.8	7.7
12. KTSA 943/ 9.6	9.7	8.9
13. KZEP-F 819/ 8.3	9.4	7.4
14. KCOR 808/ 8.2	7.6	10.5
15. KLLS-F 800/ 8.1	8.3	8.7
16. KKYX 726/ 7.4	7.7	11.0
17. KEDA 608/ 6.2	7.5	7.5
18. KXET 425/ 4.3	3.8	5.6
19. KRNN 387/ 3.9	4.6	4.1
20. KSAH 354/ 3.6	3.0	---
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 59.17% (1026 of 1734) (SUM 86: 60.91%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KITY-F	1. KISS-F>	1. KISS-F	1. KTFM-F	1. KTFM-F	1. KCOR
2. KISS-F	2. KTFM-F	2. KTFM-F	2. KAJA-F	2. KAJA-F	2. KQXT-F
3. KTFM-F	3. KITY-F	3. KAJA-F	3. KONO	3. KBUC-F	3. WOAI
4. KSAQ-F	4. KAJA-F	4. KITY-F	4. KBUC-F	4. KONO	4. KBUC-F
5.	5. KZEP-F	5. KONO	5. KZEP-F	5. KZEP-F	5. KAJA-F
6.	6. KMMX-F	6. KMMX-F	6. KISS-F	6. KQXT-F	KONO
7.	7. KSAQ-F+	7. KZEP-F	KSMG-F	7. KSMG-F	7. KTFM-F
8.	8.	8. KBUC-F	8. KMMX-F	8. KISS-F	8.
9.	9.	9.	9.	KMMX-F	9.
10.	10.	10.	10.	10.	10.

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KTFM-F>	1. KTFM-F	1. KISS-F	1. KISS-F>	1. KITY-F
2. KISS-F	2. KQXT-F	KTFM-F	2. KITY-F	2. KTFM-F
3. KAJA-F	3. KAJA-F	3. KAJA-F	3. KTFM-F	3. KAJA-F
KBUC-F+	4. KBUC-F	4. KBUC-F	4. KSAQ-F+	4. KISS-F
5. KCOR	5. KISS-F	5. KITY-F	5. KAJA-F	5. KBUC-F
6. WOAI	6. KITY-F	6. KQXT-F	6. KCOR	6. KQXT-F
7. KQXT-F	7. WOAI	7. KZEP-F	7. KMMX-F	7. KCOR
8.	8.	8. KSAQ-F+	8. KQXT-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KISS-F	1. KTFM-F	1. KTFM-F>	1. KTFM-F	1. KTFM-F
2. KITY-F	2. KITY-F	2. KSMG-F	2. KAJA-F	2. KAJA-F
3. KAJA-F	3. KAJA-F	3. KZEP-F	3. KITY-F	KBUC-F
KTFM-F	4. KISS-F	4. KAJA-F	4. KMMX-F	4. KONO
5. KMMX-F	5. KMMX-F>	KITY-F	KONO	5. KQXT-F
6.	6. KBUC-F	KONO	6. KBUC-F	6. KSMG-F
7.	KSMG-F	7.	7. KISS-F	7. KCOR
8.	8.	8.	8.	KITY-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISS-F>	1. KISS-F>	1. KISS-F	1. KISS-F>	1. KISS-F
2. KSAQ-F+	2. KZEP-F	2. KZEP-F>	2. KZEP-F	2. KZEP-F
3. KTFM-F	3. KTFM-F	3. KSMG-F	3. KAJA-F	3. KAJA-F
4. KITY-F	4. KSAQ-F+	4. KTFM-F	KTFM-F	4. KTFM-F
5. KAJA-F	5. KAJA-F	5. KAJA-F	5. KONO	5. KONO
6.	KITY-F	KBUC-F	6. KMMX-F	6. KBUC-F
7.	7. KMMX-F	KMMX-F	7. KITY-F	7. KMMX-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBUC	1310	San Antonio	.9/2.7
KCHL	1480	San Antonio	.4/1.3
KDRY	1100	Alamo Heights	.3/1.8
KFHM	1160	San Antonio	.4/1.9
KGNB	1420	New Braunfels	1.4/1.6
KRNN	930	Terrill Hills	1.5/3.9
KWED	1580	Seguin	.8/1.6

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS,DA)	, OLDIES	SMN,$ 28.00*	(Durpetti)		
KBUC, 1310, 5 KW (DAYS,DA)	, COUNTRY	,$ 30.00*	(Republic)	TK	
KCOR, 1350, 5 KW (DA-N)	, SPANISH	,$ 75.00*	(Katz)	Tichenor	
KDRY, 1100, 5 KW/1 KW (DA-N)	, RELIGION	,$ 10.00	(---)		
KEDA, 1540, 5 KW/1 KW (DA-N)	, SPANISH	,$ 35.00	(Caballero)		
KFHM, 1160, 10 KW/1 KW (DA-2)	, SPANISH	,$ 27.00	(MMR)		
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC-D,$ 55.00*	(Christal)	New City	
KONO, 860, 5 KW/1 KW (DA-N)	, OLDIES	NBC,$ 43.00*	(MMR)	Duffy	
KRNN, 930, 5 KW/1 KW (DA-N)	, NEWS/TALK	APR,ABC-I,$ 34.00*	(Republic)		
KSAH, 720, 10 KW/1 KW (DA-2)	, SPANISH	,$ NA	(Caballero)		
KSLR, 630, 5 KW (DA-2)	, RELIGION	,$ 24.00*	(---)	Salem	
KTSA, 550, 5 KW (DA-N)	, AC/MOR	,$ 48.00*	(Banner)		
KXET, 1250, 1 KW (DA-N)	, SPANISH	,$ 29.00	(Lotus)	Lotus	
WOAI, 1200, 50 KW	, NEWS/TALK	CBS,NBC-T,$ 80.00*	(HNWH)	Clear Channel	

FM STATIONS

KAJA , 97.3, 100 KW @ 472, COUNTRY	,$ 85.00*	(HNWH)	Clear Channel	
KBUC , 107.5, 100 KW @ 1535, COUNTRY	,$ 58.00*	(Republic)	TK	
KMMX , 106.7, 100 KW @ 1030, AC	,$ 60.00	(Durpetti)		
KISS , 93.7, 100 KW @ 576, AOR	ABC-R,$ 67.00*	(Katz)	Adams	
KITY , 92.9, 100 KW @ 500, CHR	,$ 58.00*	(MMR)	Duffy	
KLLS , 100.3, 100 KW @ 580, AC	UPI,$ 46.00*	(Christal)	New City	
KQXT , 101.9, 100 KW @ 700, BTFL/EZ	,$ 77.00*	(Group W)	Westinghouse	
KSAQ+, 96.1, 100 KW @ 480, CHR	US 1,CBS-R,$ 51.00*	(Eastman)	Inner City	
KSMG , 105.3, 100 KW @ 1240, AC/OLDIES	,$ 59.00*	(Mc-Guild)	American	
KTFM , 102.7, 100 KW @ 670, CHR	,$ 88.00*	(Banner)		
KZEP , 104.5, 100 KW @ 750, AOR	Source,$ 42.00*	(Torbet)	Lotus	

SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,837,600

MSA Rank/Pop: 16/2,174,800
ADI # 26
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 34/24
Diaries: 1961/937:1/45.7%
Sample Target: 1610
% Below Line: 8.6
% Not Listed: 8.4

1986 Revenue: $61,400,000
HH Inc.: $36,672
Retail $: 14.7 Bil
Pop per Station: 75,567
#1 Biller: KFMB $10,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KJQY-F	265/8.2	8.7	9.0	9.4	7.1	8.8	5.2
2. KGB-F	243/7.5	7.2	7.2	6.7	7.3	7.2	10.4
3. KFMB-F	225/7.0	7.1	7.5	7.2	5.9	7.2	8.0
4. KFMB	193/6.0	7.0	4.2	4.7	9.8	5.5	4.3
5. KSON-F	189/5.9	5.8	4.3	4.3	2.9	5.1	5.2
6. KSDO	185/5.7	6.8	6.0	6.3	6.0	6.2	4.2
7. KKLQ-F	184/5.7	3.0	1.5	1.4	1.7	2.9	6.3
8. XTRA-F	178/5.5	6.4	6.1	6.3	6.0	6.1	6.3
9. KCBQ-F	127/3.9	3.3	4.4	3.7	3.4	3.8	3.2
10. KIFM-F	126/3.9	3.1	4.1	4.1	2.6	3.8	4.2
11. KSDO-F	122/3.8	3.5	4.2	6.6	6.5	4.5	2.8
12. KPOP	120/3.7	3.4	4.1	3.0	4.2	3.6	2.9
13. KYXY-F	106/3.3	3.0	2.9	2.7	3.0	3.0	2.6
14. XHRM-F	96/3.0	4.6	5.0	4.6	6.0	4.3	7.6
15. KFSD-F	90/2.8	2.0	3.0	2.9	2.8	2.7	1.2
16. KWLT-F	76/2.4	2.3	2.7	3.4	2.9	2.7	2.8
17. KGMG-F	69/2.1	1.9	2.3	2.0	.5	2.1	2.0
18. XTRA	49/1.5	2.1	2.5	2.6	2.4	2.2	1.0
19. KNX	43/1.3	1.5	1.9	2.2	1.8	1.7	1.9
20. XHIT-F	41/1.3	.9	.6	.7	1.3	0.9	1.1
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	
5.	
6.	SAN DIEGO'S
7.	METRO AND TSA
8.	ARE THE SAME
9.	
10.	
11.	
12.	
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15.	
16.	
17.	
18.	
19.	
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21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KFMB-F	3878/15.5	15.3	13.7
2. KGB-F	3000/16.3	14.7	14.7
3. XTRA-F	2852/15.5	15.4	14.7
4. KJQY-F	2843/15.5	15.3	13.7
5. KFMB	2703/21.1	20.6	18.2
6. KKLQ-F	2689/14.6	8.9	5.7
7. KSDO-F	2390/13.0	12.8	15.2
8. KSON-F	2241/12.2	11.3	7.5
9. KSDO	2218/12.1	13.0	13.2
10. KIFM-F	1896/10.3	9.2	7.6
11. KCBQ-F	1794/ 9.8	9.5	NA
12. XHRM-F	1792/ 9.8	10.7	9.5
13. KYXY-F	1614/ 8.8	9.3	8.3
14. KWLT-F	1406/ 7.7	6.9	9.3
15. KFSO-F	1338/ 7.3	6.3	7.3
16. KPOP	1250/ 6.8	7.7	7.6
17. XTRA	1168/ 6.4	5.5	6.9
18. KGMG-F	986/ 5.4	4.5	2.9
19. KNX	920/ 5.0	5.5	6.5
20. XHIT-F	800/ 4.4	3.3	4.4
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 75.62% (2261 of 2951) (SUM 86: 67.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKLQ-F	1. KGB-F>	1. KGB-F	1. KSON-F	1. KSON-F	1. KJQY-F>	1. KSDO-F	1. KJQY-F	1. KJQY-F	1. KFMB	1. KJQY-F
2. KSDO-F	2. KFMB-F	2. KFMB-F	2. KFMB-F	2. KFMB-F	2. KSDO-F	2. KGB-F	2. KGB-F	2. KKLQ-F+	2. KKLQ-F+	2. KKLQ-F+
3. XHRM-F	3. XTRA-F	3. XTRA-F	KGB-F	3. KGB-F	3. KFMB	3. KFMB-F	3. KFMB-F	3. KFMB-F	3. XTRA-F	3. KGB-F
4. XTRA-F	4. KKLQ-F	4. KSON-F	4. KFMB	4. KFMB	4. KPOP	4. KJQY-F	4. KSDO-F	KGB--F	4. [illegible]	KSON-F
5. KGB-F	5. KIFM-F	5. KKLQ-F	5. KIFM-F	5. KJQY-F	5. KSON-F	5. KFMB	5. KKLQ-F+	5. KSON-F	5. [illegible]	5. KFMB-F
6. KFMB-F	6. KSON-F	6. KIFM-F	6. KCBQ-F+	6. KIFM-F	6. KFSD-F	6. KSON-F	6. KSON-F	6. XTRA-F	6. [illegible]	6. XTRA-F
7.	7. XHRM-F	7. KCBQ-F+	7. KJQY-F	7. KCBQ-F+	7. KYXY-F	7. XTRA-F	7. KCBQ-F+	7. KFMB	7. [illegible]	KSDO-F
8.	8. KGMG-F	8. KFMB	8. XTRA-F	8. KYXY-F	8. KCBQ-F+	8. KKLQ-F+	8. KPOP	8. KCBQ-F+	8. KFMB	[illegible]
9.	9. KCBQ-F+	9.	9. KYXY-F	9.	9.	9.	XTRA-F	9.	9.	[illegible]
10.	10. KSDO-F	10.	10.	10.	10.	10.	10.	10.	10.	[illegible]

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KFMB-F	1. KFMB-F>	1. KFMB-F>	1. KFMB-F>	1. KSON-F
2. KKLQ-F	2. KKLQ-F	2. KIFM-F	2. KSON-F	2. KFMB-F
3. XTRA-F	3. KGB-F	3. KSON-F	3. KKLQ-F	3. KIFM-F
4. KGB-F	4. KIFM-F	4. KGB-F	4. KIFM-F	4. KYXY-F
KSDO-F	XTRA-F	KWLT-F	5. KCBQ-F+	5. KCBQ-F+
6. XHRM-F	6. KSON-F	6. KKLQ-F	6. KGB-F	6. KJQY-F
7.	7. KWLT-F	7. XTRA-F	7. XTRA-F	7. KFMB
8.	8. KSDO-F	8. KYXY-F	8. KWLT-F	8. KWLT-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGB-F>	1. KGB-F>	1. KGB-F>	1. KGB-F>	1. KGB-F
2. XTRA-F>	2. XTRA-F>	2. XTRA-F	2. XTRA-F	2. KSON-F
3. KKLQ-F	3. KFMB-F	3. KFMB-F	3. KFMB-F	3. KFMB
4. KFMB-F	4. KKLQ-F>	4. KFMB	4. KSON-F	4. KJQY-F
5. XHRM-F	5. XHRM-F	5. KCBQ-F+	5. KFMB	5. KFMB-F
6. KSDO-F	6. KCBQ-F+	KIFM-F	6. KCBQ-F+	6. XTRA-F
7. KGMG-F	7. KGMG-F	7. KSON-F	KKLQ-F	7. KCBQ-F+
8.	8. KFMB	8. KGMG-F	8.	8. KIFM-F
9.	9.	9. KKLQ-F	9.	KSDO-F
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKLQ	600	San Diego	.9/3.3
KKOS-F	95.9	Carlsbad	1.2/3.3
KOWN-F	92.1	Escondido	.3/1.1
KSON	1240	San Diego	.6/2.9
KVSD	1000	Vista	.4/1.9
KBIG-F	104.3	Los Angeles	.3/1.1
KJOI-F	98.7	Los Angeles	.4/ .9
KLOS-F	95.5	Los Angeles	.7/1.7
KPWR-F	105.9	Los Angeles	.5/1.3
KWVE-F	107.9	San Clemente	.4/ .9
XEMO	860	Tijuana	.4/1.6
XHKY-F	95.7	Tijuana	.4/1.6
XLTN-F	104.5	Tijuana	.4/1.9

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/5 KW (DA-2)	, OLDIES	,$ NA	(Republic)	Eric/Chandler	
KFMB, 760,	5 KW (DA-N)	, MOR	CBS,$170.00*	(Mc-Guild)	Midwest TV	
KKLQ, 600,	5 KW (DA-1)	, CHR	APR,MBS,$ NA	(Eastman)	Edens	
KMJC, 910,	5 KW (DA-2)	, RELIGION	,$ 25.00	(---)		
KOWN, 1450,	1 KW	, COUNTRY	,$ 30.00*	(---)		
KPOP, 1360,	5 KW/1 KW	, NOSTALGIA	NBC,$ 50.00*	(Katz)	Brown	
KSDO, 1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I,NBC-T,$100.00*	(Durpetti)	Gannett	
KSON, 1240,	1 KW	, COUNTRY	MBS,$ NA	(Banner)	Jeff-Pilot	
KVSD, 1000,	2.5 KW/500 W (DA-2)	, TALK	ABC-D,$ 30.00*	(---)		
XTRA, 690,	50 KW (DA-2)	, OLDIES	,$ 55.00*	(MMR)	Noble	(TIJUANA)

FM STATIONS

KCBQ, 105.3,	29 KW @ 620,	OLDIES	,$ 60.00*	(Republic)	Eric/Chandler	
KFMB, 100.7,	30 KW @ 620,	CONTEMP	,$140.00*	(Mc-Guild)	Midwest TV	
KFSD, 94.1,	100 KW @ 641,	CLASSICAL	,$ 70.00*	(Christal)	Lotus	
KGB , 101.5,	50 KW @ 577,	AOR	,$132.00*	(Katz)	Brown	
KIFM, 98.1,	28 KW @ 640,	JAZZ	CBS-R,$ 68.00*	(CBS)		
KJQY, 103.7,	36 KW @ 650,	BTFL/EZ	,$120.00*	(Group W)	Westinghouse	
KKOS, 95.9,	3 KW @ 300,	AC	,$ 45.00*	(---)		
KKLQ, 106.5,	50 KW @ 442,	CHR	,$ 59.00*	(Eastman)	Edens	
KOWN, 92.1,	270 W @ 1020,	AC/JAZZ	,$ 35.00*	(---)		
KSWV, 102.9,	2 KW @ 1840,	JAZZ/NEW AGE	,$ 95.00*	(Durpetti)	Gannett	
KSON, 97.3,	50 KW @ 465,	COUNTRY	,$ 80.00	(Banner)	Jeff-Pilot	
KWLT, 94.9,	22 KW @ 701,	AC	,$ 65.00*	(Christal)	Sandusky	
KYXY, 96.5,	41 KW @ 540,	AC	,$ 60.00*	(HNWH)		
XTRA, 91.1,	100 KW @ 1000,	AOR	,$ 86.00*	(MMR)	Noble	(TIJUANA)
XHRM, 92.5,	50 KW @ 600,	BLACK	ABC-F,$ 61.00*	(Masla)		(TIJUANA)
XHIT, 90.3,	100 KW @ 1000,	AC	SMN,$ 35.00*	(Torbet)		(TIJUANA)
KGMG, 102.1,	10 KW @ 980,	AC	MBS,$ NA	(Banner)		(OCEANSIDE)

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SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,792,600

MSA Rank/Pop: San Francisco - 28/1,583,700
ADI # 5 Oakland - 20/1,935,100
Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 49/47
Diaries: 3752/1277:1/44.9%
Sample Target: 2650
% Below Line: 1.1
% Not Listed: 11.8

1986 Revenue: $144,100,000
HH Inc.: $38,222
Retail $: 34.2 Bil
Pop per Station: 101,970
#1 Biller: KGO $19,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KGO	695/8.7	7.8	7.3	8.0	7.3	8.0	7.4
2. KCBS	452/5.6	5.2	6.0	6.8	4.9	5.9	4.4
3. KNBR	419/5.2	4.9	2.5	2.4	4.7	3.8	4.3
4. KMEL-F	395/4.9	3.9	4.4	3.7	4.3	4.2	5.3
5. KSOL-F	332/4.1	4.8	4.1	4.2	5.0	4.3	8.3
6. KABL-F+	315/4.0	4.8	6.8	5.6	6.7	5.3	2.7
7. KFRC	287/3.6	3.6	2.9	2.7	1.7	3.2	1.8
8. KITS-F	257/3.2	2.3	3.0	2.4	1.5	2.7	3.6
9. KSAN-F	253/3.2	2.3	2.3	3.2	2.2	2.8	2.7
10. KOIT-F	248/3.1	3.0	2.7	2.5	2.4	2.8	1.6
11. KIOI-F	203/2.5	2.1	2.3	2.4	2.2	2.3	2.5
12. KYUU-F	190/2.4	2.7	2.8	4.2	3.1	3.0	3.2
13. KSFO	175/2.2	2.4	1.6	1.7	2.0	2.0	1.6
14. KRQR-F	173/2.2	2.6	2.0	3.1	2.2	2.5	2.4
15. KBLX-F+	168/2.1	2.5	3.5	2.6	2.9	2.7	3.6
16. KBAY-F	160/2.0	1.4	2.0	2.0	2.5	1.9	1.0
17. KNEW	154/1.9	1.7	2.7	1.8	1.8	2.0	1.2
18. KDFC-F+	138/2.0	2.1	2.1	2.0	1.4	2.1	1.1
19. KFOG-F	134/1.7	2.3	2.0	2.6	2.2	2.2	2.9
20. KKSF-F	126/1.6	2.9	3.1	2.2	2.6	2.5	NA
KKHI-F+	126/1.6	1.9	1.7	2.0	1.4	1.8	1.8
22. KOME-F	121/1.5	1.7	1.8	1.8	1.5	1.7	3.4
23. KWSS-F	120/1.5	1.1	1.4	1.5	1.7	1.4	2.5
24. KKCY-F	119/1.5	1.1	1.5	1.3	1.0	1.4	1.3
25. KYA-F	117/1.5	1.7	1.4	1.7	1.6	1.6	1.6

12+ TSA	1/4/CUME
1. KGO	863/10574
2. KNBR	589/ 9619
3. KCBS	569/ 9203
4. KMEL-F	420/ 6840
5. KSOL-F	349/ 5501
6. KABL-F+	327/ 4956
7. KFRC	308/ 4850
8. KITS-F	259/ 3814
9. KSAN-F	258/ 4068
10. KOIT-F	255/ 4433
11. KIOI-F	215/ 4814
12. KWSS-F	212/ 3950
13. KBAY-F	211/ 2920
14. KRAK	209/ 2337
15. KSFO	197/ 4658
16. KSFM-F	195/ 3661
17. KYUU-F	191/ 4641
18. KRQR-F	184/ 3242
19. KFOG-F	182/ 3405
20. KBLX-F+	176/ 3465
21. KDFC-F+	166/ 3505
22. KNEW	156/ 2473
23. KOME-F	141/ 2570
24. KKHI-F+	130/ 2561
25. KKSF-F	127/ 3146

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KGO 8314/17.3	17.2	15.4
2. KCBS 9203/15.6	16.1	14.8
3. KNBR 6953/14.5	14.9	13.4
4. KMEL-F 6456/13.5	12.4	11.0
5. KSOL-F 5185/10.8	10.9	12.1
6. KABL-F+ 4623/ 9.6	10.3	12.9
7. KIOI-F 4579/ 9.6	9.7	10.1
8. KYUU-F 4546/ 9.5	10.1	11.3
9. KFRC 4474/ 9.3	8.5	6.6
10. KOIT-F 4207/ 8.8	8.9	7.6
11. KSFO 4119/ 8.6	9.2	6.2
12. KSAN-F 3943/ 8.2	7.6	6.0
13. KDFC-F+ 3330/ 6.9	6.6	5.0
14. KBLX-F+ 3322/ 6.9	7.7	7.1
15. KFOG-F 3405/ 6.4	6.4	7.2
16. KKSF-F 3069/ 6.4	9.2	8.7
17. KRQR-F 3059/ 6.4	6.2	5.9
18. KYA-F 2758/ 5.8	6.2	4.9
19. KWSS-F 2667/ 5.6	4.4	4.5
20. KKHI-F+ 2484/ 5.2	5.0	4.4
21. KNEW 2425/ 5.1	4.3	4.8
22. KBAY-F 2234/ 4.7	4.2	5.1
23. KOME-F 2208/ 4.6	5.6	4.5
24. KOFY 1930/ 4.0	2.8	3.5
25. KSJO-F 1623/ 3.4	3.9	3.7

12+ FM SHARE (METRO): 59.10% (4184 of 7080) (SUM 86: 61.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMEL-F>	1. KMEL-F	1. KMEL-F	1. KNBR	1. KGO	1. KGO >	1. KGO	1. KGO >	1. KGO	1. KNBR	1. KNBR
2. KSOL-F>	2. KITS-F	2. KNBR	2. KGO	2. KNBR >	2. KCBS	2. KCBS >	2. KCBS	2. KMEL-F	2. KGO >	2. KMEL-F
3. KITS-F	3. KSOL-F	3. KGO	3. KOIT-F	3. KOIT-F	3. KABL-F+	3. KMEL-F	3. KMEL-F	3. KNBR	3. KSOL-F	3. KGO
4. KWSS-F	4. KNBR	4. KSOL-F	4. KSAN-F	KSAN-F	KNBR	4. KABL-F+	4. KABL-F+	4. KCBS	4. KMEL-F	4. KFRC
5. KKSF-F	KRQR-F	5. KITS-F	5. KCBS	5. KCBS	5. KFRC >	5. KNBR	5. KFRC	5. KSOL-F	5. KSFO	5. KSOL-F
6. KYUU-F	6. KIOI-F	6. KOIT-F	6. KIOI-F	6. KIOI-F	6. KSAN-F	6. KITS-F	6. KSOL-F	6. KABC-F+	6. KCBS	6. KABL-F+
7.	KYUU-F	7. KSAN-F	7. KBLX-F+	7. KBLX-F+	7. KBAY-F	7. KFRC	7. KOIT-F	7. KOIT-F	7. KITS-F	7. KCBS
8.	8. KOIT-F	8. KIOI-F	KSOL-F	8. KSFO	8. KOIT-F	KOIT-F	8. KITS-F	8. KSAN-F	8. KSAN-F	8. KSAN-F
9.	9. KOME-F	9. KRQR-F	9. KSFO	KSOL-F	9. KNEW	9. KYA-F+	9. KSAN-F	9. KFRC	9. KBLX-F+	9. KSFO
10.	10. KBLX-F+	KYUU-F	10. KMEL-F	10. KABL-F+	10.	10. KSAN-F	10. KIOI-F	KITS-F	10. KDFC-F+	10. KITS-F
			KYUU-F			KSOL-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMEL-F>	1. KMEL-F	1. KIOI-F	1. KMEL-F	1. KGO
2. KITS-F	2. KSOL-F	2. KOIT-F	2. KOIT-F	2. KOIT-F
3. KSOL-F>	3. KITS-F	3. KYUU-F	3. KSOL-F	3. KIOI-F
4. KYUU-F	4. KOIT-F	4. KDIA	KIOI-F	KSAN-F
5. KOIT-F	5. KIOI-F	5. KSOL-F	5. KYUU-F	5. KNBR
6. KRQR-F	KYUU-F>	6. KSAN-F	6. KGO	6. KYUU-F
7. KIOI-F	7. KRQR-F	7. KKCY-F	7. KSAN-F	7. KCBS
8. KWSS-F	8. KBLX-F+	8. KBLX-F+	8. KITS-F	8. KABL-F+
9.	KSAN-F	9. KFOG-F	KNBR	KSOL-F
10.	10. KFOG-F	KYA-F	10. KBLX-F+	10. KDIA
	KWSS-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMEL-F	1. KMEL-F	1. KNBR	1. KNBR	1. KNBR
2. KITS-F	2. KITS-F	2. KMEL-F	2. KGO	2. KGO
3. KSOL-F	3. KNBR	3. KITS-F	3. KMEL-F	3. KCBS
4. KOME-F	4. KSOL-F	4. KGO	4. KITS-F	4. KSAN-F
5. KRQR-F	5. KOME-F	5. KBLX-F+	5. KSOL-F	5. KSFO
6. KFOG-F	6. KRQR-F	6. KRQR-F	6. KRQR-F	6. KBLX-F+
7. KSJO-F	7. KGO	7. KSFO	7. KSAN-F	7. KRQR-F
8. KSAN-F	8. KBLX-F+	8. KOME-F	8. KCBS	8. KOIT-F
9. KNBR	KFOG-F	9. KCBS	9. KSFO	9. KMEL-F
10. KKSF-F	10. KSAN-F	10. KKCY-F	10. KBLX-F+	10. KITS-F
KWSS-F				

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	.9/3.0
KATD-F	95.3	Los Gatos	.8/3.1
KBRG-F	104.9	Fremont	.8/1.2
KDIA	1310	Oakland	1.1/2.5
KEAR	106.9	San Jose	.3/ .9
KEEN	1370	San Jose	.7/1.5
KEZR-F	106.5	San Jose	.6/1.9
KFAX	1100	San Francisco	.7/1.8
KIQI	1010	San Francisco	.8/1.3
KJAZ-F	92.7	Alameda	1.0/2.9
KLIV-F	1590	San Jose	.7/1.6
KLOK	1170	San Jose	.8/3.0
KLZE-F	97.7	Los Altos	.8/2.1
KOFY	1050	San Mateo	1.0/4.0
KOIT	1260	San Francisco	.4/2.1
KREO-F	92.9	Healdsburg	.6/1.6
KSJO-F	92.2	San Jose	1.0/3.4
KZST-F	100.1	Santa Rosa	.8/1.5
KRAK	1140	Sacramento	.6/1.1
KSFM-F	102.5	Woodland	.3/1.4

RADIO STATIONS

AM STATIONS

KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS,$200.00	(CBS)	CBS
KEST, 1450, 1 KW	, RELIGION	,$ 37.00	(---)	Universal
KFAX, 1100, 50 KW (DA-1)	, RELIGION	,$ 30.00	(---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS,US 1,$140.00*	(Republic)	RKO
KDIA, 1310, 5 KW (DA-1)	, BLACK	,$ 60.00*	(---)	Mediacomm
KGO , 810, 50 KW (DA-1)	, TALK/NEWS	ABC-I,$295.00	(Banner)	Cap Cities/ABC
KIQI, 1010, 10 KW/500 W (DA-1)	, SPANISH	,$ 55.00	(Caballero)	
KNBR, 680, 50 KW	, MOR/AC	NBC,$190.00	(Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N)	, COUNTRY	,$100.00	(Katz)	Malrite
KOFY, 1050, 1 KW/500 W (DA-N)	, OLDIES	,$ 60.00*	(Roslin)	
KOIT, 1260, 5 KW/1 KW	, SOFT AC	,$ NA	(Torbet)	Bonneville
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2,$100.00*	(MMR)	King

FM STATIONS

KABL+, 98.1, 100 KW @ 940, BTFL/EZ		,$200.00	(Christal)	Shamrock
KBLX+, 102.9, 7 KW @ 1285, URBAN/AC		SBN,$140.00	(HNWH)	Inner City
KDFC+, 102.1, 33 KW @ 1050, CLASSICAL		,$ 66.00	(CMBS)	
KFOG , 104.5, 8 KW @ 1454, AOR		Source,$160.00*	(Eastman)	Susquehanna
KIOI , 101.3, 125 KW @ 1220, AC		,$200.00	(MMR)	Price
KITS , 105.3, 15 KW @ 1200, CHR		ABC-F,$140.00	(Republic)	Entercom
KJAZ , 92.7, 2 KW @ 550, JAZZ		,$ 80.00*	(Roslin)	
KKCY , 98.9, 4 KW @ 1450, AOR/JAZZ/URBAN		,$100.00*	(Roslin)	Olympic
KKHI+, 95.7, 9 KW @ 1473, CLASSICAL		,$ 90.00*	(HNWH)	Buckley
KKSF , 103.7, 8 KW @ 1470, JAZZ/AC		,$135.00*	(Masla)	Brown
KMEL , 106.1, 69 KW @ 1290, CHR		,$175.00*	(Christal)	Century
KOIT , 96.5, 33 KW @ 1410, SOFT AC		,$140.00*	(Torbet)	Bonneville
KRQR , 97.3, 82 KW @ 1100, AOR		CBS-R,$165.00	(CBS)	CBS
KSAN , 94.9, 35 KW @ 1290, COUNTRY		,$170.00*	(Katz)	Malrite
KSOL , 107.7, 9 KW @ 1590, BLACK/URBAN		APR,$150.00*	(MMR)	United
KYA , 93.3, 31 KW @ 593, OLDIES		US 2,$120.00*	(MMR)	King
KYUU , 99.7, 45 KW @ 1240, CONTEMP/AC		,$180.00	(Mc-Guild)	NBC

Other ranked stations - See San Jose

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SAN JOSE

Arbitron Rank/Pop (12+): 29/1,177,300

MSA Rank/Pop: 30/1,418,700
San Francisco ADI
Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 46/16
Diaries: 1530/769:1/44.3%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1986 Revenue: $26,000,000
HH Inc.: $43,910
Retail $: 11.2 Bil
Pop per Station: 73,581
#1 Biller: KBAY-F $4,000,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KWSS-F	112/5.7	4.7	5.6	5.8	6.0	5.5	7.1
2. KBAY-F	111/5.6	3.7	5.8	5.3	5.9	5.1	2.6
3. KOME-F	82/4.1	5.2	5.4	4.8	4.0	4.9	7.6
4. KARA-F	59/3.0	3.7	3.0	2.6	2.4	3.1	1.9
KATD-F	59/3.0	2.9	3.8	3.4	3.3	3.3	3.9
6. KLZE-F	57/2.9	3.6	4.7	2.8	2.3	3.5	2.0
7. KEEN	53/2.7	2.4	2.5	2.4	2.8	2.5	3.4
8. KEZR-F	47/2.4	2.8	3.0	3.4	2.3	2.9	1.5
9. KSJO-F	46/2.3	3.5	3.0	3.5	3.1	3.1	3.7
10. KLIV	38/1.9	1.9	2.3	2.4	2.2	2.1	2.4
KLOK	38/1.9	2.1	2.0	2.4	2.4	2.1	2.0
12. KDFC-F+	33/1.7	2.1	1.4	1.3	.6	1.6	.6
13. KAZA	31/1.6	.7	.6	.6	1.0	0.9	.5
14. KNTA	20/1.0	1.2	.7	1.0	1.9	1.0	.9
15. KHTT	15/ .8	.6	.4	1.2	---	0.8	.4

12+ TSA	1/4/CUME
1. KBAY-F	222/2816
2. KWSS-F	198/3622
3. KOME-F	137/2428
4. KSJO-F	89/1713
5. KARA-F	77/1472
6. KDFC-F+	69/1747
KLOK	69/1333
8. KLZE-F	65/1004
9. KATD-F	62/1529
10. KEEN	58/ 690
11. KLIV	55/ 722
12. KEZR-F	47/ 933
13. KAZA	39/ 242
14. KHTT	22/ 493
15. KNTA	21/ 246

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KWSS-F	2282/19.4	15.7	16.4
2. KBAY-F	1468/12.5	10.7	13.1
3. KATD-F	1386/11.8	10.3	11.1
4. KOME-F	1364/11.6	13.6	11.0
5. KARA-F	1154/ 9.8	10.1	9.2
6. KSJO-F	1042/ 8.9	12.7	10.0
7. KEZR-F	889/ 7.6	9.0	8.5
8. KLZE-F	755/ 6.4	7.0	5.3
9. KDFC-F+	750/ 6.4	5.0	4.1
10. KLOK	707/ 6.0	7.0	8.0
11. KEEN	528/ 4.5	4.5	4.9
12. KLIV	466/ 4.0	5.2	5.2
13. KHTT	348/ 3.0	2.7	---
14. KNTA	220/ 1.9	2.3	2.6
15. KAZA	179/ 1.5	1.2	1.7

12+ FM SHARE (METRO): NA (SUM 86: NA%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWSS-F	1. KOME-F	1. KWSS-F	1. KARA-F	1. KBAY-F	1. KBAY-F>	1. KWSS-F	1. KBAY-F	1. KWSS-F	1. KWSS-F	1. KWSS-F
2. KATD-F	KWSS-F	2. KOME-F	2. KBAY-F	2. KWSS-F	2. KLZE-F	2. KBAY-F	2. KWSS-F>	2. KBAY-F>	2. KOME-F	2. KBAY-F
3. KAZA	3. KATD-F	3. KARA-F	KOME-F	3. KARA-F	3. KLIV	3. KOME-F	3. KOME-F	3. KOME-F	3. KBAY-F	3. KOME-F
4.	4. KARA-F	4. KATD-F	KWSS-F	4. KOME-F	4. KEEN	4. KEEN	4. KARA-F	4. KATD-F	4. KATD-F	4. KARA-F
5.	5. KSJO-F	KBAY-F	5. KEZR-F	5. KEZR-F	5. KDFC-F+	5. KEZR-F	5. KLZE-F	5. KLZE-F	5. KSJO-F	5. KLIV
				6. KEEN					6. KLZE-F	KSJO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWSS-F>	1. KWSS-F>	1. KWSS-F>	1. KWSS-F	1. KBAY-F
2. KATD-F	2. KATD-F	2. KARA-F	2. KARA-F	2. KWSS-F
3. KOME-F	3. KOME-F	KATD-F	3. KATD-F	3. KARA-F
4.	4. KARA-F	4. KAZA	4. KBAY-F	4. KEZR-F
5.	5. KEZK-F	5. KEZR-F	KOME-F	5. KLOK
		KOME-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KOME-F	1. KOME-F>	1. KOME-F>	1. KOME-F>	1. KOME-F
2. KWSS-F	2. KWSS-F	2. KSJO-F	2. KWSS-F	2. KEEN
3. KATD-F	3. KSJO-F	3. KARA-F	3. KSJO-F	3. KSJO-F
KSJO-F	4. KARA-F	4. KWSS-F	4. KEEN	4. KARA-F
5. KLOK	5. KATD-F	5. KEZR-F	5. KARA-F	KBAY-F
	KEZR-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLRS-F 99.1 Santa Cruz 1.1/4.2

See San Francisco for more information about the following:

KABL-F+	1.3/ 3.8	KIOI-F	2.6/10.0	KOFY	.9/3.2
KBLX-F+	1.5/ 5.0	KIQI	.7/ .9	KOIT	.3/1.6
KBRG-F	1.3/ 2.3	KITS-F	3.1/ 6.8	KOIT-F	2.6/8.2
KCBS	4.1/13.4	KJAZ-F	1.0/ 1.5	KRQR-F	.5/3.0
KEAR	.3/ 1.1	KKHI-F+	1.2/ 4.3	KSAN-F	3.0/8.3
KFAX	.5/ 1.6	KKSF-F	1.0/ 3.6	KSFO	1.4/6.2
KFOG-F	1.4/ 5.0	KMEL-F	2.7/ 9.8	KYA-F	1.0/4.5
KFRC	.8/ 3.9	KNBR	4.6/13.8	KSOL-F	3.4/8.5
KGO	8.6/17.2	KNEW	.9/ 1.9	KYUU-F	2.2/9.8

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, SPANISH	,$ 56.00	(Caballero)		(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,$ 55.00	(MMR)		
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR,$ 30.00	(Katz)	Narragansett	
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,$ 46.88	(Eastman)	Empire	
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,$ 64.00	(Masla)	Davis/Weaver	
KNTA, 1430, 1 KW (DA-1)	, SPANISH	,$ 42.00	(Lotus)	Tamarack	
KARA-F, 105.7, 50 KW @ 500, AC		,$ 77.00	(Eastman)	Empire	
KATD-F, 95.3, 375 W @ 860, CHR		,$ 50.00	(Durpetti)		
KBAY-F, 100.3, 14 KW @ 2580, BTFL/EZ		,$ 90.00	(MMR)		
KBRG-F, 104.9, 3 KW @ 300, SPANISH		,$ 50.00	(Lotus)		(FREMONT)
KEZR-F, 106.5, 50 KW @ 430, AC		,$ 82.00	(Christal)		
KLZE-F, 97.7, 3 KW @ 300, BTFL/EZ		,$ 60.00*	(Republic)	Parker	
KOME-F, 98.5, 13 KW @ 880, AOR		ABC-R,$120.00	(Torbet)	Infinity	
KSJO-F 92.3, 50 KW @ 369, AOR		,$120.00	(Katz)	Narrangansett	
KWSS-F 94.5, 1.2 KW @ 2580, CHR		,$135.00*	(Mc-Guild)	Nationwide	

Other ranked stations - See San Francisco

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SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 17/1,900,500

MSA Rank/Pop: Seattle - 25/179,100
ADI # 13 Tacoma - 95/527,600
Average Person Ratings: 15.9
Market TSL: 21.0 hours

Stations: 32/32
Diaries: 2044/930:1/50.8%
Sample Target: 1670
% Below Line: 0
% Not Listed: 7.9

1986 Revenue: $65,800,000
HH Inc.: $33,669
Retail $: 15.2 Bil
Pop per Station: 59,391
#1 Biller: KIRO $16,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KIRO	263/8.7	9.5	9.1	10.5	10.4	9.5	9.3
2. KUBE-F	201/6.6	5.2	5.5	8.0	8.2	6.3	8.6
3. KPLZ-F	183/6.0	4.1	5.2	4.6	3.6	5.0	8.1
4. KOMO	180/5.9	7.4	7.2	6.9	5.8	6.9	4.1
5. KBRD-F	179/5.9	6.1	5.5	5.1	4.5	5.7	2.7
6. KISW-F	153/5.1	5.4	6.2	8.0	7.3	6.2	7.8
7. KXRX-F	144/4.8	3.8	4.3	.4	.9	3.3	5.7
8. KMPS-F+	133/4.4	5.0	5.5	4.7	5.1	4.9	6.5
9. KSEA-F	119/3.9	3.6	3.6	4.1	4.0	3.8	1.4
10. KIXI	113/3.7	2.8	3.0	2.6	4.0	3.0	2.4
11. KNBQ-F	104/3.4	2.9	2.2	2.7	2.6	2.8	3.1
12. KZOK-F	101/3.3	4.5	3.5	3.4	1.5	3.7	3.3
13. KING-F	96/3.2	3.0	3.4	2.5	2.9	3.0	2.4
14. KMGI-F	92/3.0	2.8	3.7	3.1	3.5	3.2	3.0
15. KLSY-F+	87/2.8	3.2	3.6	4.1	3.2	3.4	2.3
16. KRPM-F	85/2.8	2.8	3.2	3.4	2.1	3.1	4.8
17. KLTX-F	81/2.7	2.0	1.9	2.2	2.6	2.2	1.8
18. KVI	80/2.6	2.5	2.0	2.5	3.2	2.4	2.6
19. KING	65/2.1	1.9	2.0	2.4	2.3	2.1	2.0
20. KEZX-F	59/1.9	2.2	2.3	2.0	2.6	2.1	2.0
21. KCMS-F	52/1.7	2.1	1.7	1.5	1.3	1.8	1.5
22. KJR	51/1.7	2.9	2.4	2.0	1.8	2.3	1.8
23. KNUA-F	39/1.3	1.7	1.8	1.4	1.7	1.6	1.7
24. KKFX	32/1.1	1.0	.9	1.2	2.0	1.1	2.4
25. KCIS	21/ .7	.7	.6	.8	.8	1.0	.6

12+ TSA	1/4/CUME
1. KIRO	329/5357
2. KPLZ-F	242/3781
3. KBRD-F	234/2513
4. KUBE-F	227/3576
5. KOMO	215/3409
6. KISW-F	190/2441
7. KMPS-F+	175/2065
8. KXRX-F	172/2170
9. KIXI	146/1907
10. KSEA-F	140/1837
11. KZOK-F	130/2153
12. KMGI-F	121/1738
13. KNBQ-F	118/2115
14. KRPM-F	115/1319
15. KING-F	111/1605
16. KVI	103/2035
17. KLSY-F+	101/1953
18. KLTX-F	100/1567
19. KING	78/1520
20. KEZX-F	73/1185
21. KCMS-F	63/ 921
22. KJR	61/1344
23. KNUA-F	50/1340
24. KKFX	34/ 701
25. KCIS	25/ 674

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. KIRO 4338/22.8	24.9	25.0
2. KUBE-F 3173/16.7	16.7	17.4
3. KOMO 2863/15.1	16.1	13.8
4. KPLZ-F 2852/15.0	14.0	10.0
5. KBRD-F 1944/10.2	8.7	8.8
6. KISW-F 1940/10.2	13.0	14.0
7. KNBQ-F 1808/ 9.5	8.1	7.6
8. KXRX-F 1761/ 9.3	8.7	3.3
9. KZOK-F 1718/ 9.0	11.2	6.4
10. KLSY-F+ 1680/ 8.8	9.8	11.1
11. KMPS-F+ 1679/ 8.8	9.7	NA
12. KVI 1670/ 2.6	2.5	3.2
13. KIXI 1544/ 8.1	7.3	8.3
14. KING-F 1497/ 7.9	7.7	6.5
15. KSEA-F 1458/ 7.7	6.5	8.9
16. KMGI-F 1446/ 7.6	9.2	8.5
17. KLTX-F 1286/ 6.8	6.8	5.9
18. KING 1247/ 6.6	6.0	6.8
19. KJR 1135/ 6.0	7.9	6.8
20. KRPM-F 1069/ 5.6	5.7	4.9
21. KEZX-F 957/ 5.0	6.3	6.1
22. KNUA-F 951/ 5.0	7.4	5.7
23. KCMS-F 716/ 3.8	4.8	3.0
24. KKFX 642/ 3.4	2.5	3.6
25. KCIS 493/ 2.6	2.8	2.3

12+ FM SHARE (METRO): 67.36% (1878 of 2788) (SUM 86: 60.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPLZ-F>	1. KUBE-F	1. KUBE-F	1. KIRO	1. KIRO	1. KIRO	1. KIRO	1. KBRD-F	1. KIRO	1. KIRO >	1. KIRO
2. KNBQ-F	2. KISW-F	2. KISW-F	KUBE-F	2. KUBE-F	2. KOMO	2. KOMO >	2. KUBE-F	2. KUBE-F	2. KPLZ-F	2. KUBE-F
3. KUBE-F	3. KXRX-F	3. KXRX-F	3. KXRX-F	3. KXRX-F	3. KBRD-F	3. KUBE-F	3. KPLZ-F	3. KPLZ-F	3. KISW-F	3. KXRX-F
4.	4. KPLZ-F	4. KIRO	4. KMPS-F+	4. KMPS-F	4. KIXI	4. KMPS-F	4. KOMO	4. KOMO	4. KBRD-F	4. KBRD-F
5.	5. KZOK-F	5. KPLZ-F	5. KISW-F	5. KOMO	5. KRPM-F+	5. KBRD-F	5. KISW-F	5. KISW-F	5. KUBE-F	5. KPLZ-F
6.	6. KLSY-F+	6. KMPS-F+	6. KZOK-F	6. KISW-F	6. KMPS-F+	6. KPLZ-F	6. KMPS-F+	6. KBRD-F	6. KLSY-F+	6. KIXI
7.	7. KNBQ-F	7. KZOK-F	7. KMGI-F	7. KMGI-F	7. KING-F	7. KXRX-F	KSEA-F	7. KXRX-F	KNBQ-F	7. KISW-F
8.	8. KMGI-F	8.	8. KOMO	KZOK-F	8. KING	8. KISW-F	8. KIRO	8. KMPS-F+	8. KXRX-F	8. KOMO
9.	KMPS-F+	9.	9.	9.	KVI	KIXI	9. KXRX-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPLZ-F	1. KUBE-F>	1. KUBE-F>	1. KUBE-F>	1. KUBE-F
2. KUBE-F	2. KLSY-F+	2. KLSY-F+	2. KLSY-F+	2. KOMO
3. KLSY-F+	3. KPLZ-F	3. KMGI-F	3. KMGI-F	3. KMPS-F+
4. KISW-F	4. KMGI-F	4. KNBQ-F	4. KMPS-F+	4. KLSY-F+
5. KBRD-F	5. KISW-F	5. KMPS-F+	5. KPLZ-F	KMGI-F
6. KXRX-F	6. KNBQ-F	6. KISW-F	6. KLTX-F	6. KLTX-F
7. KMGI-F	7. KXRX-F	7. KZOK-F	7. KOMO	7. KIRO
8.	KCMS-F	8. KCMS-F	8. KBRD-F	8. KBRD-F
9.	KLTX-F	KEZX-F	9. KNBQ-F	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISW-F	1. KISW-F	1. KXRX-F	1. KXRX-F	1. KIRO
2. KUBE-F	2. KXRX-F>	2. KISW-F	2. KISW-F	2. KXRX-F
KXRX-F	3. KUBE-F	3. KZOK-F	3. KIRO	3. KISW-F
4. KPLZ-F>	4. KZOK-F	4. KUBE-F	4. KUBE-F	4. KZOK-F
5. KZOK-F	5. KPLZ-F	5. KRIO	KZOK-F	5. KUBE-F
6. KNBQ-F	6. KIRO	6. KMPS-F+	6. KPLZ-F	6. KMPS-F+
7.	7. KMPS-F+	7. KRPM-F	7. KNBQ-F	7. KVI
8.	8.	8. KPLZ-F	8.	8. KOMO
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGNW	820	Burien	.6/1.6
KRIZ	1420	Renton	.4/1.0
KRPM	770	Seattle	.5/1.4
KTAC	850	Tacoma	.6/1.3
KWYZ	1230	Everett	.4/ .9

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/453 W	, RELIGION	,$ 30.00	(---)		
KCIS, 630, 5 KW/2.5 KW (DA-N)	, RELIGION	UPI,APR,$ 50.00	(---)		
KING, 1090, 50 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,$ 57.00*	(Banner)	King	
KEZX, 820, 50 KW/5 KW (DA-2)	, JAZZ/NEW AGE	,$ 30.00*	(Eastman)	Park	
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS,$200.00*	(Torbet)	Bonneville	
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	,$ 65.00*	(Christal)		
KJET, 1590, 5 KW (DA-2)	, CHR	Source,$ NA	(Torbet)	SRO	
KJR , 950, 5 KW (DA-N)	, AC	,$ 63.00	(HNWH)	Ackerly	
KKFX, 1250, 5 KW (DA-N)	, BLACK	APR,$ 35.00	(Roslin)		
KLSY, 1540, 5 KW (DA-N)	, AC	CBS-R,$ NA	(Banner)	Sandusky	
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	UPI,$?	(Mc-Guild)	EZ	
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-T,$160.00	(Katz)		
KRKO, 1380, 5 KW (DA-N)	, MOR	,$ 20.00	(---)		
KVI , 570, 5 KW	, AC/OLDIES	,$ 60.00*	(Durpetti)	Golden West	
KRPM, 770, 1 KW	, COUNTRY	,$ NA	(Torbet)	Olympic	

FM STATIONS

KBRD, 103.7, 100 KW @ 1675, BTFL/EZ	,$ 85.00*	(Republic)	Entercom	
KCMS, 105.3, 115 KW @ 721, RELIGION	UPI,$ 50.00	(Radio Spot)		
KEZX, 98.9, 100 KW @ 1070, AOR/JAZZ	ABC-E,$ 75.00	(Eastman)	Park	
KNUA, 106.9, 100 KW @ 819, JAZZ/NEW AGE	ABC-R,$ 45.00*	(HNWH)	Gannett	
KING, 98.1, 100 KW @ 850, CLASSICAL	,$ 75.00*	(MMR)	King	
KISW, 99.9, 100 KW @ 1200, AOR	,$100.00*	(Mc-Guild)	Alexander	
KLSY, 92.5, 100 KW @ 1100, AC	CBS-R,$ 95.00*	(Banner)	Sandusky	
KLTX, 95.7, 100 KW @ 1150, AC	,$ 60.00*	(Christal)		
KMGI, 107.7, 100 KW @ 1194, SOFT AC	Trans,$ 70.00*	(Republic)	Sunbelt	
KMPS, 94.1, 100 KW @ 1165, COUNTRY	UPI,$110.00*	(Mc-Guild)	EZ	
KNBQ, 97.3, 100 KW @ 700, CHR	,$ 60.00	(Christal)	Viacom	
KPLZ, 101.5, 100 KW @ 1150, CHR	,$ 80.00*	(Durpetti)	Golden West	
KSEA, 100.7, 100 KW @ 730, BTFL/EZ	,$ 90.00*	(Torbet)	Bonneville	
KRPM, 106.1, 100 KW @ 700, COUNTRY	,$ 70.00*	(Torbet)	Olympic	
KUBE, 93.3, 100 KW @ 300, CHR	,$130.00*	(MMR)	First Media	
KXRX, 96.5, 81 KW @ 1100, AOR	,$ 40.00	(Katz)	Shamrock	
KZOK, 102.5, 100 KW @ 1165, CLASSIC AOR	Source,$ 60.00*	(Torbet)	SRO	

KRPM A/F simulcasted during rating period
KMPS A/F simulcasted during rating period

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SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 70/498,300

MSA Rank/Pop: 85/585,800
ADI # 106
Average Person Ratings: 18.1
Market TSL: 24.0 hours

Stations: 26/14
Diaries: 1082/461:1/48.2%
Sample Target: 890
% Below Line: 38.2
% Not Listed: 9.7

1986 Revenue: $10,100,000
HH Inc.: $31,116
Retail $: 4.0 Bil
Pop per Station: 35,593
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WMAS-F	104/11.5	10.4	10.2	11.3	9.5	10.9	7.7
2. WRCH-F	80/ 8.9	10.5	7.8	9.4	6.9	9.2	6.1
3. WTIC-F	79/ 8.7	8.1	8.8	9.7	11.3	8.8	10.2
4. WHFM-F	77/ 8.5	8.9	7.6	8.1	7.2	8.3	9.0
5. WAQY-F	74/ 8.2	7.3	8.6	7.9	7.5	8.0	9.5
6. WHYN	64/ 7.1	7.3	6.9	7.0	8.2	7.1	7.1
7. WMAS	62/ 6.9	7.5	8.1	7.4	6.0	7.5	4.7
8. WDRC-F	34/ 3.8	4.1	3.4	2.3	.4	3.4	4.6
9. WHMP	32/ 3.5	2.9	3.2	1.9	2.9	2.9	1.6
10. WAAF-F	30/ 3.3	2.3	4.1	2.6	3.2	3.1	5.0
11. WREB	20/ 2.2	2.6	2.5	2.9	3.0	2.6	2.2
12. WTIC	19/ 2.1	3.1	2.8	3.2	2.0	2.8	2.2
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WMAS-F	106/1076
2. WHFM-F	100/1193
3. WRCH-F	88/ 884
4. WAQY-F	80/1118
5. WTIC-F	79/1152
6. WHYN-F	64/ 923
7. WMAS	62/ 616
8. WAAF-F	38/ 480
9. WDRC-F	34/ 415
10. WHMP	33/ 310
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WTIC-F	1144/23.0	22.3	24.1
2. WAQY-F	1039/20.9	22.8	22.6
3. WMAS-F	1021/20.5	23.3	17.5
4. WHFM-F	1006/20.2	22.6	16.9
5. WHYN	921/18.5	20.3	23.5
6. WRCH-F	811/16.3	19.8	13.3
7. WMAS	616/ 6.9	7.5	6.0
8. WCCC-F	458/ 9.2	10.2	10.3
9. WAAF-F	410/ 8.2	7.3	9.3
10. WDRC-F	407/ 8.2	10.3	3.3
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 68.83% (561 of 815) (SUM 86: 65.54%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WTIC-F	1. WAQY-F	1. WMAS-F>	1. WMAS-F>	1. WMAS-F>	1. WRCH-F
2. WHFM-F	2. WMAS-F	2. WAQY-F	2. WHFM-F	2. WHFM-F	2. WMAS >
3. WAQY-F	3. WTIC-F	3. WTIC-F	3. WAQY-F	3. WHYN	3. WHYN
4.	4. WHFM-F>	4. WHFM-F>	4. WHYN	4. WRCH-F	4. WMAS-F
5.	5. WAAF-F	5. WHYN	5. WDRC-F	5. WAQY-F	5. WHMP

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMAS-F	1. WMAS-F>	1. WMAS-F	1. WTIC-F	1. WAQY-F
2. WHYN	2. WRCH-F	2. WRCH-F	2. WAQY-F	2. WMAS
3. WHFM-F	3. WHFM-F	WTIC-F	3. WMAS-F	3. WMAS-F
4. WTIC-F	4. WAQY-F	4. WHFM-F	4. WHYN	4. WRCH-F
5. WMAS	5. WMAS	5. WAQY-F	5. WRCH-F	5. WHFM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTIC-F	1. WMAS-F	1. WMAS-F>	1. WMAS-F	1. WMAS-F>
2. WMAS-F>	2. WTIC-F>	2. WHFM-F	2. WTIC-F>	2. WRCH-F
3. WAQY-F	3. WHFM-F	3. WAQY-F	3. WHFM-F	3. WHFM-F
WHFM-F	4. WAQY-F	WTIC-F	4. WAQY-F	4. WDRC-F
5.	5.	5.	5. WRCH-F	5. WTIC-F
				WHYN

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAQY-F>	1. WAQY-F>	1. WAQY-F>	1. WAQY-F>	1. WAQY-F
2. WHFM-F	2. WHFM-F	2. WMAS-F	2. WMAS-F	WMAS-F
WAAF-F	3. WMAS-F	3. WHFM-F	3. WHFM-F	3. WHYN
WHCN-F	WAAF-F	4. WAAF-F	4. WAAF-F	4. WHFM-F
5.	5. WHCN-F	5. WHYN	5. WHYN	5. WDRC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	1.1/3.0
WARE	1250	Ware	.6/2.0
WHMP-F	99.3	Northampton	2.0/6.9
WIXY	1600	E. Longmeadow	1.6/5.1
WNNZ	640	Westfield	1.2/4.0
WSPR	1270	Springfield	.8/4.8
WTTT	1430	Amherst	.4/1.3
WBZ	1030	Boston	.4/2.1
WCCC-F	106.9	Hartford	2.0/9.2
WHCN-F	105.9	Hartford	1.9/5.0
WIOF-F	104.1	Waterbury	.7/3.0
WKSS-F	95.7	Hartford	1.3/7.1
WLVH-F	93.7	Hartford	.3/1.3
WSRS-F	96.1	Worcester	1.0/3.4

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC,$ 19.00*	(Torbet)	
WHYN, 560, 5 KW/1 KW (DA-N)	, AC	ABC-I,$ 50.00	(Mc-Guild)	Wilkes-Schwartz
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS,$ 18.00	(Eastman)	Sunshine
WMAS, 1450, 1 KW	, NOSTALGIA	MBS,$ 38.00*	(Banner)	
WREB, 930, 500 W (DAYS)	, TALK	,$ 14.00	(---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	APR,$ 19.00*	(Roslin)	

WAQY-F, 102.1, 27 KW @ 650, AOR	,$ 59.00*	(Eastman)	Sunshine
WHFM-F, 93.1, 9 KW @ 970, AC	CBS-R,$ 70.00*	(Mc-Guild)	Wilkes-Schwartz
WHMP-F, 99.3, 3 KW @ 300, CHR	,$ 26.00*	(Torbet)	
WMAS-F, 94.7, 50 KW @ 360, AC	,$ 64.00*	(Banner)	

Other ranked stations - See Hartford or Worcester

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SYRACUSE

Arbitron Rank/Pop (12+): 61/553,800

MSA Rank/Pop: 71/656,000
ADI # 66
Average Person Ratings: 16.7
Market TSL: 22.3 hours

Stations: 20/18
Diaries: 1097/505:1/55.4%
Sample Target: 920
% Below Line: 2.2
% Not Listed: 13.2

1986 Revenue: $12,500,000
HH Inc.: $33,798
Retail $: 3.9 Bil
Pop per Station: 30,767
#1 Biller: WYYY-F $3,300,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WYYY-F	162/17.5	17.9	16.4	16.3	16.2	17.0	15.4
2. WNTQ-F	109/11.8	10.8	9.4	11.5	11.9	10.9	13.7
3. WSYR	108/11.7	9.3	14.4	12.2	10.2	11.9	10.8
4. WAQX-F+	78/ 8.4	9.3	7.8	7.3	7.5	8.2	9.9
5. WEZG-F	69/ 7.5	6.5	6.8	5.6	6.5	6.6	3.2
6. WRRB-F	57/ 6.2	5.8	7.3	7.7	8.0	6.8	9.8
7. WSEN-F+	49/ 5.3	5.4	4.7	4.9	5.8	5.1	5.8
8. WKFM-F	44/ 4.8	4.6	3.9	4.4	3.7	4.4	6.8
9. WHEN	42/ 4.5	6.1	5.0	5.7	5.2	5.3	3.6
10. WNDR	22/ 2.4	1.0	1.0	1.2	1.0	1.4	1.6
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WYYY-F	201/2246
2. WNTQ-F	128/1744
3. WSYR	117/1542
4. WRRB-F	101/1188
5. WAQX-F+	88/1070
6. WKFM-F	73/1155
7. WEZG-F	69/ 821
8. WSEN-F+	58/ 918
9. WHEN	50/ 932
10. WOUR-F	38/ 374
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WYYY-F	1781/32.2	34.9	30.9
2. WNTQ-F	1384/25.0	24.7	25.6
3. WSYR	1375/24.8	22.8	24.5
4. WAQX-F+	942/17.0	19.6	17.8
5. WKFM-F	833/15.0	12.4	12.5
6. WHEN	789/14.2	17.5	17.3
7. WEZG-F	783/14.1	12.1	11.4
8. WRRB-F	756/13.7	12.2	13.5
9. WSEN-F+	725/13.1	12.6	14.9
10. WNDR	341/ 6.2	5.3	4.7
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 74.81% (600 of 802) (SUM 86: 72.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNTQ-F>	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>	1. WYYY-F	1. WSYR >	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WNTQ-F	1. WYYY-F
2. WAQX-F+>	2. WAQX-F+	2. WNTQ-F	2. WNTQ-F	2. WNTQ-F	2. WEZG-F	2. WSYR >	2. WNTQ-F	2. WAQX-F+	2. WSYR	2. WNTQ-F
3.	3. WNTQ-F>	3. WAQX-F+	3. WSEN-F+	3. WSEN-F+	3. WYYY-F	3. WNTQ-F	3. WEZG-F	3. WEZG-F	3. WYYY-F	3. WAQX-F+
4.	4. WKFM-F>	4. WKFM-F	4. WRRB-F	4. WRRB-F	4. WRRB-F	4. WAQX-F+	4. WAQX-F+	4. WNTQ-F	4. WAQX-F+	4. WSYR
5.	5. WSEN-F+	5. WRRB-F	5. WAQX-F+	5. WSYR	5. WHEN	5. WHEN	5. WSYR	5. WSYR >	5. WRRB-F	5. WRRB-F
		WSEN-F+	6. WHEN	6. WAQX-F+		6. WRRB-F	6. WRRB-F	6. WRRB-F	6. WEZG-F	6. WEZG-F
				WEZG-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WYYY-F>	1. WYYY-F>	1. WYYY-F>	1. WYYY-F	1. WYYY-F>
2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F
3. WAQX-F+	3. WAQX-F+	3. WSEN-F+	3. WRRB-F+	3. WSEN-F+
4. WKFM-F	WXFM-F	4. WKFM-F	4. WSEN-F	4. WRRB-F
5.	WRRB-F	WRRB-F	5. WKFM	5. WEZG-F
	WSEN-F	6. WHEN		WSYR
				7. WHEN

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAQX-F+>	1. WAQX-F+	1. WYYY-F	1. WYYY-F>	1. WYYY-F>
2. WKFM-F	2. WYYY-F>	2. WAQX-F+>	2. WAQX-F+>	2. WAQX-F+
3. WNTQ-F	3. WKFM-F	3. WNTQ-F	3. WKFM-F	3. WNTQ-F
4. WYYY-F	4. WNTQ-F>	4. WKFM-F	WNTQ-F	WSEN-F+
5.	5.	5. WSEN-F+	5. WSEN-F+	WSYR
				6. WRRB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSCP-F+	101.1	Pulaski	1.8/2.8
WMCR	1600	Oneida	.4/ .8
WMHR-F	102.9	Syracuse	.8/2.9
WSGO-F	105.5	Oswego	.5/1.1
WXRA	1220	N. Syracuse	1.2/3.3
WNYZ-F	98.7	Utica	.4/1.6
WOUR-F	96.9	Utica	1.5/3.4

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E,$ 64.00* (Eastman)	Park
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 19.00* (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR	NBC,$ 85.00* (Katz)	New City

WAQX-F+, 95.3, 3 KW @ 300, AOR	ABC-R,$ 60.00* (MMR)	
WEZG-F , 100.9, 3 KW @ 165, BTFL/EZ	,$ 37.00* (Durpetti)	
WKFM-F , 104.7, 50 KW @ 500, AOR	Source,$ 36.00* (Christal)	Wilkes-Schwartz
WMHR-F , 102.9, 16 KW @ 780, RELIGION	,$ 8.00 (---)	
WNTQ-F , 93.1, 97 KW @ 660, CHR	,$ 63.00* (Mc-Guild)	Osborn
WRRB-F , 107.9, 50 KW @ 500, COUNTRY	,$ 48.00* (Eastman)	Park
WSEN-F+, 92.1, 3 KW @ 300, OLDIES	,$ 32.00* (HNWH)	Buckley
WYYY-F , 94.5, 100 KW @ 650, AC	,$115.00* (Katz)	New City

WOUR - See Utica

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TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,663,500

MSA Rank/Pop: 21/1,918,800
ADI # 17
Average Person Ratings: 17.5
Market TSL: 23.5 hours

Stations: 26/22
Diaries: 1872/889:1/50.8%
Sample Target: 1530
% Below Line: 5.6
% Not Listed: 9.7

1986 Revenue: $50,400,000
HH Inc.: $27,879
Retail $: 12.6 Bil
Pop per Station: 75,614
#1 Biller: WRBQ A/F $13,500,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WRBQ-F	492/16.9	17.8	16.9	16.1	15.9	16.9	20.7
2. WWBA-F	299/10.3	9.4	13.0	11.1	12.7	11.0	5.9
3. WYNF-F	188/ 6.5	6.0	5.7	6.9	5.8	6.3	11.2
4. WQYK-F	155/ 5.3	6.4	4.9	8.0	6.6	6.2	5.3
5. WUSA-F	144/ 5.0	5.0	5.1	5.9	4.4	5.3	3.8
6. WKRL-F	138/ 4.8	3.4	3.3	3.7	4.7	3.8	6.7
7. WNLT-F	113/ 3.9	5.1	5.2	3.7	2.4	4.5	6.7
8. WPDS-F	112/ 3.9	3.5	2.9	4.2	2.4	3.6	3.4
9. WFLA	108/ 3.7	3.8	4.7	4.4	4.1	4.2	4.2
WDAE	108/ 3.7	3.8	4.0	2.3	4.1	3.5	1.7
11. WPLP	100/ 3.4	3.3	3.3	2.3	3.0	3.1	1.8
12. WGUL-F+	99/ 3.4	4.5	4.2	3.2	2.5	3.8	2.3
13. WSUN	96/ 3.3	3.6	3.8	3.9	3.6	3.7	3.2
14. WDUV-F	76/ 2.6	2.5	3.0	2.5	2.2	2.7	1.3
15. WHBO	62/ 2.1	2.0	1.7	2.5	1.3	2.1	.8
16. WRXB	60/ 2.1	2.0	1.4	---	1.6	1.4	1.8
17. WTMP	57/ 2.0	2.1	2.1	2.5	3.9	2.2	3.1
18. WXCR-F	50/ 1.7	1.5	1.1	.9	1.6	1.3	1.1
19. WHVE-F	48/ 1.7	.8	1.4	.7	1.5	1.2	2.6
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WRBQ-F	542/5949
2. WYNF-F	326/3381
3. WWBA-F	307/3116
4. WDUV-F	212/2405
5. WQYK-F	178/2295
6. WKRL-F	149/1920
WUSA-F	149/2100
WPDS-F	149/1985
9. WSUN	135/1919
10. WNLT-F	131/2021
11. WFLA	121/1828
WPLP	121/1517
13. WVFM-F	120/1059
14. WDAE	117/1197
15. WGUL-F+	99/1069
16. WPCV-F	94/1205
17. WHVE-F	81/1413
18. WHBO	65/ 588
19. WRXB	60/ 457
20. WTMP	58/ 860
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WRBQ-F	5949/30.0	30.3	27.7
2. WWBA-F	2900/17.4	16.7	17.7
3. WYNF-F	2306/13.9	12.3	12.3
4. WUSA-F	1927/11.6	11.3	10.3
5. WQYK-F	1874/11.3	12.3	12.4
6. WKRL-F	1665/10.0	8.3	9.7
7. WNLT-F	1647/ 9.9	9.9	5.9
8. WFLA	1605/ 9.6	10.0	10.1
9. WPDS-F	1318/ 7.9	7.8	6.7
10. WSUN	1244/ 7.5	7.7	8.5
11. WPLP	1214/ 7.3	7.0	5.7
12. WDAE	1157/ 7.0	7.4	7.3
13. WGUL-F+	1069/ 6.4	6.6	NA
14. WDUV-F	1029/ 6.2	5.9	5.6
15. WTMP	843/ 5.1	4.4	5.4
16. WHVE-F	796/ 4.8	3.5	3.4
17. WXCR-F	650/ 3.9	3.5	4.4
18. WRBQ	649/ 3.9	3.8	3.0
19. WHBO	494/ 3.0	3.0	2.5
20. WRXB	448/ 2.7	3.0	2.5
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 73.27% (1922 of 2623) (SUM 86: 72.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WWBA-F>	1. WRBQ-F+>	1. WRBQ-F+	1. WRBQ-F>	1. WRBQ-F+>	1. WRBQ-F
2. WYNF-F>	2. WYNF-F	2. WYNF-F	2. WUSA-F	2. WUSA-F	2. WRBQ-F>	2. WWBA-F	2. WWBA-F	2. WWBA-F	2. WFLA	2. WWBA-F>
3.	3. WKRL-F	3. WKRL-F	3. WKRL-F	3. WKRL-F	3. WQYK-F	3. WQYK-F	3. WUSA-F	3. WYNF-F	WYNF-F	3. WYNF-F
4.	4. WNLT-F	4. WUSA-F	4. WPDS-F	4. WPDS-F	4. WDAE	4. WUSA-F	4. WYNF-F	4. WQYK-F	4. WWBA-F	4. WQYK-F
5.	5. WUSA-F	5. WNLT-F	5. WNLT-F	5. WNLT-F	5. WFLA	5. WYNF-F	5. WRKL-F	5. WKRL-F	5. WPLP >	5. WKRL-F
6.	6. WPDS-F	6. WPDS-F	6. WYNF-F	6. WQYK-F	6. WGUL-F+	6. WKRL-F	6. WPDS-F	6. WUSA-F	6. WQYK-F	6. WUSA-F
7.	7.	7. WQYK-F	7. WQYK-F	WYNF-F	7. WPLP	7. WFLA	7. WQYK-F	7. WNLT-F	7.	7. WGUL-F+
8.	8.	8.	8.	8.	8.	8.	8. WNLT-F	8. WPDS-F	8.	8. WDAE
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>
2. WNLT-F	2. WNLT-F	2. WNLT-F	2. WNLT-F	2. WUSA-F
3. WYNF-F	3. WUSA-F	3. WUSA-F	3. WUSA-F	3. WPDS-F
4.	4. WKRL-F	4. WKRL-F	4. WPDS-F>	4. WNLT-F
5.	5. WYNF-F	5. WPDS-F	5. WWBA-F	5. WWBA-F
6.	6. WPDS-F	6. WYNF-F	6. WKRL-F	6. WQYK-F
7.	7. WHVE-F	7.	WYNF-F	7. WKRL-F
8.	8.	8.	8. WQYK-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYNF-F	1. WYNF-F	1. WKRL-F	1. WRBQ-F>	1. WRBQ-F>
2. WRBQ-F>	2. WRBQ-F>	2. WYNF-F	2. WYNF-F	2. WKRL-F
3. WKRL-F	3. WKRL-F>	3. WRBQ-F>	3. WKRL-F>	3. WYNF-F
4.	4. WRXB	4. WNLT-F	4. WUSA-F	4. WUSA-F
5.	5. WNLT-F	5. WRXB	5. WQYK-F	5. WQYK-F
6.	6. WUSA-F	6. WUSA-F	6. WNLT-F	6. WHBO
7.	7. WQYK-F	7. WHBO	7. WHBO	7. WNLT-F
8.	8.	8. WQYK-F	8.	8. WSUN
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLFF	680	St. Petersburg	.6/1.6
WPSO	1500	New Port Richey	.6/ .6
WQBN	1300	Temple Terrace	1.0/ .9
WPCV-F	97.5	Winter Haven	.5/2.0
WVFM-F	94.1	Lakeland	.3/ .9
WHVE-F	102.5	Sarasota	1.7/4.8

RADIO STATIONS

AM STATIONS

WAMA, 1550, 10 KW (DAYS)	, SPANISH	,$ 25.00	(Caballero)		
WCBF, 1010, 50 KW/5 KW (DA-2)	, RELIGION	,$ 13.00	(---)	Sudbrink	
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I,$ 69.00*	(Mc-Guild)	Gannett	
WFLA, 970, 5 KW (DA-2)	, NEWS/TALK	NBC,$ 65.00*	(Torbet)	Sconnix	
WHBO, 1040, 5 KW (DAYS)	, OLDIES	,$ 40.00	(Banner)	Metroplex	
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	,$ 32.00	(Christal)	Century	
WPLP, 570, 1 KW (DA-2)	, TALK/NEWS	MBS,CBS,$ 44.00	(Katz)	Susquehanna	
WPSO, 1500, 250 W (DAYS)	, TALK	ABC-T,ABC-I,$ 20.00	(---)		
WQBN, 1300, 5 KW/1 KW (DA-2)	, SPANISH	,$ 34.00	(Caballero)		
WRFA, 820, 50 KW/1 KW (DA-2)	, COUNTRY	,$ 20.00*	(---)		
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN,ABC-I,$ 35.00	(Lazar)		
WSUN, 620, 10 KW (DA-2)	, COUNTRY	CBS,ABC-E,$ 72.00*	(CBS)	CBS	
WTAN, 1340, 1 KW (DA-1)	, MOR	,$ 25.00	(Torbet)		
WTIS, 1110, 10 KW (DAYS,DA)	, RELIG/ETHNIC	,$ 17.00*	(---)		
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN,$ 35.00*	(HNWH)		

FM STATIONS

WGUL+, 105.5, 3 KW @ 300,	NOSTALGIA	MBS,$ 49.00*	(Masla)		
WKRL , 97.9, 100 KW @ 639,	CLASSIC AOR	Source,$ 70.00*	(Durpetti)	Sandusky	
WLVU , 106.3, 3 KW @ 300,	AC (?)	,$ 32.00	(HNWH)		(HOLIDAY)
WNLT , 95.7, 100 KW @ 650,	AC	,$ 60.00*	(Banner)	Metroplex	
WPDS , 93.3, 100 KW @ 930,	AC	,$ 60.00*	(Torbet)	Sconnix	
WQYK , 99.5, 100 KW @ 550,	COUNTRY	,$119.00*	(Katz)	Infinity	
WRBQ , 104.7, 100 KW @ 555,	CHR	ABC-F,$220.00*	(Eastman)	Edens	
WUSA , 100.7, 100 KW @ 503,	AC	,$112.00*	(Mc-Guild)	Gannett	
WWBA , 107.3, 100 KW @ 649,	BTFL/EZ	,$110.00*	(Republic)	Metropolitan	
WXCR , 92.1, 2 KW @ 400,	CLASSICAL	UPI,$ 40.00*	(CMBS)	Entercom	
WYNF , 94.9, 100 KW @ 1360,	AOR	ABC-R,$100.00*	(CBS)	CBS	

WGUL (860, 500 W (DA-1)) simulcasts with WGUL-F

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TOLEDO

Arbitron Rank/Pop (12+): 63/505,300

MSA Rank/Pop: 81/608,600
ADI # 64
Average Person Ratings: 16.3
Market TSL: 21.8 hours

Stations: 20/12
Diaries: 1177/429:1/51.5%
Sample Target: 1010
% Below Line: 17.3
% Not Listed: 9.6

1986 Revenue: $13,700,000
HH Inc.: $31,531
Retail $: 4.6 Bil
Pop per Station: 42,108
#1 Biller: WMHE-F $2,700,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WMHE-F	110/13.3	13.2	12.9	12.8	13.0	13.1	16.2
2. WLQR-F	100/12.1	9.5	10.8	10.0	8.6	10.6	5.6
3. WIOT-F	82/10.0	11.0	9.9	9.5	10.5	10.6	14.6
4. WKKO-F	70/ 8.5	8.3	9.4	9.4	6.4	8.9	8.1
5. WSPD	63/ 7.6	8.6	7.6	7.1	10.9	7.7	6.7
6. WJR	59/ 7.2	4.7	3.8	4.6	4.2	5.1	5.6
7. WWWM-F	52/ 6.3	8.3	5.3	7.0	8.7	6.7	4.9
8. WRQN-F	41/ 5.0	7.4	6.2	5.6	5.9	6.1	10.2
9. WVOI	31/ 3.8	4.4	4.3	3.9	3.2	4.1	5.3
10. CKLW	30/ 3.6	2.3	4.1	2.5	2.0	3.1	1.8
11. WTOD	23/ 3.4	4.0	5.0	5.9	4.5	4.6	3.4
12. WCWA	26/ 3.2	2.3	2.8	3.6	4.3	3.0	2.8
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WMHE-F	180/2937
2. WIOT-F	150/1302
3. WLQR-F	125/1483
4. WJR	120/1804
5. WKKO-F	92/1334
6. WSPD	72/1126
7. WWWM-F	64/ 988
8. WRQN-F	50/1130
9. CKLW	49/ 782
10. WVOI	31/ 379
11. WHMQ-F	29/ 384
WTOD	29/ 435
13. WCWA	28/ 509
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WMHE-F	1780/35.2	32.1	31.2
2. WIOT-F	1078/21.3	23.0	23.3
3. WLQR-F	981/19.4	16.6	17.2
4. WSPD	929/18.4	21.3	22.5
5. WWWM-F	898/17.8	19.7	17.4
6. WRQN-F	876/17.3	17.9	18.1
7. WKKO-F	868/17.2	18.6	14.3
8. WJR	822/16.3	13.8	13.3
9. WCWA	429/ 8.5	7.9	8.7
10. CKLW	429/ 8.5	6.4	4.6
11. WTOD	402/ 8.0	10.5	7.9
12. WVOI	379/ 7.5	6.5	6.4
13.			
14.			
15.			

12+ FM SHARE (METRO): 66.44% (495 of 745) (SUM 86: 64.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMHE-F>	1. WIOT-F	1. WMHE-F	1. WMHE-F	1. WMHE-F	1. WLQR-F>	1. WKKO-F+>	1. WMHE-F	1. WMHE-F	1. WJR	1. WMHE-F
2. WRQN-F	2. WMHE-F>	2. WIOT-F	2. WKKO-F	2. WKKO-F	2. WSPD	2. WMHE-F	2. WLQR-F	2. WLQR-F	2. WMHE-F	2. WLQR-F>
3. WIOT-F	3. WWWM-F	3. WKKO-F	3. WWWM-F	3. WWWM-F	3. WJR	3. WLQR-F	3. WIOT-F	3. WIOT-F>	3. WSPD	3. WIOT-F>
4. WVOI	4. WKKO-F	4. WWWM-F>	4. WIOT-F>	4. WIOT-F	4. WKKO-F>	WSPD	4. WKKO-F>	4. WKKO-F	4. WIOT-F	4. WRQN-F
5.	5. WRQN-F	5. WRQN-F	5. WJR	5. WLQR-F	5. CKLW	5. WIOT-F	5. WWWM-F	5. WWWM-F	5. WLRQ-F	5. WKKO-F
		6. WLQR-F	6. WLQR-F	6. WJR	6. WTOD		6. WSPD	6. WSPD		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMHE-F	1. WMHE-F>	1. WMHE-F>	1. WMHE-F>	1. WMHE-F>
2. WIOT-F	2. WIOT-F	2. WWWM-F	2. WWWM-F	2. WWWM-F
3. WWWM-F	3. WWWM-F	3. WIOT-F	3. WKKO-F	3. WKKO-F
WRQN-F	4. WRQN-F	4. WRQN-F	4. WIOT-F	4. WLQR-F
5. WKKO-F	5. WKKO-F	WKKO-F	5. WLQR-F	5. WIOT-F
WVOI	6. WVOI		WRQN-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOT-F	1. WIOT-F>	1. WIOT-F	1. WIOT-F	1. WKKO-F
2. WMHE-F	2. WMHE-F>	2. WMHE-F>	2. WMHE-F	2. WIOT-F
3. WRQN-F	3. WKKO-F	3. WKKO-F	3. WKKO-F	3. WMHE-F
4.	4. WRQN-F	4.	4. WWWM-F	4. WWWM-F
5.	5. WWWM-F	5.	5. WJR	5. WJR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJYM	730	Bowling Green	1.0/1.3
WOHO	1470	Toledo	.6/4.3
CKLW-F	93.9	Windsor	1.1/3.5
WHMQ-F	100.5	Findlay	1.1/1.3
WHYT-F	96.3	Detroit	.4/1.6
WJLB-F	97.9	Detroit	.6/2.6
WLLZ-F	98.7	Detroit	.5/1.5
WRIF-F	101.1	Detroit	1.2/5.0

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	CBS,MBS,$ 21.00* (Mc-Guild)	Reams	
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	,$ 16.00* (Banner)		
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC,$ 51.00* (Katz)	Commonwealth	
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I,$ 34.00* (MMR)	Booth	
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN,$ 20.00* (Roslin)		
WIOT-F, 104.7, 37 KW @ 655, AOR		Source,$ 64.00* (Mc-Guild)	Reams	
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		,$ 64.00* (Katz)	Commonwealth	
WMHE-F, 92.5, 50 KW @ 480, CHR		ABC-F,$ 72.00* (Christal)	Osborn	
WRQN-F, 93.5, 3 KW @ 176, CHR		,$ 23.00* (Masla)		(BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC-E,$ 54.00* (MMR)	Booth	
WWWM-F, 105.5, 3 KW @ 300, AC		,$ 41.00* (Banner)		

WJR, CKLW - See Detroit

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TUCSON

Arbitron Rank/Pop (12+): 63/542,700

MSA Rank/Pop: 75/639,100
ADI # 82
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 22/19
Diaries: 997/544:1/49.2%
Sample Target: 880
% Below Line: 5.1
% Not Listed: 8.6

1986 Revenue: $15,100,000
HH Inc.: $26,071
Retail $: 3.6 Bil
Pop per Station: 28,563
#1 Biller: KRQQ-F $1,900,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KJYK-F	105/12.0	13.1	15.5	11.9	9.8	13.1	
2. KIIM-F	99/11.3	7.6	8.1	7.0	10.5	8.5	
3. KRQQ-F	98/11.2	11.6	9.2	11.9	10.6	11.0	
KWFM-F	98/11.2	9.0	7.4	8.0	5.5	8.9	
5. KLPX-F	67/ 7.6	8.0	8.0	8.5	9.1	8.0	
6. KCUB	40/ 4.6	3.2	4.3	4.7	3.9	4.2	
7. KNST	38/ 4.3	3.2	4.2	4.6	4.4	4.1	
8. KUPD-F	35/ 4.0	5.0	6.1	4.1	5.6	4.8	
9. KQTL	29/ 3.3	1.8	3.0	1.5	2.7	2.4	
10. KGVY	28/ 3.2	3.9	4.4	4.5	2.7	4.0	
11. KCEE	27/ 3.1	1.7	2.8	3.3	3.7	2.7	
12. KAIR	23/ 2.6	2.5	1.8	3.3	2.0	2.6	
KKPW	23/ 2.6	2.4	2.5	3.2	1.0	2.7	
KXMG-F	23/ 2.6	1.6	.6	.9	---	1.4	
15. KXEW	17/ 1.9	4.3	2.2	1.7	2.3	2.5	

12+ TSA	1/4/CUME
1. KJYK-F	124/1394
2. KIIM-F	105/1166
3. KWFM-F	102/1373
4. KRQQ-F	99/1491
5. KLPX-F	70/1056
6. KCUB	40/ 510
KNST	40/ 604
8. KUPD-F	38/ 550
9. KGVY	31/ 272
10. KQTL	30/ 293
11. KCEE	29/ 433
12. KAIR	24/ 457
13. KKPW	23/ 293
KXMG-F	23/ 202
15. KXEW	18/ 223

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KRQQ-F	1411/26.0	24.3	26.9
2. KWFM-F	1274/23.5	20.7	16.4
3. KJYK-F	1227/22.6	18.0	16.4
4. KIIM-F	1063/19.6	16.1	16.3
5. KLPX-F	983/18.1	19.8	19.2
6. KNST	584/10.8	8.6	10.8
7. KCUB	495/ 9.1	8.3	9.7
8. KUPD-F	492/ 9.1	11.8	12.5
9. KAIR	437/ 8.1	6.9	6.8
10. KCEE	414/ 7.6	7.1	7.5
11. KTKT	301/ 5.5	6.8	9.3
12. KKPW	293/ 5.4	4.9	1.4
13. KQTL	274/ 5.0	3.2	3.4
14. KTUC	265/ 4.9	6.6	8.3
15. KMRR	241/ 4.4	6.7	12.9

12+ FM SHARE (METRO): 66.96% (537 of 802) (SUM 86: 60.39%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KRQQ-F>	1. KWFM-F	1. KWFM-F	1. KWFM-F	1. KWFM-F	1. KJYK-F>
2. KLPX-F	2. KRQQ-F	2. KIIM-F	2. KIIM-F>	2. KIIM-F>	2. KIIM-F
KUPD-F	3. KLPX-F	3. KRQQ-F	3. KLPX-F	3. KLPX-F	3. KWFM-F
4. KKPW	4. KIIM-F>	4. KLPX-F>	4. KRQQ-F	4. KRQQ-F	4. KNST
5.	5.	5. KJYK-F	5. KJYK-F	5. KJYK-F	5. KCUB

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KJYK-F	1. KIIM-F	1. KIIM-F	1. KRQQ-F>	1. KRQQ-F
2. KWFM-F	2. KJYK-F	2. KJYK-F	2. KJYK-F	2. KJYK-F
3. KIIM-F	3. KWFM-F	KWFM-F	3. KWFM-F	3. KIIM-F
4. KRQQ-F	4. KRQQ-F	4. KRQQ-F	4. KIIM-F	4. KWFM-F
5. KLPX-F	5. KLPX-F	5. KLPX-F	5. KLPX-F	5. KLPX-F
6. KNST				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWFM-F	1. KWFM-F	1. KWFM-F	1. KWFM-F	1. KWFM-F
2. KRQQ-F>	2. KRQQ-F>	2. KRQQ-F	2. KIIM-F	2. KIIM-F>
3. KIIM-F	3. KIIM-F>	3. KIIM-F	3. KRQQ-F>	3. KJYK-F
4.	4. KLPX-F	4. KXMG-F	4. KLPX-F	4. KRQQ-F
5.	5. KXMG-F	5. KLPX-F	5. KJYK-F	5. KLPX-F
				KXMG-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F	1. KLPX-F>	1. KLPX-F	1. KWFM-F	1. KWFM-F
2. KUPD-F	2. KIIM-F	2. KWFM-F	2. KLPX-F	2. KIIM-F
3. KLPX-F	KWFM-F	3. KIIM-F>	3. KIIM-F	3. KLPX-F>
4. KIIM-F	4. KRQQ-F	4. KRQQ-F	4. KRQQ-F>	4. KRQQ-F
5.	5. KUPD-F	5. KCUB	5. KUPD-F	5. KCUB

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFXX-F	92.1	Green Valley	.7/3.6
KMRR	1330	Tucson	.7/4.4
KTKT	990	Tucson	1.7/5.5
KTUC	1400	Tucson	1.5/4.9
KVOI	690	Tucson	.7/2.7
KAMJ-F	101.5	Phoenix	.3/1.9
KZZP-F	104.7	Mesa	.3/1.4

RADIO STATIONS

KAIR, 1490, 1 KW	, AC	NBC,$ 24.00*	(Christal)	Duchossois	
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES/AC	CBS,$ 20.00*	(MMR)	American	
KCUB, 1290, 1 KW	, COUNTRY	,$ 38.00*	(Katz)		
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR,$ 18.00	(Roslin)		(GREEN VALLEY)
KMRR, 1330, 2 KW/5 KW (DA-2)	, CHR (?)	SMN,$ 23.00*	(Republic)		
KKPW, 1450, 1 KW	, URBAN	,$ 17.00*	(Masla)		
KNST, 940, 1 KW/250 W	, TALK	MBS,ABC-I,$ 27.00*	(Mc-Guild)	Nationwide	
KQTL, 1210, 10 KW/500 W (DA-2)	, SPANISH	,$ 15.00*	(Caballero)		
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	UPI,Trans,$ 17.00*	(Torbet)	Lotus	
KTUC, 1400, 1 KW	, NEWS	CBS,CNN,$ 20.00*	(Roslin)		
KVOI, 690, 250 W (DAYS)	, ? ?	,$ 12.00	(---)		
KXEW, 1600, 1 KW (DA-N)	, SPANISH	,$ 26.00*	(Lotus)		

KIIM-F, 99.5, 96 KW @ 2000, COUNTRY		,$ 40.00*	(Katz)		
KJYK-F, 94.9, 97 KW @ 1952, BTFL/EZ		,$ 42.00*	(Christal)	Duchossois	
KLPX-F, 96.1, 93 KW @ 505, AOR		,$ 38.00*	(Torbet)	Lotus	
KRQQ-F, 93.7, 26 KW @ 150, CHR		,$ 45.00*	(Mc-Guild)	Nationwide	
KWFM-F, 92.9, 93 KW @ 2036, AC		,$ 50.00*	(MMR)	American	
KFXX-F, 92.1, 2 KW @ 445, CHR		,$ 23.00	(Masla)		(GREEN VALLEY)
KXMG-F, 98.3, 3 KW @ 200, SPANISH		,$ NA	(Lotus)		(MARANA)

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TULSA

Arbitron Rank/Pop (12+): 57/651,300

MSA Rank/Pop: 66/738,300
ADI # 52
Average Person Ratings: 16.6
Market TSL: 22.8 hours

Stations: 20/20
Diaries: 1143/570:1/49.6%
Sample Target: 970
% Below Line: 0
% Not Listed: 7.8

1986 Revenue: $19,400,000
HH Inc.: $29,971
Retail $: 4.7 Bil
Pop per Station: 32,565
#1 Biller: KWEN-F $2,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. KMOD-F	161/14.9	12.5	10.2	9.9	11.3	11.8	18.9
2. KWEN-F	111/10.3	13.1	11.2	11.6	8.8	11.6	9.5
3. KAYI-F	110/10.2	12.0	10.5	11.2	10.0	11.0	16.9
4. KVOO	98/ 9.1	8.8	9.1	9.2	8.0	9.1	8.0
5. KRMG	97/ 9.0	10.4	11.2	9.5	7.5	10.0	6.5
6. KBEZ-F	86/ 7.9	9.1	10.5	9.3	9.5	9.2	5.7
7. KRAV-F	62/ 5.7	7.6	5.7	6.0	7.2	6.3	5.7
8. KTFX-F	56/ 5.2	3.2	3.9	4.9	6.1	4.3	5.0
9. KVLT-F	44/ 4.1	3.8	4.2	2.6	1.0	3.7	1.9
10. KMYZ-F	39/ 3.6	2.8	2.7	3.2	3.5	3.1	3.9
11. KQMJ-F	24/ 2.2	1.3	1.6	2.6	4.2	1.9	3.1
12. KCFO-F	19/ 1.8	2.6	3.9	2.8	3.2	2.8	2.7
13. KCMA-F	17/ 1.6	1.0	.8	.4	.9	1.0	.7
14.							
15.							

12+ TSA	1/4/CUME
1. KMOD-F	211/1890
2. KAYI-F	173/2055
3. KWEN-F	162/1940
4. KVOO	143/1869
5. KRMG	123/1673
6. KBEZ-F	121/1428
7. KTFX-F	110/1656
8. KRAV-F	64/1147
9. KVLT-F	55/ 855
10. KMYZ-F	49/1154
11. KQMJ-F	32/ 706
12. KCFO-F	23/ 504
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. KWEN-F	1424/21.9	21.4	16.1
2. KAYI-F	1373/21.1	24.3	21.2
3. KRMG	1362/20.9	21.1	19.1
4. KMOD-F	1353/20.8	21.6	18.3
5. KVOO	1167/17.9	15.9	17.4
6. KRAV-F	1080/16.6	16.4	17.5
7. KBEZ-F	1018/15.6	16.7	15.3
8. KMYZ-F	883/13.6	10.0	8.2
9. KTFX-F	752/11.5	8.8	13.7
10. KVLT-F	599/ 9.2	10.5	4.3
11. KQMJ-F	516/ 7.9	6.6	9.1
12. KCFO-F	390/ 6.0	5.5	6.2
13.			
14.			
15.			

12+ FM SHARE (METRO): 74.42% (742 of 997) (SUM 86: 75.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KAYI-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KVOO	1. KRMG >	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>
2. KMOD-F	2. KAYI-F>	2. KWEN-F	2. KWEN-F	2. KWEN-F	2. KRMG	2. KMOD-F	2. KWEN-F	2. KAYI-F	2. KAYI-F>	2. KWEN-F
3. KMYZ-F+	3. KWEN-F	3. KAYI-F	3. KRAV-F	3. KRMG	3. KBEZ-F	3. KWEN-F	3. KAYI-F	3. KWEN-F	3. KRMG	3. KAYI-F
4. KWEN-F	4. KRAV-F>	4. KRAV-F	4. KRMG	4. KRAV-F	4. KWEN-F>	4. KVOO	KVOO	4. KBEZ-F	4. KWEN-F	4. KVOO
5.	5. KMYZ-F+	5. KRMG	5. KAYI-F	5. KAYI-F	5.	5. KAYI-F	5. KBEZ-F	5. KRMG	5. KVOO	5. KBEZ-F
	6. KVLT-F		6. KVLT-F	6. KBEZ-F				6. KRAV-F	6. KBEZ-F	6. KRMG

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KAYI-F	1. KMOD-F	1. KMOD-F	1. KWEN-F	1. KWEN-F
2. KMOD-F	2. KAYI-F>	2. KAYI-F	2. KMOD-F	2. KMOD-F
KWEN-F>	3. KWEN-F	KRAV-F	3. KAYI-F	3. KRAV-F
4. KBEZ-F	4. KRAV-F>	4. KWEN-F	4. KRAV-F	4. KAYI-F
KMYZ-F+	5.	5. KTFX-F	5. KVLT-F	5. KVLT-F
		KVLT-F	6. KBEZ-F	KVOO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>
2. KAYI-F>	2. KAYI-F>	2. KAYI-F	2. KAYI-F	2. KRMG
3. KWEN-F	3. KWEN-F	3. KRAV-F	3. KWEN-F>	3. KWEN-F>
4. KMYZ-F+	4. KRAV-F	KRMG	4. KRMG	4. KRAV-F
5.	5. KRMG	5. KWEN-F	5. KRAV-F	5. KBEZ-F
				6. KAYI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	1.4/4.7
KCFO	940	Tulsa	.9/3.3
KGTO	1050	Tulsa	1.4/3.1
KREK-F	104.9	Bristow	.6/ .8
KSKS	1430	Tulsa	.8/2.1
KXOJ	1550	Sapulpa	1.0/1.3
KXOJ-F	100.9	Sapulpa	.6/2.1

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2)	, RELIGION	,$ 12.00	(---)	Salem	
KGTO, 1050, 1 KW (DAYS)	, OLDIES	US 1,$ 13.00*	(Torbet)	Kravis	
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR	ABC-I,$ 71.00*	(Katz)	New City	
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	CNN,$ 62.00*	(Mc-Guild)		
KAKC, 1300, 5 KW/1 KW (DA-2)	, OLDIES	,$ 15.00*	(HNWH)	Clear Channel	
KSKS, 1430, 5 KW (DA-N)	, SOFT AC	,$ 16.00*	(Durpetti)	Federated	
KAYI-F , 106.9, 100 KW @ 1005, CHR		ABC-F,$ 67.00*	(Katz)	Narragansett	(MUSKOGEE)
KBEZ-F , 92.9, 100 KW @ 680, BTFL/EZ		,$ 64.00*	(Republic)	WIN	
KCFO-F , 98.5, 100 KW @ 660, RELIGION		,$ 25.00*	(---)		
KCMA-F , 92.1, 3 KW @ 300, CLASSICAL		,$ 20.00*	(CMBS)		
KMOD-F , 97.5, 100 KW @ 1330, AOR		,$ 73.00*	(HNWH)	Clear Channel	
KMYZ-F+, 104.5, 78 KW @ 1300, CHR		Source,$ 32.00*	(Eastman)	Shamrock-Lynett	(PRYOR)
KQMJ-F , 99.5, 28 KW @ 984, AC		,$ 29.00*	(Christal)	Swanson	(HENRIETTA)
KRAV-F , 96.5, 100 KW @ 1329, AC		,$ 71.00*	(Torbet)	Kravis	
KTFX-F , 103.3, 100 KW @ 1280, COUNTRY		,$ 51.00*	(MMR)		
KVLT-F , 106.1, 100 KW @ 1315, AC		,$ 35.00*	(Durpetti)	Federated	(OWASSO)
KWEN-F , 95.5, 100 KW @ 1328, COUNTRY		APR,$100.00*	(Katz)	New City	

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WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/2,965,900

MSA Rank/Pop: 7/3,521,600
ADI # 9
Average Person Ratings: 17.6
Market TSL: 23.0 hours

Stations: 35/32
Diaries: 2446/1213:1/47.8%
Sample Target: 2050
% Below Line: 1.4
% Not Listed: 11.9

1986 Revenue: $117,700,000
HH Inc.: $43,899
Retail $: 27.4 Bil
Pop per Station: 84,427
#1 Biller: WMAL $14,100,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WGAY-F	351/6.7	6.8	7.6	6.8	7.2	7.0	4.6
2. WMAL	345/6.6	6.0	6.0	8.0	5.8	6.7	4.5
3. WAVA-F	319/6.1	5.5	5.3	6.2	4.5	5.8	8.6
4. WDJY-F	300/5.7	5.1	4.5	4.3	4.2	4.9	5.0
5. WHUR-F	277/5.3	5.3	5.9	5.8	6.5	5.6	6.1
6. WMZQ-F	269/5.2	5.6	6.8	5.5	4.4	5.8	5.5
7. WKYS-F	267/5.1	7.2	7.4	8.0	8.0	6.9	9.5
8. WRQX-F	251/4.8	4.6	3.8	3.8	4.3	4.3	5.1
9. WWDC-F	243/4.7	5.9	4.7	5.2	4.7	5.1	7.7
10. WPGC-F+	229/4.5	2.1	1.5	1.7	2.5	2.5	4.4
11. WTOP	222/4.3	4.1	4.5	3.7	4.1	4.2	3.9
12. WCXR-F	199/3.8	3.7	3.3	3.2	3.8	3.5	4.0
13. WLTT-F	158/3.0	3.2	3.2	3.3	3.2	3.2	2.6
WXTR-F	158/3.0	2.3	1.8	2.3	2.2	2.4	2.5
15. WASH-F	137/2.6	3.1	3.0	1.9	1.8	2.7	2.2
16. WGMS-F+	122/2.3	2.5	3.6	2.9	2.8	2.8	2.6
17. WWRC	108/2.1	2.3	2.4	2.8	2.5	2.4	1.5
18. WYCB	85/1.6	1.7	1.5	1.2	1.7	1.5	.9
19. WHFS-F	78/1.5	1.9	.8	1.1	1.3	1.3	1.9
20. WOL	76/1.5	1.0	1.3	1.3	.9	1.3	.7
21. WMMJ-F	70/1.3	1.4	1.4	1.3	1.8	1.4	1.3
22. WBMW-F	69/1.3	2.4	3.4	3.2	3.6	2.6	1.8
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WGAY-F	397/4667
2. WMAL	364/4635
3. WAVA-F	354/6273
4. WWDC-F	337/5539
5. WMZQ-F	328/4221
6. WDJY-F	327/3482
7. WRQX-F	324/5889
8. WHUR-F	289/4497
9. WKYS-F	272/3975
10. WPGC-F+	267/3977
11. WTOP	255/4751
12. WCXR-F	220/3624
13. WXTR-F	188/3267
14. WLTT-F	183/3237
15. WASH-F	159/2814
16. WGMS-F+	134/2459
17. WWRC	117/1930
18. WPOC-F	105/1222
19. WHFS-F	86/1458
WLIF-F	86/1294
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WAVA-F 5505/18.6	17.5	15.6
2. WRQX-F 4546/15.3	14.5	14.3
3. WMAL 4217/14.2	13.9	14.0
4. WHUR-F 4207/14.2	14.4	14.9
5. WTOP 4091/13.8	14.5	14.7
6. WGAY-F 4035/13.6	13.8	14.6
7. WWDC-F 3837/12.9	15.3	14.8
8. WKYS-F 3799/12.8	14.2	15.6
9. WMZQ-F 3407/11.5	13.1	9.9
10. WPGC-F+ 3397/11.5	7.4	8.0
11. WCXR-F 3317/11.2	10.7	9.8
12. WDJY-F 3242/10.9	11.2	11.0
13. WLTT-F 2809/ 9.5	11.1	10.4
14. WXTR-F 2667/ 9.0	7.3	7.3
15. WASH-F 2473/ 8.3	9.0	6.9
16. WGMS-F+ 2215/ 7.5	7.4	8.1
17. WWRC 1701/ 5.7	5.5	6.0
18. WBMW-F 1610/ 5.4	8.9	11.9
19. WOL 1247/ 4.2	3.1	2.8
20. WHFS-F 1143/ 3.9	4.7	3.8
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 78.11% (3594 of 4601) (SUM 86: 78.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRQX-F	1. WWDC-F	1. WAVA-F	1. WHUR-F	1. WMZQ-F	1. WGAY-F	1. WMAL	1. WGAY-F	1. WGAY-F	1. WHUR-F>	1. WGAY-F
2. WAVA-F	2. WAVA-F	2. WHUR-F	2. WKYS-F	2. WHUR-F	2. WMAL >	2. WAVA-F	2. WDJY-F	2. WMAL	2. WDJY-F	2. WDJY-F
3. WDJY-F	3. WDJY-F	3. WWDC-F	WMZQ-F	WKYS-F	3. WTOP	3. WMZQ-F+	3. WAVA-F	3. WAVA-F	3. WRQX-F	3. WMZQ-F
4. WKYS-F	4. WPGC-F+	WKYS-F	4. WPGC-F+	4. WGAR-F	4. WMZQ-F	WWDC-F	4. WMAL	4. WDJY-F	4. WKYS-F	WMAL
5. WOL	5. WCXR-F	5. WDJY-F	WCXR-F	5. WPGC-F+	5. WHUR-F	5. WTOP	WPGC-F+	WRQX-F	5. WAVA-F	5. WKYS-F
6. WPGC-F+	WKYS-F	6. WPGC-F+	6. WAVA-F	6. WCXR-F	WGMS-F+	6. WKYS-F	6. WMZQ-F	6. WMZQ-F	6. WGAY-F	6. WAVA-F
7.	7. WHUR-F	7. WMZQ-F	7. WXTR-F	7. WAVA-F	7. WWRC	7. WGAY-F	7. WWDC-F	7. WPGC-F+	7. WTOP	7. WHUR-F
8.	8. WRQX-F	8. WCXR-F	8. WLTT-F	8. WXTR-F	8. WXTR-F	8. WDJY-F	8. WCXR-F	8. WWDC-F	8. WCXR-F	8. WPGC-F+
9.	9. WLTT-F	9. WRQX-F	9. WWDC-F	9. WMAL	WKYS-F	9. WRQX-F	9. WKYS-F	9. WKYS-F	WWRC	9. WRQX-F
10.	10. WMZQ-F	10. WXTR-F	10. WDJY-F	10. WDJY-F	10.	10. WCXR-F	10. WRQX-F	10. WCXR-F	10. WMZQ-F	10. WCXR-F
				WLTT-F					WOL	WXTR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAVA-F	1. WPGC-F+	1. WPGC-F+	1. WAVA-F	1. WKYS-F
2. WRQX-F	2. WAVA-F	2. WKYS-F	WPGC-F+	2. WGAY-F
3. WHUR-F	3. WKYS-F	3. WCXR-F	3. WKYS-F	3. WPGC-F+
WPGC-F+	4. WHUR-F	4. WHUR-F	4. WHUR-F	4. WHUR-F
5. WKYS-F	5. WRQX-F	5. WLTT-F	5. WDJY-F	5. WMZQ-F
6. WDJY-F	6. WDJY-F	6. WASH-F	WRQX-F	6. WAVA-F
7. WWDC-F	7. WCXR-F	7. WDJY-F	7. WMZQ-F	7. WDJY-F
8.	8. WLTT-F	8. WAVA-F	8. WLTT-F	WLTT-F
9.	9. WASH-F	9. WRQX-F	9. WGAY-F	9. WASH-F
10.	10. WWDC-F	10. WXTR-F	10. WASH-F	10. WMAL
		WMZQ-F	WCXR-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWDC-F	1. WWDC-F>	1. WWDC-F	1. WWDC-F	1. WMZQ-F
2. WDJY-F>	2. WDJY-F	2. WCXR-F	2. WDJY-F	2. WHUR-F
3. WAVA-F	3. WCXR-F	3. WHUR-F	3. WCXR-F	3. WWDC-F
4. WRQX-F	4. WAVA-F	4. WKYS-F	4. WMZQ-F	4. WCXR-F
5. WCXR-F	5. WHUR-F	5. WAVA-F	WHUR-F	5. WKYS-F
6. WKYS-F	6. WKYS-F	6. WMZQ-F	6. WAVA-F	6. WTOP
WHFS-F	7. WPGC-F+	7. WPGC-F+	7. WKYS-F	WXTR-F
8.	8. WRQX-F	8. WLTT-F	8. WXTR-F	8. WMAL
9.	9. WHFS-F	9. WHFS-F	9. WTOP	9. WAVA-F
10.	10. WMZQ-F	10. WDJY-F	10. WPGC-F+	10. WGAY-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria	.7/1.9
WFMD	930	Frederick	.7/ .9
WFRE-F	99.9	Frederick	.4/1.3
WMDO	1540	Wheaton, MD	.5/ .7
WMZQ	1390	Arlington	.2/1.2
WUST	1120	Washington	.4/1.0
WWDC	1260	Washington	.7/1.5
WZYQ-F	103.9	Braddock Heights	.4/ .8
WFSI-F	107.9	Annapolis	.5/1.6
WLIF-F	101.9	Baltimore	.3/1.1
WPOC-F	93.1	Baltimore	.4/1.2

RADIO STATIONS

AM STATIONS

WABS,	780,	5 KW (DAYS)	, RELIGION	,$ 30.00 (---)	
WCPT,	730,	5 KW/20 W	, BLACK	SMN,$ 35.00* (Mc-Guild)	Legacy
WDCT,	1310,	5 KW/500 W (DA-2)	, RELIGION	,$ 36.00 (---)	Universal
WFAX,	1220,	5 KW (DAYS)	, RELIGION	,$ 20.00 (---)	
WMAL,	630,	5 KW (DA-2)	, MOR	ABC-I,$230.00 (Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, SPANISH	,$ 57.00 (Lotus)	Lotus
WMZQ,	1390,	5 KW (DA-2)	, COUNTRY	,$ NA (Christal)	Viacom
WNTR,	1050,	1 KW/500 W	, TALK	ABC-T,$ 33.00 (---)	
WOL ,	1450,	1 KW	, BLACK	NBN,$ 43.00 (Lazar)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	CBS,MBS,$133.00* (HNWH)	Outlet
WUST,	1120,	1 KW (DAYS)	, GOSPEL	NBN,$ 26.00 (---)	
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 2,$ 48.00* (Christal)	
WWRC,	980,	5 KW (DA-N)	, TALK	NBC,NBC-T,$ 85.00* (MMR)	Greater Media
WYCB,	1340,	1 KW	, GOSPEL	SBN,$ 50.00 (---)	

FM STATIONS

WASH ,	97.1,	23 KW @	690, AC	US 2,$130.00* (Katz)	Outlet	
WAVA ,	105.1,	50 KW @	500, CHR	,$180.00 (HNWH)	Emmis	
WBMW ,	106.7,	23 KW @	731, JAZZ/NEW AGE	ABC-R,$120.00* (Torbet)	Infinity	
WCXR ,	105.9,	50 KW @	500, CLASSIC AOR	,$138.00* (Mc-Guild)	Legacy	
WDJY ,	100.3,	40 KW @	330, BLACK	APR,$ 90.00* (Mc-Guild)	United	
WGAY ,	99.5,	21 KW @	780, BTFL/EZ	,$200.00* (MMR)	Greater Media	
WGMS+,	103.5,	47 KW @	510, CLASSICAL	MBS,$140.00 (Republic)	RKO	
WHUR ,	96.3,	24 KW @	669, BLACK	,$134.00* (Durpetti)	Howard University	
WKYS ,	93.7,	50 KW @	485, URBAN	NBC,$205.00* (Eastman)	NBC	
WLTT ,	94.7,	21 KW @	780, AC	,$175.00* (CBS)	CBS	
WMZQ ,	98.7,	50 KW @	490, COUNTRY	,$176.00* (Christal)	Viacom	
WPGC+,	95.5,	50 KW @	496, URBAN/CHR	,$130.00* (Torbet)	First Media	
WRQX ,	107.3,	50 KW @	410, CHR	ABC-C,$172.00 (Katz)	Cap Cities/ABC	
WMMJ ,	102.3,	1 KW @	480, SOFT AC	,$ 70.00* (HNWH)		
WWDC ,	101.1,	22 KW @	750, AOR	US 1,$170.00* (Christal)		
WXTR ,	104.1,	50 KW @	500, OLDIES	,$ 95.00* (Mc-Guild)		(LA PLATA)
WHFS ,	99.1,	50 KW @	390, AOR	MBS,$ 55.00 (Masla)		(ANNAPOLIS)

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WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/661,100

MSA Rank/Pop: 65/747,100
ADI # 54
Average Person Ratings: 15.7
Market TSL: 21.5 hours

Stations: 32/15
Diaries: 1011/654:1/43.5%
Sample Target: 950
% Below Line: 37.2
% Not Listed: 11.2

1986 Revenue: $16,800,000
HH Inc.: $34,792
Retail $: 6.0 Bil
Pop per Station: 44,073
#1 Biller: WRMF-F $3,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WEAT-F+	149/14.3	14.7	14.2	12.9	14.4	14.0	9.8
2. WRMF-F	81/ 7.8	12.0	10.6	9.9	8.9	10.1	9.9
3. WIRK-F	76/ 7.3	4.7	6.2	4.8	4.3	5.8	5.0
4. WHYI-F	59/ 5.7	5.3	5.2	6.5	4.0	5.7	8.2
5. WJNO	56/ 5.4	5.6	6.5	7.1	6.8	6.2	6.8
6. WNJY-F	50/ 4.8	6.1	7.0	5.1	6.9	5.8	3.4
7. WSHE-F	39/ 3.8	2.9	1.8	3.8	5.2	3.1	5.4
8. WHQT-F	38/ 3.7	2.4	1.5	1.9	1.9	2.4	4.2
9. WNGS-F	36/ 3.5	1.3	2.7	2.1	2.6	2.4	2.4
10. WKGR-F	30/ 2.9	4.4	4.1	3.8	4.0	3.8	3.6
WPOM	30/ 2.9	3.7	3.7	4.4	4.9	3.7	4.6

12+ TSA	1/4/CUME
1. WEAT-F+	168/1722
2. WRMF-F	99/1246
3. WIRK-F	87/ 892
4. WKGR-F	73/ 877
5. WJNO	62/ 719
6. WHYI-F	60/ 972
7. WNJY-F	53/ 667
8. WHQT-F	39/ 588
WSHE-F	39/ 621
10. WPOM	30/ 366
11.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	SUM 86
1. WEAT-F+ 1514/22.9	23.1	21.6
2. WRMF-F 1038/15.7	23.1	17.7
3. WHYI-F 951/14.4	15.6	15.7
4. WIRK-F 741/11.2	8.5	9.7
5. WJNO 682/10.3	12.4	14.8
6. WNJY-F 620/ 9.4	11.7	11.5
7. WSHE-F 609/ 9.2	9.5	10.0
8. WHQT-F 562/ 8.5	7.1	4.4
9. WKGR-F 487/ 7.4	10.9	7.4
10. WMXJ-F 484/ 7.3	6.2	5.9
11. WNGS-F 451/ 6.8	5.1	6.2

12+ FM SHARE (METRO): 76.76% (707 of 921) (SUM 86: 72.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHYI-F	1. WRMF-F	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WEAT-F+>	1. WEAT-F+>	1. WEAT-F+>	1. WEAT-F+>	1. WEAT-F+	1. WEAT-F+>
2. WHQT-F	2. WSHE-F	2. WHYI-F	2. WIRK-F	2. WIRK-F	2. WIRK-F	2. WRMF-F	2. WIRK-F>	2. WRMF-F	2. WJNO	2. WRMF-F
3.	3. WHYI-F	3. WIRK-F	3. WHYI-F	3. WHYI-F	3. WJNO	3. WIRK-F	WRMF-F	3. WIRK-F	3. WHQT-F	3. WNJY-F
4.	4. WPOM	4. WSHE-F	4. WMXJ-F	WMXJ-F	WNJY-F>	4. WJNO	4. WNJY-F	4. WHYI-F	4. WHYI-F	4. WIRK-F
5.	5. WKGR-F	5. WKGR-F	5. WSHE-F	5. WEAT-F+	5. WRMF-F	5. WHYI-F	5. WSHE-F	5. WJNO	5. WRMF-F	5. WHYI-F
			6. WKGR-F				6. WJNO			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRMF-F	1. WRMF-F	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>
2. WKGR-F	2. WHYI-F	2. WKGR-F	2. WHYI-F	2. WIRK-F
3. WPOM	3. WPOM	3. WIRK-F	3. WIRK-F	3. WEAT-F+
WGTR-F	4. WHQT-F	4. WHYI-F	4. WPOM	WHYI-F
WHQT-F	5. WYFX	5.	WHQT-F	5. WMXJ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHQT-F	1. WSHE-F>	1. WKGR-F>	1. WRMF-F	1. WRMF-F
WSHE-F	2. WRMF-F	2. WRMF-F	2. WSHE-F	2. WIRK-F
3. WHYI-F	3. WKGR-F	WSHE-F	3. WKGR-F	3. WKGR-F
4. WGTR-F	4. WHYI-F	4. WMXJ-F	WHYI-F	WMXJ-F
5.	5. WPOM	5. WIRK-F	5. WIRK-F	5. WHYI-F
		WHYI-F		WSHE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	.6/2.2
WPBG	1290	West Palm Beach	.6/1.2
WPBR	1340	Palm Beach	1.2/3.5
WSBR	740	Boco Raton	1.2/3.3
WSWN	900	Belle Glade	1.9/2.5
WYFX	1040	Boynto Beach	1.4/3.9
WAXY-F	105.9	Ft. Lauderdale	1.4/6.0
WGTR-F	97.3	Miami	1.6/4.8
WINZ	940	Miami	.6/1.5
WIOD	610	Miami	.8/3.9
WJQY-F	106.7	Ft. Lauderdale	1.3/4.1
WKQS-F	99.9	Boco Raton	1.5/3.8
WLVE-F	93.9	Miami Beach	1.1/3.8
WLYF-F	101.5	Miami	2.3/6.2
WMXJ-F	102.7	Pompano Beach	2.8/7.3
WNWS	760	S. Miami	1.5/3.6
WPOW-F	96.5	Miami	1.7/6.6
WRBD	1470	Pompano Beach	1.1/2.3
WTMI-F	93.1	Miami	1.4/3.4
WZTA-F	94.9	Miami Beach	.8/3.1

RADIO STATIONS

WJNO, 1230, 1 KW	, NEWS/TALK	CBS,ABC-E,NBC-T,$ 50.00*	(Banner)	Fairbanks	
WPBR, 1340, 1 KW	, TALK	MBS,ARC-T,$ 22.00*	(Savalli)		
WPOM, 1600, 1 KW (DA-N)	, BLACK	ABC-D,$ 25.00*	(Masla)		

WEAT (850, 5 KW/1 KW, DA-2) simulcasts with WEAT-F
WIRK (1290, 5 KW, DA-N) simulcasts with WIRK-F

WEAT-F+, 104.3, 56 KW @ 1250, BTFL/EZ	,$ 70.00*	(Katz)	Taylor		
WIRK-F+, 107.9, 100 KW @ 400, COUNTRY	SMN,APR,$ 51.00*	(HNWH)	Price		
WKGR-F , 98.7, 100 KW @ 1384, AOR	US 1,$ 45.00*	(HNWH)			(FORT PIERCE)
WNGS-F , 92.1, 2 KW @ 378, AC	CBS-R,$ 30.00*	(Eastman)			
WNJY-F , 94.3, 1 KW @ 480, NOSTALGIA	NBC,$ 35.00*	(Torbet)			
WRMF-F , 97.9, 100 KW @ 1350, AC	,$ 87.00*	(Banner)	Fairbanks		

Other ranked stations - See Miami

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WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 58/627,600

MSA Rank/Pop: 68/722,200
ADI # 61
Average Person Ratings: 16.8
Market TSL: 22.8 hours

Stations: 36/29
Diaries: 1196/525:1/54.8%
Sample Target: 1000
% Below Line: 7.7
% Not Listed: 11.3

1986 Revenue: $12,800,000
HH Inc.: $26,258
Retail $: 4.0 Bil
Pop per Station: 22,414
#1 Biller: WKRZ A/F $2,300,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WKRZ-F	111/10.6	9.5	9.7	9.6	11.1	9.9	12.9
2. WEZX-F	84/ 8.0	8.6	7.3	6.9	5.1	7.7	12.9
3. WARM	76/ 7.2	6.8	6.1	7.8	7.3	7.0	6.8
4. WNAK	67/ 6.4	6.7	7.1	7.7	9.0	7.0	5.4
5. WGBI-F	65/ 6.2	6.1	5.0	6.9	5.6	6.1	5.6
WTLQ-F	65/ 6.2	5.0	4.1	5.3	5.6	5.2	7.1
7. WWSH-F	55/ 5.2	5.9	5.7	4.6	5.1	5.4	3.1
8. WEJL	54/ 5.1	3.6	3.3	3.4	6.1	3.9	1.6
9. WMGS-F	49/ 4.7	4.9	5.1	5.5	5.5	5.1	3.2
10. WHLM-F	27/ 2.6	2.1	2.3	3.0	2.7	2.5	2.4
11. WILK	24/ 2.3	2.9	2.5	3.2	3.0	2.7	2.8
12. WBAX	21/ 2.0	1.9	1.9	1.5	.9	1.8	2.2
13. WICK	17/ 1.6	2.3	1.6	1.8	2.6	1.8	1.9
WQQQ-F	17/ 1.6	1.5	1.1	1.1	.8	1.3	1.4
15. WARD	16/ 1.5	.9	1.4	1.6	1.8	1.4	1.6

12+ TSA	1/4/CUME
1. WKRZ-F	133/2229
2. WEZX-F	88/ 922
3. WARM	80/1288
4. WGBI-F	74/1212
5. WNAK	67/ 563
6. WTLQ-F	65/1072
7. WWSH-F	64/ 768
8. WMGS-F	54/ 922
9. WHLM-F	45/ 644
10. WILQ-F	39/ 435
11. WILK	26/ 532
WFMZ-F	26/ 280
13. WQQQ-F	22/ 309
14. WBAX	21/ 333
15. WZZO-F	18/ 313

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WKRZ-F	1823/29.0	26.7	27.8
2. WARM	1161/18.5	18.3	19.9
3. WGBI-F	1086/17.3	14.5	16.1
4. WTLQ-F	1049/16.7	14.0	13.2
5. WEZX-F	837/13.3	14.0	12.3
6. WMGS-F	806/12.8	12.1	11.7
7. WNAK	563/ 9.0	10.2	10.2
8. WWSH-F	562/ 9.0	11.5	9.2
9. WILK	468/ 7.5	9.1	9.3
10. WEJL	446/ 7.1	7.0	7.4
11. WHLM-F	353/ 5.6	4.3	5.5
12. WMJW-F	351/ 5.6	6.1	5.0
13. WBAX	333/ 5.3	5.5	4.8
14. WGBI	285/ 4.5	4.9	4.7
15. WWDL-F	272/ 4.3	4.3	3.0

12+ FM SHARE (METRO): 63.56% (593 of 933) (SUM 86: 57.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKRZ-F	1. WEZX-F	1. WKRZ-F	1. WKRZ-F>	1. WKRZ-F>	1. WARM	1. WARM	1. WKRZ-F	1. WKRZ-F	1. WEZX-F	1. WKRZ-F>
2. WTLQ-F	2. WKRZ-F>	2. WEZX-F>	2. WGBI-F	2. WGBI-F	2. WNAK	2. WKRZ-F>	2. WEZX-F	2. WEZX-F	2. WKRZ-F	2. WNAK
3. WEZX-F	3. WTLQ-F>	3. WGBI-F	3. WMGS-F	3. WMGS-F	3. WEJL	3. WNAK	3. WGBI-F	3. WTLQ-F	3. WARM	3. WTLQ-F
4.	4. WGBI-F	WTLQ-F	4. WTLQ-F	4. WTLQ-F	4. WWSH-F>	4. WEZX-F	4. WNAK	4. WNAK	4. WTLQ-F>	4. WEZX-F
5.	5. WMGS-F	5. WMGS-F	5. WEZX-F	5. WARM	5. WGBI-F	5. WGBI-F	5. WWSH-F	5. WGBI-F	5. WWSH-F	5. WARM
				6. WEZX-F		6. WMGS-F		6. WARM		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKRZ-F	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F
2. WTLQ-F	2. WTLQ-F	2. WTLQ-F	2. WGBI-F	2. WGBI-F
3. WEZX-F	3. WEZX-F	3. WGBI-F	WTLQ-F	3. WMGS-F
4.	4. WGBI-F	4. WEZX-F	4. WMGS-F	4. WTLQ-F
5.	5. WMGS-F	WMGS-F	5. WEZX-F	5. WARM
		6. WSBG-F		WWSH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEZX-F>	1. WEZX-F>	1. WEZX-F	1. WEZX-F	1. WKRZ-F>
2. WKPZ-F>	2. WKRZ-F>	2. WKRZ-F	2. WKRZ-F>	2. WEZX-F
3.	3. WTLQ-F>	3. WTLQ-F>	3. WGBI-F	3. WARM
4.	4. WGBI-F	4.	WTLQ-F	4. WMGS-F
5.	5. WMGS-F	5.	5. WMGS-F	WTLQ-F
	6. WHLM-F			6. WGBI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL	1490	Hazelton	.5/1.4
WBNE-F	95.9	Benton	1.2/2.7
WCDL	1440	Carbondale	1.2/1.8
WEMR	1460	Tunkhannock	1.2/1.1
WGBI	910	Scranton	1.1/4.5
WHLM	550	Bloomsburg	.4/1.3
WLSP-F	94.3	Carbondale	1.0/2.9
WMJW-F	92.1	Nanticoke	.7/5.6
WQEQ-F	103.1	Freeland	.7/2.1
WSBG-F	93.5	Stroudsburg	1.3/3.3
WSCR	1320	Scranton	.6/2.3
WVPO	840	Stroudsburg	.8/1.6
WWDL-F	104.9	Scranton	1.2/4.3
WXPX	1300	W. Hazelton	.5/1.0
WFMX-F	100.7	Allentown	1.0/2.3
WILQ-F	105.1	Williamsport	.8/1.6
WIXL-F	103.7	Newton	.7/ .8
WLEV-F	96.1	Easton	.8/2.4
WMMR-F	93.3	Philadelphia	1.0/1.3
WXTU-F	92.5	Philadelphia	.4/1.2
WZZO-F	95.1	Bethlehem	.7/2.2

RADIO STATIONS

WARM, 590, 5 KW (DA-2)	, MOR	MBS,$ 54.00*	(Eastman)	Susquehanna	
WARD, 1550, 5 KW/500 W (DA-2)	, TALK	APR,ABC-T,$ 13.00	(Savalli)		
WBAX, 1240, 1 KW	, COUNTRY	,$ 15.00*	(---)		
WEJL, 630, 500 W (DAYS)	, NOSTALGIA	ABC-I,$ 20.00*	(Christal)	Shamrock-Lynett	
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,$ 16.00*	(Torbet)		
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,$ 17.00*	(Masla)		
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	NBC-T,ABC-E,$ 18.00*	(Mc-Guild)		
WNAK, 730, 1 KW (DAYS)	, NOSTALGIA	NBC,$ 30.00*	(Masla)		
WEZX-F, 107.1, 125 W @ 1270, AOR		ABC-R,$ 39.00*	(Christal)	Shamrock-Lynett	
WGBI-F, 101.3, 7 KW @ 1110, AC		CBS-R,$ 34.00*	(Torbet)		
WHLM-F, 106.5, 37 KW @ 597, AC		US 2,$ 17.00*	(Banner)		(BLOOMSBURG)
WKRZ-F, 98.5, 7 KW @ 1180, CHR		APR,$ 54.00*	(Katz)	Osborn	
WMGS-F, 92.9, 9 KW @ 1060, AC		,$ 36.00*	(Eastman)	Susquehanna	
WMJW-F, 92.1, .9 KW @ 552, CHR		,$ 13.00*	(---)		
WSBG-F, 93.5, 3 KW @ 300, CHR		APR,$ 15.00*	(Market 4)		(STROUDSBERG)
WTLQ-F, 102.3, 3 KW @ 71, CHR		ABC-C,$ 25.00*	(Mc-Guild)		(PITTSTON)
WWDL-F, 104.9, 1.6 KW @ 1093, SOFT AC		ABC-D,$ 18.00*	(Masla)		
WWSH-F, 97.9, 24 KW @ 640, BTFL/EZ		,$ 23.00*	(---)		

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YORK

Arbitron Rank/Pop (12+): 103/336,700

MSA Rank/Pop: 114/396,000
ADI # 46 (w/Harris & Lancaster)
Average Person Ratings: 16.6
Market TSL: 21.8 hours

Stations: 32/11
Diaries: 822/382:1/61.5%
Sample Target: 730
% Below Line: 44.0
% Not Listed: 8.1

1986 Revenue: $10.400,000
HH Inc.: $30,082
Retail $: 2.1 Bil
Pop per Station: 30,609
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WQXA-F	67/12.0	11.3	12.0	11.2	---	11.6	
2. WRKZ-F	56/10.0	12.4	10.1	12.3	---	11.2	
3. WSBA-F	53/ 9.5	10.2	7.7	9.7	---	9.3	
4. WNCE-F	43/ 7.7	6.9	6.8	7.6	---	7.3	
5. WSBA	36/ 6.4	6.9	9.1	9.0	---	7.9	
6. WYCR-F	34/ 6.1	4.1	2.8	2.8	---	4.0	
7. WHTF-F	29/ 5.2	3.9	3.5	6.5	---	4.8	
8. WOYK	28/ 5.0	2.5	4.0	2.4	---	3.5	
9. WGRX-F	21/ 3.8	5.3	3.3	2.2	---	3.7	
10. WGTY-F	17/ 3.0	3.2	5.9	3.0	---	3.8	
11. WNNK-F	16/ 2.9	4.2	2.3	3.2	---	3.2	
12. WIOV-F	13/ 2.3	.5	1.2	2.6	---	1.7	
13. WGET	12/ 2.1	1.1	.9	1.7	---	1.5	

12+ TSA	1/4/CUME
1. WNNK-F	193/2163
2. WRKZ-F	179/1938
3. WNCE-F	143/1695
4. WSBA-F	121/1522
WQXA-F	121/1922
6. WHTF-F	101/1054
7. WLAN-F	93/1384
8. WIOV-F	65/ 843
9. WHP	55/ 823
10. WDAC-F	50/ 679
11. WHP-F	48/ 788
12. WTPA-F	47/ 702
13. WYCR-F	37/ 760

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WQXA-F	934/27.7	25.2	---
2. WSBA-F	628/18.7	22.6	---
3. WRKZ-F	615/18.3	20.1	---
4. WYCR-F	571/17.0	13.1	---
5. WSBA	519/15.4	18.7	---
6. WNCE-F	463/13.8	14.7	---
7. WNNK-F	323/ 9.6	10.5	---
8. WOYK	271/ 8.0	6.8	---
9. WLAN-F	261/ 7.8	7.2	---
10. WHTF-F	255/ 7.6	7.3	---
11. WGRX-F	229/18.3	20.1	---
12. WGET	207/ 6.1	4.6	---
13. WGTY-F	204/ 6.1	7.1	---

12+ FM SHARE (METRO): 81.52% (419 of 514) (SUM 86: NA%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQXA-F	1. WQXA-F>	1. WQXA-F	1. WSBA-F	1. WSBA-F	1. WRKZ-F	1. WRKZ-F	1. WQXA-F	1. WQXA-F>	1. WQXA-F>	1. WQXA-F>
2. WYCR-F>	2. WYCR-F	2. WSBA-F	2. WQXA-F	2. WRKZ-F	2. WNCE-F	2. WQXA-F	2. WSBA-F	2. WSBA-F	2. WRKZ-F	2. WNCE-F
3.	3. WHTF-F	3. WRKZ-F	3. WRKZ-F>	3. WQXA-F>	3. WSBA	3. WSBA-F	3. WRKZ-F	3. WRKZ-F	3. WYCR-F	3. WRKZ-F
4.	4. WSBA-F>	4. WYCR-F	4. WGRX-F	4. WSBA	4. WOYK	4. WSBA	4. WNCE-F>	4. WNCE-F	4. WSBA-F	4. WOYK
5.	5. WGRX-F	5. WHTF-F	WSBA	WNCE-F	WSBA-F	5. WNCE-F	5. WOYK	5. WYCR-F	5. WHTF-F	5. WSBA
		6. WGRX-F	6. WHTF-F				6. WYCR-F	6. WSBA	WNCE-F	WSBA-F
			WYCR-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQXA-F	1. WQXA-F	1. WSBA-F	1. WSBA-F	1. WSBA-F>
2. WYCR-F	2. WSBA-F	2. WQXA-F>	2. WQXA-F>	2. WQXA-F
3. WNNK-F	3. WYCR-F>	3. WYCR-F	3. WRKZ-F	WRKZ-F>
4.	4. WNNK-F	4.	4. WYCR-F>	4. WNCE-F
5.	5. WRKZ-F	5.	5. WNNK-F	5. WSBA
	6. WHTF-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHTF-F	1. WHTF-F	1. WQXA-F	1. WQXA-F	1. WRKZ-F
2. WQXA-F	2. WQXA-F	2. WHTF-F	2. WHTF-F	2. WQXA-F>
3. WYCR-F	3. WGRX-F	3. WGRX-F	3. WGRX-F	3. WGRX-F
WGRX-F	4. WYCR-F>	4. WYCR-F	4. WRKZ-F	4. WHTF-F
5.	5. WRKZ-F	WRKZ-F	5. WYCR-F	WSBA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	.5/2.4
WHVR	1280	Hanover	.7/3.7
WOBG	1250	York	.9/3.3
WCMB	1460	Harrisburg	.4/1.3
WDAC-F	94.5	Lancaster	2.0/3.6
WHIT-F	99.3	Harrisburg	.5/2.4
WHP	580	Harrisburg	.4/2.3
WHP-F	97.3	Harrisburg	.7/3.2
WHYL-F	102.3	Carlisle	.4/1.0
WLAN-F	96.9	Lancaster	2.0/7.8
WTPA-F	93.5	Mechanicsburg	.5/3.4
WBAL	1090	Baltimore	1.1/2.5
WBSB-F	104.3	Baltimore	.4/1.9
WFRE-F	99.9	Frederick	.9/3.1
WIYY-F	97.9	Baltimore	1.1/2.7
WLIF-F	101.9	Baltimore	1.3/2.8
WPOC-F	93.1	Baltimore	.7/2.6
WWMD-F	104.7	Hagerstown	.7/2.3
WXYU-F	102.7	Baltimore	.7/1.5

RADIO STATIONS

WOBG, 1250, 1 KW (DAYS)	, MOR/OLDIES	SMN,ABC-I,$ 15.00* (Katz)		
WHVR, 1280, 5 KW/500 W (DA-2)	, MOR	NBC,$ 11.00* (HNWH)		(HANOVER)
WOYK, 1350, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,$ 13.00 (Republic)		
WSBA, 910, 5 KW/1 KW (DA-2)	, MOR	,$ 42.00* (Eastman)	Susquehanna	
WGTY-F, 107.7, 10 KW @ 350,	COUNTRY	MBS,$ 18.00* (---)		(GETTYSBURG)
WHTF-F, 92.7, 3 KW @ 300,	AOR	Source,$ 25.00* (Banner)		(STARVIEW)
WQXA-F, 105.7, 25 KW @ 717,	CHR	ABC-C,$ 47.00* (Katz)		
WSBA-F, 103.3, 12 KW @ 890,	AC	,$ 50.00* (Eastman)	Susquehanna	
WYCR-F, 98.5, 11 KW @ 930,	CONTEMP	,$ 30.00* (HNWH)		

Other ranked stations - See Harrisburg, Lancaster or Baltimore

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YOUNGSTOWN

Arbitron Rank/Pop (12+): 82/425,300

MSA Rank/Pop: 94/512,400
ADI # 87
Average Person Ratings: 17.0
Market TSL: 22.5 hours

Stations: 25/13
Diaries: 980/434:1/55.7%
Sample Target: 850
% Below Line: 16.5
% Not Listed: 6.1

1986 Revenue: $10,500,000
HH Inc.: $30,529
Retail $: 2.9 Bil
Pop per Station: 32,715
#1 Biller: WHOT A/F $2,800,000

12+ METRO	1/4/SHARE	SPG 87	WIN 87	FAL 86	SUM 86	4 Book Avg.	Birch Share
1. WHOT-F	132/18.2	16.7	15.4	18.0	17.0	17.1	23.0
2. WYFM-F	83/11.5	8.1	8.7	7.4	10.5	8.9	8.9
3. WKBN	65/ 9.0	8.0	9.3	11.4	10.2	9.4	7.9
4. WKBN-F	60/ 8.3	9.8	10.8	8.4	8.9	9.3	6.9
5. WQXK-F	55/ 7.6	12.0	9.0	9.1	8.4	9.4	8.2
6. WBBW	48/ 6.6	5.0	6.1	5.2	6.4	5.7	4.3
7. WFMJ	23/ 3.2	3.3	3.4	2.1	2.8	3.0	1.6
WMGZ-F	23/ 3.2	5.1	2.7	3.7	3.5	3.7	4.7
9. WRRO	21/ 2.9	2.7	2.7	2.7	2.4	2.8	2.9
WPHR-F	21/ 2.9	2.5	6.7	5.8	5.0	4.5	1.6
11. WQOD-F	19/ 2.6	4.7	2.1	2.4	2.4	2.7	1.8
WDVE-F	19/ 2.6	2.4	1.3	.7	.4	1.8	2.8
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WHOT-F	200/2500
2. WYFM-F	147/1700
3. WQXK-F	103/1266
4. WKBN-F	88/1353
5. WKBN	86/1187
6. WDVE-F	54/ 553
7. WBBW	52/ 745
8. WMGZ-F	41/ 723
9. WPHR-F	28/ 364
10. WPIC	27/ 428
11. WFMJ	26/ 592
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	SUM 86
1. WHOT-F	1588/37.3	36.8	37.7
2. WYFM-F	972/22.9	22.6	23.2
3. WKBN	898/21.1	21.3	22.2
4. WKBN-F	855/20.1	19.5	18.3
5. WQXK-F	661/15.5	19.1	14.6
6. WBBW	657/15.4	13.1	16.1
7. WMGZ-F	476/11.2	12.3	9.0
8. WFMJ	490/11.5	9.8	11.6
9. WMMS-F	352/ 8.3	8.4	9.1
10. WRRO	333/ 7.8	8.7	7.3
11. WHOT	298/ 7.0	6.1	7.9
12. WPHR-F	255/ 6.2	7.0	7.5
13.			
14.			
15.			

12+ FM SHARE (METRO): 69.56% (4/3 of 680) (SUM 86: 68.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WKBN	1. WHOT-F+>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F>
2. WMGZ-F	2. WYFM-F>	2. WYFM-F>	2. WYFM-F>	2. WYFM-F>	2. WKBN-F>	2. WKBN	2. WYFM-F	2. WYFM-F	2. WKBN	2. WYFM-F
3. WPHR-F	3.	3. WQXK-F	3. WQXK-F	3. WQXK-F	3. WBBW	3. WYFM-F	3. WKBN-F	3. WQXK-F	3. WYFM-F	3. WKBN-F
4.	4.	4. WKBN	4. WKBN	4. WKBN >	4. WQXK-F	4. WBBW	4. WQXK-F	4. WKBN-F>	4. WBBW	4. WQXK-F
5.	5.	5.	5.	5. WRRO	5. WHOT-F	5. WQXK-F	5. WKBN	5. WKBN	WQXK-F	5. WBBW
					6. WYFM-F	6. WKBN-F	6. WBBW	6. WBBW	6. WKBN-F	6. WKBN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WHOT-F>	1. WHOT-F
2. WYFM-F	2. WYFM-F>	2. WYFM-F>	2. WYFM-F>	2. WYFM-F>
3. WQOD-F	3.	3.	3. WQXK-F>	3. WQXK-F
4. WMGZ-F	4.	4.	4. WQOD-F	4. WKBN
5.	5.	5.	5. WKBN	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F	1. WHOT-F
2. WYFM-F	2. WYFM-F>	WYFM-F	2. WYFM-F>	WYFM-F>
3.	3. WDVE-F	3. WDVE-F	3.	3. WQXK-F>
4.	4. WPHR-F>	4.	4.	4. WKBN
5.	5. WMMS-F	5.	5.	WDVE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Yountstown	1.9/2.7
WHOT	1330	Campbell	2.1/7.0
WNIO	1450	Niles	1.4/1.7
WKDD-F	96.5	Akron	.4/3.0
WMJI-F	105.7	Cleveland	1.2/3.7
WMMS-F	100.7	Cleveland	2.2/8.3
WNCX-F	98.5	Cleveland	.4/1.8
WNIR-F	100.1	Kent	1.0/1.5
WONE-F	97.5	Akron	1.7/2.5
WPIC	790	Sharon	.4/2.9
WTOF-F	900	Canton	.7/2.3
WWWE	1100	Cleveland	1.1/4.4
WZAK-F	93.1	Cleveland	.8/1.5

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E,$ 30.00*	(Mc-Guild)		
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,$ 22.00*	(Unirep)		
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,$ NA	(Eastman)	Myron Jones	
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,$ 45.00*	(Katz)		
WRRO, 1440, 5 KW (DA-N)	, MOR/OLDIES	ABC-I,$ 15.00*	(Regional)		(WARREN)
WHOT-F, 101.1, 16 KW @ 750, CHR		,$ 65.00*	(Eastman)	Myron Jones	
WKBN-F, 98.9, 9 KW @ 137[illegible], BTFL/EZ		,$ 55.00*	(Katz)		
WMGZ-F, 95.9, 3 KW @ 1[illegible]5, CHR		,$ NA	(---)		(SHARPSVILLE, PA)
WQOD-F, 93.3, 50 KW @ 280, SOFT AC		MBS,$ 28.00*	(---)		
WQXK-F, 105.1, 88 KW @ 430, COUNTRY		ABC-D,$ 41.00*	(Mc-Guild)	Lincoln	
WYFM-F, 102.9, 26 KW @ 455, AC		ABC-C,$ 36.00	(Banner)	Regional	

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AMERICAN RADIO

Fall 1987

James H. Duncan, Jr.

AMERICAN RADIO

Fall 1987 Report

Compiled and edited by:

JAMES H. DUNCAN, Jr.
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February 1988

Volune XII, Number 4

INTRODUCTION

This is the 13th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definitions pages at the beginning of Section B. This will help you to understand all of the information given in the individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by February 12, 1988.

Work on this edition was completed on February 13, 1988. Mailing will begin on February 19, 1988. Working on such tight deadlines may cause production problems. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

HIGHLIGHTS AND COMMENTS

FM SHARE

FM's share of audience showed the smallest annual increase since I began keeping records in 1975. The national FM share is now 70.605% up from 69.655% in the Fall of 1986. This represents a 1.367% increase in the last year. It is also interesting to note that the FM share actually declined between the Spring and Fall 1987 rating periods. In the Spring, the FM share was 71.835%. Of course there are 50 fewer markets rated in the Fall, but perhaps this indicates that larger market AM's are slowing their decline. We will have to wait for a couple more major sweeps to know for certain.

Once again, Greenville-New Bern, NC (Coastal Carolina) had the highest FM share (94.12%) and Bakersfield the lowest (54.04%).

LISTENING LEVELS

Listening levels have slowly been declining since 1982 when they peaked with a mean APR of 17.32%. The Fall 1987 APR was 16.35% down from 16.48% in 1986. This decline concerns me a great deal.

LEADING STATIONS

WPAT AM/FM simulcasted during the Fall sweep and that enabled them to be the most-listened-to station in the U.S. Without the simulcast, WHTZ-F in New York would have been Number One. Stations in the top 100 making impressive increases include: KIIS A/F, WQHT-F, WJR, KMOX, KLOS-F, WYNY-F, WADO, KLSX-F, KNIX A/F, WKSZ-F, WYTZ-F, WMZQ A/F, WRKO, WDAF, KMEL-F, WEGX-F, WCKG-F, KTWV-F, WZOU-F, KEGL-F.

GROUP OWNERS

The following groups had the most "up" books based on Fall 86 to Fall 87 comparisons, 12+ Metro Share. They all had 66% or more of their stations enjoying up books.

Osborn	Midcontinent	Jacor	Brown
Shamrock (Lynett)	Midwest Comm.	Holt	Heritage
Nationwide	Knight	Home News	Anchor

These groups showed major gains in the group rankings:

Infinity	DKM/Summit	Sconnix	Dorton
Mairite	Jacor	Brown	Spanish System
New City	Noble	Heritage	Osborn
			TK

LEADING STATIONS BY FORMAT

	1/4 Hour Average		Metro Share	
CHR/TOP 40	WHTZ-F	New York	KRLB A/B	Lubbuck
AOR	WNEW-F	New York	KGGO-F	Des Moines
AC/SOFT/OLDIES	WLTW-F	New York	WAJI-F	Fort Wayne
BTFL/EZ	WPAT A/F	New York	WHBC-F	Canton
BLACK/URBAN	WRKS-F	New York	WIKS-F	Greenville-NB, NC
COUNTRY	WYNY-F	New York	WIVK A/F	Knoxville
NEWS/TALK	WINS	New York	KMOX	St. Louis
MOR/VARIETY	WGN	Chicago	KFAB	Omaha
NOSTALGIA	WNEW	New York	WYNZ	Portland, ME
HISPANIC	WADO	New York	KGBT	McAllen-Browns
RELIGION/GOSPEL	WWRL	New York	WDAC-F	Lancaster
CLASSICAL	WNCN-F	New York	KYTE-F	Portland, OR
JAZZ/NEW AGE	KTWV-F	Los Angeles	WAVH-F	Mobile

GREATEST SHARE CHANGES

(Fall 86 to Fall 87)

Increases			Decreases		
WIKS-F	Green-New Bern, NC	+20.0	KIIK-F	Daven-RI-Moline	-10.3
WPXR-F	Daven-RI-Moline	+13.5	KOZZ-F	Reno	- 8.1
WLMX-F	Chattanooga	+11.9	WQDW-F	Green-New Bern, NC	- 7.9
WIOG-F	Saginaw-Bay City	+ 9.2	KHFI-F	Austin	- 7.0
KRZQ-F	Reno	+ 8.2	WFXC-F	Raleigh	- 6.7
WQOK-F	Raleigh	+ 7.4	KLTG-F	Corpus Christi	- 6.6

OTHER LEADERS

Cume Rating:	WIOG-F	Saginaw-Bay City
12+ TSA Cume:	WINS	New York
12+ Metro Share:	WIVK A/F	Knoxville
Radio Reps:	Katz	
Group Owner:	Capital Cities/ABC	

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Albuquerque
Allentown-Beth
Anchorage
Appleton-OshKosh
Atlanta
Austin
Bakersfield
Baltimore

Baton Rouge
Beaumont
Birmingham
Boston
Bridgeport
Buffalo-NF
Canton
Charleston, SC
Charlotte
Chattanooga

Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, SC
Columbus, OH
Corpus Christi
Dallas-Fort Worth
Daven-RI-Moline
Dayton

Daytona Beach
Denver
Des Moines
Detroit
El Paso
Eugene
Flint
Fort Wayne
Fresno
Grand Rapids

Greensboro-WS
Greenville-NB, NC
Greenville-Spart
Harrisburg
Hartford
Honolulu
Houston
Huntington, WV
Indianapolis
Jacksonville

JC-Kings-Bristol
Kalamazoo
Kansas City
Knoxville
Lancaster
Lansing
Las Vegas
Lexington
Little Rock
Los Angeles

Louisville
Lubbock
Madison
McAllen-Brown
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto

Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando
Pensacola

Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, OR
Portland, ME
Portsmouth-Dover
Providence
Raleigh
Reno

Richmond
Riverside-SB
Roanoke-Lynchburg
Rochester
Sacramento
Saginaw-Bay City
St. Louis
Salinas-Mont-SC
Salt Lake City
San Antonio

San Diego
San Francisco
San Jose
Seattle-Tacoma
Shreveport
Spokane
Springfield, MA
Stockton
Syracuse
Tampa-St. Petersburg

Toledo
Tucson
Tulsa
Washington
West Palm Beach
Wichita
Wilkes Barre-Scranton
Wilmington, DE
Worcester
York
Youngstown

METRO SHARE LEADERS AND MAJOR SHARE CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall '86 to Fall '87. It is my belief that year-to-year conparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 10.3, CHR	WZAK-F, +3.4, Black	WMMS-F, -3.0, AOR/CHR
Albany-Schen-Troy	WGY, 14.1, MOR	WGY, +4.6, MOR	WGFM-F, -1.9, CHR
Albuquerque	KKOB-F, 13.1, AC	KRST-F, +4.5, Country	KNMQ-F, -3.7, CHR
Allentown-Beth	WFMZ-F, 13.4, BTFL	WZZO-F, +2.1, AOR	WFMZ-F, -1.6, BTFL
Anchorage	KGOT-F, 20.4, CHR	KPXR-F, +7.0, CHR	KFQD, -5.7, AC
Appleton-Osh	WAPL-F, 14.8, AOR	WRJQ, +3.3, Nostalgia	WLKE, -3.5, AC
Atlanta	WVEE-F, 9.4, Black	WARM-F, +3.6, CHR	WZGC-F, -2.3, CHR
Austin	KASE-F, 13.5, Country	KBTS-F, +7.1, CHR	KHFI-F, -7.0, CHR
Bakersfield	KUZZ, 14.4, Country	KKRV-F, +3.1, AC	KKXX-F, -4.1, CHR
Baltimore	WLIF-F, 9.8, BTFL	WXYV-F, +1.5, Urban	WBAL, -2.3, News/Talk
Baton Rouge	WXOK, 12.4, Black	WXOK, +2.6, Black	WYNK A/F, -5.3, Country
Beaumont	KZZB-F, 13.3, CHR	KAYD-F, +3.2, Country	KWIC-F, -2.1, AOR
Birmingham	WZZK A/F, 17.1, Country	WMJI-F, +3.6, AC	WAPI-F, -5.4, CHR/AOR
Boston	WBCN-F, 7.4, AOR	WODS-F, +2.0, Oldies	WJIB-F, -1.1, BTFL
			WBZ, -1.1, MOR
Bridgeport	WICC, 15.5, MOR	WEBE-F, +3.4, AC	WEZN-F, -2.0, BTFL
Buffalo-NF	WBEN, 11.8, MOR	WKSE-F, +3.0, CHR	WBYR-F, -2.6, AOR
Canton	WHBC-F, 17.5, BTFL	WDJQ-F, +2.3, CHR	WHBC, -2.6, MOR
Charleston, SC	WEZL-F, 11.7, Country	WAVF-F, +4.1, AOR	WSSX-F, -4.7, CHR
Charlotte	WPEG-F, 14.2, Black	WWMG-F, +5.2, AC	WEZC-F, -2.7, AC
			WLIT-F, -2.7, AC
Chattanooga	WSKZ-F, 19.2, CHR	WLMX-F, +11.9, AC	WDOD-F, -2.9, Country
Chicago	WGCI-F, 8.0, Black	WLUP, +1.6, Talk/AOR	WGN, -1.3, MOR/Talk
	WGN, 8.0, MOR/Talk		
Cincinnati	WEBN-F, 11.9, AOR	WIZF-F, +3.4, Black	WWEZ-F, -2.5, BTFL
Cleveland	WMMS-F, 12.5, AOR/CHR	WZAK-F, +3.3, Black	WMMS-F, -3.2, AOR/CHR
Colorado Springs	KIKX-F, 16.6, CHR	KIKX-F, +4.6, CHR	KVUU-F, -5.1, AC
Columbia, SC	WWDM-F, 18.9, Black	WCEZ-F, +3.3, BTFL	WNOK-F, -6.1, CHR
Columbus, OH	WBNS-F, 10.9, BTFL	WNCI-F, +2.5, CHR	WLVQ-F, -2.9, AOR
Corpus Christi	KZFM-F, 14.5, CHR	KOUL-F, +7.0, Country	KLTG-F, -6.6, AC
Dallas-Ft. Worth	KVIL A/F, 9.3, AC	KHYI-F, +2.4, CHR	KMEZ A/F, -1.2, BTFL
Daven-RI-Moline	WPXR-F, 17.3, CHR	WPXR-F, +13.5, CHR	KIIK-F, -10.3, AC
Dayton	WTUE-F, 13.0, AOR	WTUE-F, +5.2, AOR	WWSN-F, -2.2, AC
Daytona Beach	WWLV-F, 16.6, BTFL	WBJW A/F, +5.6, CHR	WHTQ-F, -3.4, AOR
Denver	KOSI-F, 7.8, BTFL	KXKL A/F, +3.3, Oldies	KMJI-F, -1.6, AC
			KBPI-F, -1.6, AOR
Des Moines	KGGO-F, 16.4, AOR	KDWZ-F, +3.5, CHR	KGGO-F, -4.3, AOR
Detroit	WJR, 10.8, MOR	WJR, +2.0, MOR	WCZY-F, -.9, CHR
El Paso	KLAQ-F, 11.4, AOR	KBNA A/F, +4.2, Spanish	KTSM, -2.7, News/Talk
Eugene	KUGN-F, 14.7, Country	KMGE-F, +4.4, AC	KZEL-F, -3.9, AOR
Flint	WIOG-F, 19.3, CHR	WICG-F, +9.2, CHR	WCRZ-F, -3.6, AC
Fort Wayne	WMEE-F, 26.2, CHR	WAJI-F, +2.3, AC	WXKE-F, -3.8, AOR
Fresno	KMJ, 8.4, News	KNAX-F, +2.7, Country	KFYE-F, -1.9, AC
	KMGX-F, 8.4, CHR		
Grand Rapids	WLAV-F, 11.5, AOR	WLHT-F, +2.5, AC	WMUS-F, -1.4, Country
Greensboro-WS	WTQR-F, 14.8, Country	WBIG-F, +4.9, Country	WTQR-F, -4.9, Country
Greenville-NB, NC	WIKS-F, 24.9, Black	WIKS-F, +20.0, Black	WQDW-F, -7.9, Black
Greenville-Spart	WESC A/F, 14.8, Country	WMYI-F, +6.8, AC	WFBC-F, -5.5, AC
Harrisburg	WNNK-F, 20.2, CHR	WNCE-F, +2.9, BTFL	WHIT-F, -2.1, AC
Hartford	WTIC, 19.8, MOR	WDRC-F, +3.6, Oldies	WIOF-F, -2.6, AC
Honolulu	KQMQ-F, 14.4, CHR	KIKI, +2.9, Oldies	KMAI-F, -5.4, CHR
Houston	KIKK-F, 8.3, Country	KKHT-F, +1.9, AC	KMJQ-F, -2.0, Urban
Huntington, WV	WTCR-F, 29.9, Country	WTCR-F, +4.7, Country	WAMX A/F, -4.4, AC
Indianapolis	WFMS-F, 13.7, Country	WFMS-F, +3.0, Country	WILC-F, -2.7, Black
	WFBQ-F, 13.7, AOR		
Jacksonville	WAPE A/F, 20.5, CHR	WFYV-F, +4.3, AOR	WAPE A/F, -2.0, CHR
JC-Kings-Bristol	WQUT-F, 24.1, CHR	WQUT-F, +4.6, CHR	WOPI, -1.3, MOR
			WTFM-F, -1.3, AC
Kalamazoo	WKFR-F, 20.4, CHR	WKFR-F, +6.2, CHR	WJFM-F, -2.5, AC
Kansas City	WDAF, 12.8, Country	KBEQ-F, +1.8, CHR	KUDL-F, -2.6, AC
Knoxville	WIVK A/F, 34.9, Country	WIVK A/F, +3.8, Country	WIMZ A/F, -4.6, AOR/CHR
Lancaster	WLAN-F, 15.3, CHR	WLAN-F, +2.6, CHR	WNCE-F, -2.5, BTFL
Lansing	WVIC-F, 19.5, CHR	WILS, +2.8, Black	WLNZ-F, -3.9, AOR
Las Vegas	KLUC-F, 11.3, CHR	KYRK-F, +2.0, Urban/CHR	KMZQ-F, -4.8, AC
Lexington	WVLK-F, 16.5, Country	WLAP-F, +5.8, CHR	WFMI-F, -3.7, CHR
Little Rock	KSSN-F, 20.6, Country	KSSN-F, +4.7, Country	KOKY, -4.8, Black
Los Angeles	KPWR-F, 7.5, CHR/Urban	KLOS-F, +1.5, AOR	KIQQ-F, -.8, AC
			KMPC-F, -.8, AC

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Louisville	WHAS, 16.1, MOR	WLRS-F, +2.1, CHR	WJYL-F, -1.6, Black
Lubbock	KRLB A/F, 31.0, CHR	KRLB A/F, +4.2, CHR	KLLL-F, -3.1, Country
Madison	WZEE-F, 15.9, CHR	WMGN-F, +4.3, AC	3 tied with -1.0
McAllen-Brown	KGBT, 15.2, Spanish	KJAV-F, +2.1, ?	KGBT, -3.8, Spanish
Memphis	WHRK-F, 14.0, Black	KWLN-F, +2.8, AOR	WHRK-F, -2.7, Black
Miami-Ft. Lauderdale	WLYF-F, 8.5, BTFL	WXDJ-F, +2.1, Jazz/New Age	WSHE-F, -2.4, AOR
		WPOW-F, +2.1, CHR/Urban	
Milwaukee	WTMJ, 12.9, MOR	WMIL-F, +2.2, Country	WLZR A/F, -2.2, AOR
			WBZN-F, -2.2, New Age
Minneapolis-SP	WCCO, 19.4, MOR	KJJO-F, +3.6, AOR	KDWB-F, -1.8, CHR
Mobile	WKSJ A/F, 17.9, Country	WBLX-F, +3.4, Black	WIZD-F, -2.4, AC
Modesto	KBEE-F, 11.5, BTFL	KSJQ-F, +3.6, CHR	KLOC, -3.6, Spanish
Nashville	WKDF-F, 11.2, AOR	WSIX-F, +5.4, Country	WKDF-F, -3.7, AOR
Nassau-Suffolk	WHTZ-F, 6.3, CHR	WHLI, +1.9, Nostalgia	WCBS/WFAN, -1.0, News/Talk
New Haven	WKCI-F, 11.1, CHR	WPLR-F, +3.9, AOR	WKCI-F, -2.1, CHR
New Orleans	WQUE A/F, 15.6, Urban/CHR	WQUE A/F, +6.3, Urban/CHR	WYLD-F, -4.2, Black
New York	WPAT A/F, 6.0, BTFL	WPAT A/F, +1.1, BTFL	WFAN, -.9, Talk
Norfolk	WNOR A/F, 9.2, AOR	WWDE-F, +2.7, AC	WLTY-F, -2.9, AC
Oklahoma City	KXXY A/F, 13.4, Country	KRXO-F, +2.9, Classic AOR	KATT-F, -4.3, AOR
Omaha	KFAB, 22.3, MOR	KESY-F, +4.3, BTFL	KFAB, -1.7, MOR
Orlando	WWKA-F, 12.1, Country	WWKA-F, +3.2, Country	WCAT-F, -2.9, CHR
Pensacola	WOWW-F, 12.0, Country	NA	NA
Peoria	WWCT-F, 16.3, AOR	WIRL, +1.9, AC	WPEO, -2.4, Religion
Philadelphia	WMMR-F, 8.1, AOR	WEGX-F, +3.1, CHR	WFIL, -1.9, Oldies
Phoenix	KNIX A/F, 17.4, Country	KNIX A/F, +5.7, Country	KTAR, -3.1, News/Talk
Pittsburgh	KDKA, 14.3, MOR	WMYG-F, +4.1, Classic AOR	WWSW-F, -2.3, AC
Portland, OR	KKRZ-F, 8.0, CHR	KXYQ-F, +2.8, CHR	KKCW-F, -2.3, AC
Portland, ME	WPOR A/F, 15.8, Country	NA	NA
Portsmouth-Dover	WOKQ-F, 12.9, Country	NA	NA
Providence	WPRO-F, 13.5, CHR	WPRO-F, +2.9, CHR	WWAZ, -1.8, Nostalgia
Raleigh	WRAL-F, 9.9, AC	WQOK-F, +7.4, Black	WFXC-F, -6.7, Black
Reno	KWNZ-F, 9.3, CHR	KRZQ-F, +8.2, AOR	KOZZ-F, -8.1, AOR
Richmond	WRVA, 13.3, MOR	WRXL-F, +2.7, AOR	WRNL, -2.5, Oldies
Riverside-SB	KDUO-F, 7.3, BTFL	KCAL-F, +3.0, AOR	KFXM, -3.2, Nostalgia
Roanoke-Lynch	WXLK-F, 22.7, CHR	WJLM-F, +1.6, Country	WLVA, -2.1, MOR
Rochester	WPXY A/F, 14.4, CHR	WPXY A/F, +3.5, CHR	WEZO-F, -3.9, AC
Sacramento	KCTC-F, 10.1, BTFL	KCTC-F, +2.4, BTFL	KRAK, -2.0, Country
Saginaw-Bay City	WIOG-F, 29.9, CHR	WSGW, +3.8, MOR	WHNN-F, -1.5, AC
St. Louis	KMOX, 22.1, Talk	KMOX, +4.1, Talk	KUSA, -2.1, Country
Salinas-Mont-SC	KWSS-F, 7.8, CHR	KOCN-F, +2.2, AC	KWAV-F, -4.1, AC
Salt Lake City	KSFI-F, 11.0, BTFL	KKAT-F, +2.7, Country	KBER, -1.3, AOR
San Antonio	KCOR, 9.7, Spanish	KCOR, +2.8, Spanish	KSAQ A/F, -2.1, CHR
San Diego	KKLQ A/F, 8.8, CHR	KKLQ A/F, +6.7, CHR	KSWV-F, -5.1, New Age
San Francisco	KGO, 8.0, Talk	KMEL-F, +1.2, CHR	KCBS, -1.4, News/Talk
			KRQR-F, -1.4, AOR
San Jose	KGO, 8.3, Talk	KAZA, +2.2, Spanish	KOME-F, -1.8, AOR
			KYUU-F, -1.8, AC
Seattle-Tac	KIRO, 11.3, News/Talk	KXRX-F, +4.2, Classic AOR	KISW-F, -4.2, AOR
Shreveport	KDKS-F, 13.9, Black	KITT-F, +3.2, AC	KVKI-F, -6.1, AC
Spokane	KZZU A/F, 15.6, CHR	KISC-F, +2.2, AC	KXLY-F, -2.4, BTFL
Springfield, MA	WHYN-F, 10.6, AC	WHYN-F, +2.5, AC	WMAS-F, -2.7, AC
Stockton	KJAX-F, 7.6, BTFL	KWG, +2.4, Oldies	KRAK, -2.5, Country
Syracuse	WYYY-F, 13.5, AC	WKFM-F, +2.6, AOR	WYYY-F, -2.8, AC
Tampa-SP	WRBQ-F, 14.5, CHR	WGUL A/F, +2.0, Nostalgia	WYNF-F, -2.1, AOR
Toledo	WMHE-F, 15.3, CHR	WMHE-F, +2.5, CHR	WTOD, -1.2, Country
Tucson	KRQQ-F, 15.8, CHR	KRQQ-F, +3.9, CHR	KGVY, -2.0, Nostalgia
Tulsa	KMOD-F, 13.8, AOR	KMOD-F, +3.9, AOR	KAYI-F, -2.2, CHR
Washington	WGAY-F, 7.4, BTFL	WPGC A/F, +3.4, Urban/CHR	WAVA-F, -1.7, CHR
West Palm Beach	WEAT-F, 12.2, BTFL	WMXJ-F, +1.4, Oldies	WSHE-F, -1.7, AOR
Wichita	KKRD-F, 14.0, CHR	KICT-F, +2.9, AOR	KWKL-F, -2.4, BTFL
		KXLK-F, +2.9, AC	
WB-Scranton	WKRZ-F, 11.5, CHR	WEZX-F, +3.9, AOR	WNAK, -3.4, Nostalgia
Wilmington, DE	WJBR-F, 11.1, AC	WJBR-F, +2.9, AC	WEAZ-F, -2.6, BTFL
Worcester	WSRS-F, 13.0, BTFL	WODS-F, +3.1, Oldies	WAAF-F, -2.2, AOR
York	WSBA-F, 12.1, AC	WYCR-F, +4.4, CHR	WHTF, -4.1, AOR
Youngstown	WHOT-F, 15.6, CHR	WYFM-F, +1.6, AC	WPHR-F, -3.7, CHR/Urban

STATION TRADING ACTIVITY

(13 Aug 87 - 10 Feb 88)

Below are the key station sales made in rated markets of interest. Remember that these are announced sales and these transactions may not have closed.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KFMY-F	Provo/SLC	First Media to Cook Inlet	$ 2,000,000 (E)	
KFMK-F	Houston	First Media to Cook Inlet	38,000,000 (E)	
KSLX-F+	Phoenix	First Media to Cook Inlet	15,000,000 (E)	
WZGC-F	Atlanta	First Media to Cook Inlet	41,000,000 (E)	
KUBE-F	Seattle	First Media to Cook Inlet	23,000,000 (E)	
WUSN-F	Chicago	First Media to Cook Inlet	21,000,000 (E)	
WZLX-F	Boston	First Media to Cook Inlet	17,000,000 (E)	
WPGC-F	Washington D.C.	First Media to Cook Inlet	18,000,000 (E)	
			$ 175,000,000 + Tax Cert	
WIP	Philadelphia	Sold by Metropolitan	6,000,000	
KORQ A/F	Abilene, TX	Sold to Bakcor	$ 2,100,000 (E)	
KLSF-F	Amarillo	Sold to Bakcor	3,100,000 (E)	
			$ 5,200,000	
WWWD	Albany-Schen		160,000	
WKEE A/F	Huntington	Sold by Capitol (Goodmon)	3,100,000	(Blackburn)
KBCO A/F	Boulder (Denver)	Sold to Noble	27,250,000	
WRIF-F	Detroit	Sold to Taft	17,000,000	
WEZS-F	Richmond	From EZ to Eastern	16,000,000	
WEBE-F	Westport (Bridgeport)	Sold to ML Media	12,000,000	(Atkinson/Somerset)
WEUP	Huntsville		855,000	
KGEM/KJOJ-F	Boise	From Hatch to Bruce Johnson	2,100,000	(Broadcast Media)
WJYL-F	Jefferson (Louisville)	From Interurban to Media Capital	1,700,000	(Blackburn)
WTOF	Canton	Sold again by Mortenson	270,000	
WKPA/WYDD-F	New Kensing/Pitts	Sold to Salem	4,000,000	
WVOL/WQQK-F	Nashville	Sold to Pinnacle	6,000,000	(Gammon & Ninowski)
KFYE-F	Fresno	From EZ to Ralph Guild	6,000,000	
WQXI	Atlanta	From Jeff-Pilot to Vincent Henry	1,650,000	(Hepburn)
KBLF/KALF-F	Red Bluff, CA		860,000	(Chapman)
WJYW-F	Southport (Wilm, NC)		1,300,000	(Marshall)
WYDE	Birmingham		980,000	
WBMX-F	Chicago	From Sonderling to Sky	27,000,000	
WJQY-F	Miami	From Amaturo to TAK	34,000,000	
KNOB-F	Long Beach/LA	Sold to Spanish Broadcast Systems	15,000,000	(Grandy)
KMEZ A/F	Dallas	From DKM to Summit	$ 26,000,000 (E)	
KLZ/KAZY-F	Denver	From DKM to Summit	14,700,000 (E)	
WAOK/WVEE-F	Atlanta	From DKM to Summit	50,000,000 (E)	
WCAO/WXYV-F	Baltimore	From DKM to Summit	22,700,000 (E)	
WAKR/WONE-F	Akron	From DKM to Summit	16,400,000 (E)	
KFOR/KFRX-F	Lincoln	From DKM to Summit	7,500,000 (E)	
KWTO A/F	Spring, MO	From DKM to Summit	11,500,000 (E)	
WONE/WTUE-F	Dayton	From DKM to Summit	17,000,000 (E)	
			$ 165,800,000 (E)	
KBOQ-F	Salinas-Sea		2,980,000	(Mahlman)
KHTT	San Jose	From Narragansett to Levitt	2,000,000	(Mahlman)
KCFI	Cedar Rapids		300,000	
KXIC, KKRQ-F	Iowa City	Sold by Tom Ingstad	2,300,000	
WTOB	Greens-WS	Sold Salem	450,000	
WKAL A/F	Utica/Rome	Sold to Don Alt	650,000	(Kozacko)
KRNN	San Antonio	Sold to Omni	1,000,000	(Fischer)
WESC A/F	Greenville, SC	Sold to Flair	15,000,000	(Americom)
WFIX	Huntsville	Sold to Dave Smith	250,000	
WKYG, WXKX-F	Parkersburg, WV	From Jacor to Fritz	1,000,000	
KNZS, KMBY-F	Salinas-Seaside		4,200,000	(Blackburn)
WTLB, WRCK-F	Utica		1,500,000	(Kozacko)
KTRO, KCAQ-F	Oxnard		4,500,000 (70%)	
KNTF-F	River-Ont		3,000,000	
WZAM	Norfolk	Sold by Benns	550,000	
KEBR-F	Sacramento	From Family Stations to Duchossois	7,400,000	(Kaill)
WNAV, WHFS-F	Annapolis	Sold to Duchossois	8,240,000	
WTMG-F	Murfree/Nashville	From Trans Columbia to Signature	6,500,000	
WPHR	Cleveland	From Beasley to Ardman	5,000,000	
WSAY	Salem/Roanoke	Sold by Willis	375,000	
KALY	El Paso		450,000	
WINR	Binghamton	Sold by Lessner	975,000	
KCSJ, KUSN-F	Pueblo		1,200,000	(Chapman)
WVOK, WLTB-F	Birmingham	From Rebs to Signature	7,650,000	

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WFIG, WWDM-F	Sumter/Columbia, SC		$ 3,000,000 (56%)	
WTHM-F	Goulds, FL		4,000,000	
KLZE-F	Los Altos/San Jose	From Parker to Anaheim	5,275,000	(Chapman)
KBLS	Santa Barbara		490,000	
WAGG, WENN-F	Birmingham		3,400,000 (85%)	
KQMS, KSHA-F	Redding, CA	Sold to John Price	2,000,000	
WORL	Orlando	Sold to Beasley	1,935,000	(Raymond)
WOYK	York		250,000	
WDAO	Dayton	Sold by Stoner	725,000	
WBGM A/F	Tallahassee	From Woolfson to HVS	$ 3,900,000 (E)	
WGUS A/F	Augusta, GA	From Woolfson to HVS	3,100,000 (E)	
WWQQ-F	Wilm., NC	From Woolfson to HVS	2,000,000 (E)	
WSBY, WQHQ-F	Salisbury/OC	From Woolfson to HVS	2,400,000 (E)	
			$ 11,400,000	(Blackburn)
KTQQ-F	Sulphur/Lake Charles, LA		615,000	(MVP)
KOIL	Omaha		900,000	(Chapman)
KWIZ A/F	Santa Ana, CA	Sold by Davis/Weaver	6,250,000	(Chapman)
WJJR-F	Rutland, VT	Sold to Caravelle	3,950,000	(Americom)
WKSG-F	Detroit	From Inner City to Ragan Henry	6,750,000	(Mahlman)
WUTQ, WOUR-F	Utica	Sold to Premier	3,000,000	(Blackburn)
WYNG-F	Evansville	From Beasley to Faircom	5,600,000	(Richards)
WJIM A/F	Lansing	Sold to Leicinger	3,500,000	(Mahlman)
WIBM A/F	Jackson (Lansing)	Sold to CR	4,075,000	(Blackburn)
KTLT-F	Wich. Fall, TX		750,000	(Chapman)
KHFM	Albuquerque		850,000	
WFLN	Philadelphia		15,000,000	(Blackburn)
WSIR	Lake/WH, FL		250,000	(Chapman)
WNOO A/F	Soddy/Chatt		1,300,000	
WYNE	Appleton, WI	Sold to Fox Valley	935,000	
WMAQ	Chicago	From NBC to Westinghouse	13,000,000	
WSPB	Sarasota	Sold to Wilks-Schwartz	850,000	
KRZN, KMJI-F	Denver	From Duffy to Genesis	$ 29,000,000 (E)	
KSMJ, KSFM-F	Sacramento	From Duffy to Genesis	16,500,000 (E)	
KONO, KITY-F	San Antonio	From Duffy to Genesis	14,000,000 (E)	
KBTS	Killeen/Austin	From Duffy to Genesis	11,000,000 (E)	
			$ 70,500,000	
WAMR/WCTQ-F	Sarasota		3,000,000	(Raymond)
KDKS-F	Shreveport	Sold to Ken Dowe	2,000,000	(Fischer)
KLTY-F	Kansas City	From Trans Columbia to Olympic	4,000,000	
KTWO	Casper		750,000 (E)	
WXIT, WVCM-F	Charleston, WV		1,400,000	
WRAQ	Asheville		319,000	(Whittle)
KMIA	Ft. Worth		877,000+	
KZEU	Victoria, TX		538,000	
WDCT	Washington	From Universal to Marsh	$ 2,200,000 (E)	
KUXL	Minn-SP	From Universal to Marsh	1,600,000 (E)	
KCNW	Kansas City	From Universal to Marsh	1,500,000 (E)	
KWJS	Dallas	From Universal to Marsh	2,800,000 (E)	
KTEK	Houston	From Universal to Marsh	2,400,000 (E)	
WYLO	Milwaukee	From Universal to Marsh	1,500,000 (E)	
			$ 12,000,000	
KSLR	San Antonio	Sold by Salem	1,500,000	
KFJZ	Ft. Worth		1,500,000	
KCWV A/F	Kansas City	Sold to Ragan Henry	8,700,000	(Mahlman)
WKXA, WCLZ-F	Brunswick/Portland, ME	Sold to Doug Tanger	1,500,000	(Comm. Equity)
WJLD	Birmingham		515,000	
KLYD-F	Shafter (Bakersfield)	Sold to Rick Dames	975,000	(Chapman)
WNTR	Washington		1,100,000	
WLNZ	Lansing	Sold to Blair/Burkhart	$ 3,000,000 (50%, Est)	
WINW/WRQK-F	Canton	Sold to Blair/Burkhart	1,500,000 (50%, Est)	
			$ 4,500,000 (50%)	
KIKX-F	Colorado Springs	Sold to First Sierra	$ 4,400,000 (E)	
KQIZ-F	Amarillo	Sold to First Sierra	1,800,000 (E)	
			$ 6,200,000	(Fischer)

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WMJW-F	WB/Scranton		$ 750,000	
KDAL A/F	Duluth	Sold by Duchossois	2,000,000	(Blackburn)
WGMS A/F	Washington	From RKO to Verstandig	33,900,000	
WQXY A/F	Baton Rouge	Sold by Encore	5,000,000	
KBIT, KOOK-F	Billings	Sold to Citadel	800,000	(Crisler)
KEZO A/F	Omaha	From Albimar to Narragansett	8,500,000	(Crisler)
WRCN-F, WRHD	Riverhead, NY		4,500,000	
WAMX A/F	Huntington	Sold by Stoner	1,900,000	
WLVA	Lynchburg		345,000	
WXDJ-F	Homestead (Miami)		8,000,000 (E)	
WXJY-F	Cape Cod		2,800,000 (+ Tax Cert)	(Kozacko)
WMYK-F	Eliz. City (Norfolk)	From Benns to Lucci	6,000,000	(Comm. Equity)
WCHV/WWWV-F	Charlottesville, VA	Sold to Eure	4,550,000	
WEZS-F	Richmond	Resold by EZ to Ragan Henry	13,000,000 (+ Tax Cert)	(LaRue)
WZZT-F	Johnstown (Colum, O)	Sold to Ragan Henry	1,850,000	
KEYX-F	Globe	Sold to Daytona Group	2,550,000	
WDCS-F	Port, ME		800,000	(Chapman)
KAAR	Vancouver (Port. O)		475,000	(Montcalm)
WFTW A/F	Ft. Walton Beach, FL	Sold to Specter	3,000,000	(Raymond)
WGAC	Augusta, GA	Sold by Beasley	500,000	
WRKT	Cocoa, FL	Sold by Guy Gannett	325,000	
WBMQ/WIXV-F	Savannah	From Burbach to Bill McCormick	3,500,000	(Blackburn)
KGFT	Carpin (S. Barbara)	From Salem to Great Electric	1,450,000	(Blackburn)
WRJQ	Appleton	Sold by Fox Valley	203,000	
KMGL-F	Oklahoma City	From Guy Gannett to Renda	3,050,000	(Clark)
WOIC, WMMC-F	Columbia, SC	Sold to John Price	2,750,000	(Blackburn)

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1.	WIVK A/F	Knoxville	34.9	Country	Dick
2.	KRLB A/F	Lubbock	31.0	CHR	
3.	WTCR-F	Huntington	29.9	Country	CRB
	WIOG-F	Saginaw	29.2	CHR	Booth
5.	WMEE-F	Ft. Wayne	26.2	CHR	Federated
6.	WIKS-F	Greenville-NB	24.9	Black	Joyner
7.	WOUT-F	JC/Kingsport	24.1	CHR	Bloomington
8.	WXLK-F	Roanoke	22.7	CHR	Coleman
	WKEE-F	Huntington	22.7	CHR	
10.	KFAB	Omaha	22.3	MOR	Henry
11.	KMOX	St. Louis	22.1	Talk	CBS
12.	KSSN-F	Little Rock	20.6	Country	Barnstable
13.	WAPE A/F	Jacksonville	20.5	CHR	H & G
14.	KGOT-F	Anchorage	20.4	CHR	Olympic
	WKFR-F	Kalamazoo	20.4	CHR	
16.	WNNK-F	Harrisburg	20.2	CHR	Keymarket
17.	WTIC	Hartford	19.8	MOR	Chase
18.	WVIC-F	Lansing	19.5	CHR	Goodrich
19.	WCCO	Minneapolis	19.4	MOR	-
20.	WSKZ-F	Chattanooga	19.2	CHR	Bloomington
21.	WWDM-F	Columbia, SC	18.9	Black	
22.	WXBQ-F	JC/Kingsport	17.9	Country	Nininger
	WKSJ A/F	Mobile	17.9	Country	Capitol-John.
24.	WHBC-F	Canton	17.5	BTFL/EZ	
25.	KNIX A/F	Phoenix	17.4	Country	Buch Owens
26.	WBLX-F	Mobile	17.3	Black	Beasley
	WPXR-F	Davenport	17.3	CHR	
28.	WZZK A/F	Birmingham	17.1	Country	New City
29.	WCOS-F	Columbia, SC	16.6	Country	Buck
	KIKX-F	Colorado Spgs	16.6	CHR	First Sierra
	WWLV-F	Daytona Beach	16.6	BTFL	
32.	WVLK-F	Lexington	16.5	Country	Bluegrass
33.	KGGO-F	Des Moines	16.4	AOR	Stoner
34.	WITL A/F	Lansing	16.2	Country	Midwest Fam.
35.	WHAS	Louisville	16.1	MOR	Clear Channel
	WRNS-F	Greenville-NB	16.1	Country	Beasley
37.	WZEE-F	Madison	15.9	CHR	Midcontinent
38.	KRQQ-F	Tucson	15.8	CHR	Nationwide
	WPOR A/F	Portland, ME	15.8	Country	
40.	KZZU A/F	Spokane	15.6	CHR	Olympic
	WHOT-F	Youngstown	15.6	CHR	Myron Jones
	WQUE A/F	New Orleans	15.6	Urban/CHR	Clear Channel
43.	WLAP-F	Lexington	15.5	CHR	Trumper
	WICC	Bridgeport	15.5	MOR	Tribune Co.
45.	WABB-F	Mobile	15.4	CHR	
46.	WLAN-F	Lancaster	15.3	CHR	
	WMHE-F	Toledo	15.3	CHR	Osborn
48.	WAJI-F	Fort Wayne	15.2	AC	Sarkes Tarzian
	KGBT	McAllen-Browns	15.2	Hispanic	Tichenor
50.	WSGW	Saginaw	15.0	MOR	Booth

* Based on Metro Share, 1/4 HR, 12+, Broadcast Week.

NATIONAL FM SHARE*

FAL 87 70.605%

SPG 87	71.835%	SPG 81	57.353%
FAL 86	69.655%	OCT/NOV 80	56.116%
SPG 86	68.791%	APR/MAY 80	54.254%
FAL 85	67.109%	OCT/NOV 79	53.627%
SPG 85	66.549%	APR/MAY 79	50.887%
FAL 84	65.032%	OCT/NOV 78	50.698%
SPG 84	64.290%	APR/MAY 78	47.638%
FAL 83	63.058%	OCT/NOV 77	46.501%
SPG 83	62.291%	APR/MAY 77	44.428%
FAL 82	60.571%	OCT/NOV 76	43.818%
SPG 82	58.870%	APR/MAY 76	40.886%
FAL 81	58.651%		

FM GROWTH RATE

OCT/NOV 76 to OCT/NOV 77:	6.123%
OCT/NOV 77 to OCT/NOV 78:	9.026%
OCT/NOV 78 to OCT/NOV 79:	5.756%
OCT/NOV 79 to OCT/NOV 80:	4.641%
OCT/NOV 80 to OCT/NOV 81:	4.512%
FAL 81 to FAL 82:	3.274%
FAL 82 to FAL 83:	4.106%
FAL 83 to FAL 84:	3.127%
FAL 84 to FAL 85:	3.194%
FAL 85 to FAL 86:	3.794%
FAL 86 to FAL 87:	1.367%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in the Arbitron are included.

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

	STATION	MARKET	1/4 HOUR AVG.	FORMAT	OWNER	FALL '86 RANK	ESTIMATED 1987 REVENUE
1.	WPAT A/F	New York	1679	BTFL/EZ	Park	6	$ 10,500,000
2.	WHTZ-F	New York	1648	CHR	Malright	1	19,000,000
3.	WPLJ-F	New York	1350	CHR	Cap Cities/ABC	2	17,700,000
4.	WINS	New York	1337	News	Westinghouse	8	23,000,000
5.	KIIS A/F	Los Angeles	1317	CHR	Gannett	11	29,000,000
6.	WRKS-F	New York	1315	Urban	RKO	3	13,500,000
7.	WOR	New York	1300	Talk	RKO	4	18,000,000
8.	WLTW-F	New York	1277	Soft AC	Viacom	10	17,700,000
9.	KPWR-F	Los Angeles	1243	Urban/CHR	Emmis	14	19,000,000
10.	WGN	Chicago	1171	Talk/MOR	Tribune Co.	5	31,000,000
11.	WBLS-F	New York	1136	Black	Inner City	7	13,200,000
12.	WQHT-F	New York	1023	Urban/CHR	Emmis	21	8,600,000
13.	WCBS-F	New York	1000	Oldies	CBS	12	16,000,000
14.	WCBS	New York	991	News	CBS	9	16,300,000
15.	WJR	Detroit	952	MOR/Talk	Cap Cities/ABC	27	18,600,000
	WGCI-F	Chicago	952	Black	Gannett	16	14,000,000
17.	KABC	Los Angeles	922	Talk	Cap Cities/ABC	18	24,000,000
18.	WNEW-F	New York	919	AOR	Metropolitan	13	14,300,000
19.	WCCO	Minneapolis	908	MOR		20	19,000,000
20.	KMOX	St. Louis	887	Talk	CBS	29	18,400,000
21.	WXRK-F	New York	846	AOR	Infinity	19	$ 12,000,000
22.	WBBM	Chicago	835	News	CBS	28	18,000,000
23.	WMMR-F	Philadelphia	828	AOR	Metropolitan	15	14,600,000
24.	KLOS-F	Los Angeles	799	AOR	Cap Cities/ABC	50	12,500,000
25.	WNSR-F	New York	792	AC	Bonneville	35	10,600,000
26.	KOST-F	Los Angeles	785	AC	Cox	30	18,000,000
27.	KGO	San Francisco	769	News/Talk	Cap Cities/ABC	25	20,000,000
28.	WYNY-F	New York	764	Country	NBC	61	6,800,000
29.	WEAZ-F	Philadelphia	737	BTFL/EZ		24	9,000,000
30.	KRTH-F	Los Angeles	735	Oldies/AC	RKO	23	18,000,000
31.	KBIG-F	Los Angeles	715	Soft AC	Bonneville	32	10,600,000
32.	WUSL-F	Philadelphia	713	Black		34	7,100,000
33.	WABC	New York	702	Talk	Cap Cities/ABC	17	11,000,000
34.	KJOI-F	Los Angeles	701	BTFL/EZ	Legacy	22	10,500,000
35.	KFWB	Los Angeles	686	News	Westinghouse	51	12,900,000
36.	KNX	Los Angeles	681	News	CBS	31	15,400,000
37.	KYW	Philadelphia	664	News	Westinghouse	44	13,400,000
38.	KROQ-F	Los Angeles	661	AOR	Infinity	33	13,200,000
39.	WADO	New York	654	Hispanic		110	NA
40.	WLOO-F	Chicago	643	BTFL/EZ	Century	26	9,500,000
41.	KDKA	Pittsburgh	614	MOR	Westinghouse	40	$ 9,700,000
42.	WJLB-F	Detroit	584	Black	BOOTH	49	8,500,000
43.	KLSX-F	Los Angeles	580	Classic AOR	Greater Media	62	15,000,000
44.	WNEW	New York	579	Nostalgia	Metropolitan	37	7,700,000
45.	WBZ	Boston	559	MOR	Westinghouse	36	11,100,000
46.	WBMX-F	Chicago	538	Black		54	5,600,000
47.	WLUP-F	Chicago	537	AOR	H & G	48	12,500,000**
48.	WRBQ-F	Tampa	536	CHR	Edens	44	16,500,000
49.	KCBS	San Francisco	535	News/Talk	CBS	42	13,500,000
50.	KNIX A/F	Phoenix	534	Country	Buck Owens	104	10,700,000
51.	WBCN-F	Boston	526	AOR	Infinity	57	16,000,000
52.	WMMS-F	Cleveland	524	AOR	Malrite	38	9,000,000
53.	WKSZ-F	Philadelphia	519	AC		89	7,000,000
	KVIL A/F	Dallas	519	AC	Infinity	59	18,000,000
55.	WYSP-F	Philadelphia	512	Classic AOR	Infinity	55	6,700,000
56.	WBAP	Dallas-FW	504	Country	Cap Cities/ABC	73	11,000,000
57.	KIQQ-F	Los Angeles	495	Soft AC	Outlet	41	9,000,000
58.	KSHE-F	St. Louis	491	AOR	Emmis	63	7,600,000
59.	WYTZ-F	Chicago	490	CHR	Cap Cities/ABC	137	5,500,000
60.	WBBM-F	Chicago	489	CHR	CBS	56	5,800,000
61.	WIVK A/F	Knoxville	488	Country	Dick	66	$ 4,600,000
62.	KIKK-F	Houston	482	Country	Viacom	71	12,000,000
63.	WMZQ A/F	Washington	478	Country	Viacom	119	9,500,000
	KKDA-F	Dallas	478	Black		70	10,000,000
65.	KTNQ	Los Angeles	472	Hispanic	H & G	60	4,700,000
66.	WBZZ-F	Pittsburgh	470	CHR	EZ	77	6,500,000
67.	WRKO	Boston	468	Talk	RKO	92	8,700,000
68.	WWDB-F	Philadelphia	464	Talk	Panache	65	3,500,000
69.	KPLX-F	Dallas	461	Country	Susquehanna	58	10,900,000
70.	KMPC	Los Angeles	456	Nostalgia	Golden West	67	15,600,000

* Based on 12+, TSA, 1/4 HR, Broadcast Week.

** Includes AM.

	STATION	MARKET	1/4 HOUR AVG.	FORMAT	OWNER	FALL '86 RANK	ESTIMATED 1987 REVENUE
71.	WNBC	New York	452	AC	NBC	43	$ 7,400,000
72.	WDAF	Kansas City	451	Country	Great American	106	4,900,000
73.	WXKS-F	Boston	450	CHR	Pyramid	46	12,000,000
74.	WLAK-F	Chicago	444	Soft AC	Viacom	64	8,800,000
75.	WLYF-F	Miami	443	BTFL/EZ	Jeff-Pilot	71	5,100,000
76.	WMGK-F	Philadelphia	442	AC	Greater Media	111	10,000,000
77.	WIOG-F	Saginaw, MI	435	CHR	Booth	121	NA
78.	WEGX-F	Philadelphia	432	CHR	Mairite	407	5,500,000
79.	WWDC-F	Washington	428	AOR		103	10,900,000
80.	WTIC	Hartford	427	MOR	Chase	92	9,000,000
	KMEL-F	San Francisco	427	CHR	Century	154	6,000,000
82.	WGAY-F	Washington	426	BTFL/EZ	Greater Media	101	10,800,000
83.	KMJQ-F	Houston	425	Black	Keymarket	47	11,000,000
	WCKG-F	Chicago	425	ACR	Cox	231	NA
85.	KIRO	Seattle	419	News	Bonneville	107	18,000,000
	KTWV-F	Los Angeles	419	Jazz/New Age	Metropolitan	145	7,000,000
87.	WFBQ-F	Indianapolis	414	AOR	Great American	85	7,500,000
88.	WJOI-F	Detroit	411	BTFL/EZ	Federal	68	5,000,000
89.	KEGL-F	Dallas	410	CHR/AOR	Sandusky	149	6,400,000
90.	WZOU-F	Boston	409	CHR		202	4,000,000
91.	WJJD	Chicago	408	Nostalgia	Infinity	133	$ NA
92.	WZZK A/F	Birmingham	405	Country	New City	96	5,500,000
93.	WPIX-F	New York	404	AC	Tribune Co.	51	5,800,000
94.	KABL A/F	San Francisco	403	BTFL/EZ	Shamrock	75	6,700,000
95.	WNCN-F	New York	401	Classical	GAF	83	5,000,000
	KLVE-F	Los Angeles	401	Hispanic	H & G	114	4,700,000
97.	KSOL-F	San Francisco	397	Black	United	131	6,200,000
98.	KQRS A/F	Minneapolis	394	AOR	Cap Cities/ABC	86	7,000,000
	WQXR A/F	New York	394	Classical	New York Times	80	5,800,000
100.	KRLD	Dallas	393	News	Metropolitan	78	12,000,000

101.	KRBE A/F	Hou	381	141.	WAPE A/F	Jkville	325		KEZK-F	St. Lou	286	221.	KLAC	LA	256
	WPCH-F	Atl	381		KSTP-F	Minn	325	182.	KFAB	Omaha	285		WROR-F	Boston	256
103.	WPEN	Phila	380	143.	WUSN-F	Chi	323	183.	WSB-F	Atl	284	223.	CKLW	Det	255
104.	WVEE-F	Atl	379		WHYT-F	Det	323		KFMK-F	Hou	284		WRAL-F	Ral	255
105.	WSSH-F	Bost	378	145.	WLLZ-F	Det	322		KSAN-F	SF	284		WQYK-F	Tampa	255
106.	KILT-F	Hou	370	146.	WWK A/F	Orl	320	186.	WHUD-F	Peek/NY	283	226.	KYYS-F	KC	254
107.	WXTU-F	Phila	366	147.	KFI	LA	319		KFAC-F	LA	283	227.	KSSN-F	Lt. Rk	253
108.	KKBQ A/F	Hou	365	148.	WEEI	Bost	317		KBEQ-F	KC	283		WAAF-F	Worc	253
109.	KMEO A/F	Phoe	364		KZZP A/F	Phoe	317	189.	WAMZ-F	Lou	282	229.	WDOK-F	Cleve	250
	KLOL-F	Hou	364	150.	WZLX-F	Boston	316	190.	WRCH-F	Hart	280		KJJO-F	Minn	250
	WMAL	Wash	364		WTIC-F	Hart	316	191.	WNIC-F	Det	279	231.	WODS-F	Bost	248
112.	KNBR	SF	363		WXYV-F	Balt	316	192.	KZFX-F	Hou	277	232.	WZGC-F	Atl	247
	WJIB-F	Bost	363		WXLK-F	Roan	316		WWDM-F	Col, SC	277	233.	WYNF-F	Tampa	246
114.	KZLA-F	LA	359	154.	WKDM	NY	315	194.	WOMC-F	Det	275	234.	KITS-F	SF	245
	WLIF-F	Balt	359		WPGC A/F	Wash	315	195.	WCSX-F	Det	274	235.	WFYR-F	Chi	244
116.	WCLR-F	Chi	358		WPRO-F	Prov	315		WPOC-F	Balt	274		WCXR-F	Wash	244
117.	WTMJ	Milw	357	157.	WPOW-F	Miami	314		WHAS	Lou	274		WDUV-F	Sara	244
118.	WJMK-F	Chi	356	158.	WBSB-F	Balt	310		WEBN-F	Cinci	274	238.	WHRK-F	Memph	243
119.	WKYS-F	Wash	353	159.	KOIT A/F	SF	309	199.	WWRL	NY	273	239.	WLW	Cinci	242
120.	KMEZ A/F	Dall	352	160.	WCZY-F	Det	308		KKLQ A/F	SD	273		WLIR-F	Long Is	242
	WWBA-F	Tampa	352	161.	WSKQ	NY	307		WTOP	Wash	273		KBLX A/F	SF	242
122.	WFAN	NY	350		WRQX-F	Wash	307		WPEG-F	Char, NC	273	242.	WJIT	NY	241
	WQAL-F	Cleve	350	163.	WFMS-F	Indy	305	203.	WKDF-F	Nash	271	243.	WHYI-F	Miami	240
124.	WSHH-F	Pitts	349	164.	WLIB	NY	304	204.	WALK A/F	Long Is	268	244.	WKRQ-F	Cinci	239
125.	WSB	Atl	346	165.	KMJM-F	St. Lou	303		WQBA	Miami	268		WZPL-F	Indy	239
126.	WZAK-F	Cleve	343	166.	WRIF-F	Det	302	206.	WARM-F	Atl	267		WQXI-F	Atl	239
	WQUE A/F	N. Orl	343	167.	WXRT-F	Chi	298		WAVA-F	Wash	267		WFMT-F	Chi	239
128.	WWJ	Det	341	168.	WKQX-F	Chi	297		WXYT	Det	267	248.	KSCS-F	Dallas	238
	WYAY-F	Atl	341	169.	KFRC	SF	296	209.	WHLI	Long Is	266	249.	KYUU-F	SF	237
130.	WKHX-F	Atl	340		WHDH	Bost	296		KNX-F	LA	266		WDRC-F	Hart	237
131.	WDAS-F	Phila	338		KTRH	Hou	296		WLUP	Chi	266		WEZB-F	New Or	237
132.	WSOC-F	CharNC	337	172.	WLTF-F	Cleve	295	212.	WLKW-F	Pro	265	252.	KXXY A/F	Okl C	236
133.	KODA-F	Hou	336	173.	WLOL-F	Minn	293	213.	WEZN-F	Bridge	264		WGY	Albany	236
134.	WLS	Chi	335	174.	KOA	Denver	291	214.	WEDR-F	Miami	263	254.	WKTI-F	Milw	235
	WMJI-F	Cleve	335	175.	WBJW A/F	Orl	289	215.	WNCI-F	Col, O	262	255.	WBAL	Balt	234
136.	WOQL-F	Phila	333		KHYI-F	Dallas	289	216.	WSM-F	Nash	261	256.	KUBE-F	Sea	233
	WKLS-F	Atl	333	177.	KJLH-F	LA	288		KJQY-F	SD	261	257.	KTXQ-F	Dallas	232
138.	WSNI-F	Phila	331		WHUR-F	Wash	288	218.	WHJY-F	Prov	259		WSSP-F	Orl	232
	WDVE-F	Pitts	331		WESC A/F	Green-SP	288		WCMQ-F	Miami	259	259.	WFOX-F	Atl	231
	WTQR-F	Grn-WS	331	180.	WWWW-F	Det	286	220.	WCAU-F	Phila	257		WIBC	Indy	231

	WJQY-F	Miami	231
262.	KDAY	LA	230
	WAXY-F	Miami	230
264.	KOSI-F	Denver	228
	WIOQ-F	Phila	228
	KIOI-F	[illegible]	228
267.	KOMO	Sea	227
268.	WFME-F	Lng Is	226
	WMCA	NY	226
	KFMB-F	SD	226
	KQUE-F	Hou	226
	KJYO-F	Okl C	226
273.	KCTC-F	Sacra	225
	WCKX-F	Memph	225
	WTUE-F	Dayt	225
276.	WLTI-F	Det	224
	KRXY A/F	Denver	224
	WAYL-F	Minn	224
279.	WBAB-F	Lng Is	223
	WGAR-F	Cleve	223
	WMEE-F	Ft. W	223
	KKHT-F	Hou	223
	WMXJ-F	Miami	223
284.	KKSF-F	SF	222
	KMPS A/F	Sea	222
286.	WIKS-F	Gr-NB	219
287.	KLUV-F	Dallas	218
288.	WNUA-F	Chi	217
289.	KGB-F	SD	216
290.	WWWE	Cleve	215
	KOMO	KC	215
292.	WBYU-F	New Or	214
293.	WMAQ	Chi	212
	WIL-F	St. L	212
295.	WMC-F	Mem	211
296.	WBEN	Buff	210
	KPLZ-F	Sea	210
298.	KBAY-F	SJ	209
	KHTR-F	St. L	209
	WMYG-F	Pitts	209
301.	WBLI-F	Lng Is	208
	KRTH	LA	208
	KWSS-F	SJ	208
	WCMF-F	Roch	208
	WINZ	Miami	208
	WEAT-F	W. Plm	208
	WQUT-F	JC/Kng	208
308.	WDSY-F	Pitts	206
	WSKZ-F	Chatt	206
	WYHY-F	Nash	206
311.	WCOS-F	Col,SD	205
	WUSY-F	Chatt	205
313.	WBNS-F	Col O	204
	WHO	Des M	204
315.	KUPD-F	Phoe	203
	WENN-F	Birm	203
	WLVK-F	CharNC	203
318.	WLTE-F	Minn	201
	WMIL-F	Milw	201
	WEZW-F	Milw	201
	WTVN	Col O	201
	WHIO-F	Dayt	201
323.	WPXY A/F	Rich	200
	WMHE-F	Tol	200
	WQDR-F	Ral	200
326.	WBOS-F	Boston	199
	WKLH-F	Milw	199
	WIOD	Miami	199
	WHTX-F	Pitts	199
	WGTZ-F	Dayt	199
331.	KBCO-F	Denver	198
	WBCY-F	Char, NC	198
333.	WVBF-F	Boston	196
	WBLX-F	Mobile	196
	WRVQ-F	Rich	196
	WAPI-F	Birm	196
337.	WGTR-F	Miami	195
	WNOR A/F	Norf	195
	WPYX-F	Albany	195
340.	WMJX-F	Boston	194
	KASE-F	Austin	194
	WDJX-F	Lou	194
	WDJY-F	Wash	194
	KMBR-F	KC	194
345.	WVON	Chi	193
346.	KRLA	LA	192
	WCMS-F	Norf	192
	WWEZ-F	Cinci	192
349.	WLTT-F	Wash	190
	WAMU-F	Pitts	190
351.	WNNK-F	Harris	190
352.	KDWB-F	Minn	189
	WKRR-F	Green-WS	189
354.	WSTF-F	Orl	187
	KSDO	SD	187
	KRAK-F	Sacra	187
357.	WFLZ-F	Tampa	186
	WSIX-F	Nash	186
	KRPM-F	Sea	186
	WMJJ-F	Birm	186
	KFBK	Sacra	186
362.	KRAK	Sacra	185
	KEZO A/F	Omaha	185
364.	WMYK-F	Norf	184
	WVLK-F	Lex	184
366.	WNVZ-F	Norf	183
	KSFI-F	SLC	183
368.	WHOT-F	Young	182
	WLVQ-F	Col, O	182
370.	WFLA	Tampa	181
371.	WXTZ-F	Indy	181
	WYLD-F	New Or	181
	KZAP-F	Sacra	181
	KQZY-F	Dallas	181
375.	WNWS	Miami	180
	KSON-F	SD	180
	WKCI-F	N. Haven	180
378.	KNAC-F	LA	179
	WAQI	Miami	179
	KMOD-F	Tulsa	179
	KSFM-F	Sacra	179
	WOAI	San Ant	179
	WROQ-F	Char, NC	179
384.	WABB-F	Mobile	178
	WSSL-F	Green-SP	178
	KTAR	Phoenix	178
387.	KFOG-F	SF	177
	WNCX-F	Cleve	177
	WWLI-F	Prov	177
	WRXL-F	Rich	177
391.	WFLN-F	Phil	176
392.	KKRZ-F	Port O	175
393.	KPRS-F	KC	174
	KFKF A/F	KC	174
395.	WASH-F	Wash	173
	KKAT-F	SLC	173
	KWEN-F	Tulsa	173
398.	WRVA	Rich	172
	WPLZ-F	Rich	172
400.	WKDD-F	Akron	171
	KPRC	Hou	171
	KBRD-F	Sea	171
	KCOR	San Ant	171
404.	WIYY-F	Balt	170
	KAZY-F	Denver	170
	WKSS-F	Hart	170
	KISS-F	San Ant	170
	KXL	Port O	170
409.	WKQS-F	Miami	169
410.	KLAT	Hou	168
	KXRX-F	Sea	168
	KZEW-F	Dallas	168
413.	KKGO-F	LA	167
	KSL	SLC	167
	WSPA-F	Green-SP	167
	WFOG-F	Norfolk	167
417.	WSNY-F	Col, O	166
	WHTT-F	Buff	166
	WKRC	Cinci	166
420.	WIMZ A/F	Knox	165
	WILD	Boston	165
	WVOR-F	Roch	165
	KYGO-F	Denver	165
424.	WONE-F	Akron	164
	WYRK-F	Buff	164
	WRFX-F	Char,NC	164
	KOJO-F	Dallas	164
428.	KXKL A/F	Denver	163
	WYNK A/F	Bat. Rg	163
	WHJJ	Prov	163
431.	WNIB-F	Chi	162
432.	WLAP-F	Lex	161
	KQMQ A/F	Hono	161
	KQXT-F	San Ant	161
	WUSA-F	Tampa	161
436.	WWMX-F	Balt	160
	WOKI-F	Knox	160
	WKXX-F	Birm	160
439.	WDTX-F	Det	159
	WAOK	Atl	159
	KLTR-F	Hou	159
	WROW-F	Albany	159
443.	WLVE-F	Miami	158
	KSEA-F	Sea	158
	WGUL A/F	Tampa	158
446.	KDFC A/F	SF	157
	WZEZ-F	Nash	157
	KXOA-F	Sacra	157
449.	WTLC-F	Indy	156
	KKYX	San Ant	156
451.	KBEE-F	Mod	155
	WGMS A/F	Wash	155
	WWLV-F	Dayt Bh	155
	KISW-F	Sea	155
	KTFM-F	San Ant	155
	KATT-F	Okl C	155
457.	WUBE-F	Cinci	154
	WVIC-F	Lansing	154
	WXGT-F	Col, O	154
	WFMZ-F	Allen	154
461.	WMYU-F	Knox	153
	WOKY	Milw	153
	KRQQ-F	Tuc	153
	WLTS-F	New Or	153
	WJYE-F	Buff	153
	WEZC-F	Char,NC	153
467.	KYKY-F	St. L	152
	KBPI-F	Denver	152
	KVOO	Tulsa	152
	WIOG-F	Sag-BC	152
	WMJQ-F	Buff	152
472.	KWKW	LA	151
	XTRA-F	SD	151
	WWSW-F	Pitts	151
	WZEE-F	Mad	151
476.	WSHE-F	Miami	150
	WCAT-F	Orl	150
	WKSE-F	Buff	150
	WQIK-F	Jkville	150
	KXYQ-F	Port O	150

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NY	27653	51.	WPIX-F	NY	7747	101.	KNX-F	LA	5474
2.	WHTZ-F	NY	25499	52.	WQXR A/F	NY	7617	102.	WRQX-F	Wash	5408
3.	WPLJ-F	NY	25102	53.	WLS	Chi	7577	103.	KNIX A/F	Phoenix	5406
4.	KIIS A/F	LA	22955	54.	KRLD	Dallas	7531	104.	WNIC-F	Detroit	5357
5.	WCBS	NY	20329	55.	WXKS-F	Boston	7439	105.	WROR-F	Boston	5345
6.	WPAT A/F	NY	20151	56.	WKQX-F	Chi	7432	106.	WMZQ A/F	Wash	5330
7.	WLTW-F	NY	17832	57.	KMEL-F	SF	7347	107.	WSSH-F	Boston	5280
8.	WOR	NY	17465	58.	WLOO-F	Chi	7312	108.	WMAL	Wash	5242
9.	KPWR-F	LA	17213	59.	WOGL-F	Phila	7301	109.	WCSX-F	Detroit	5151
10.	WCBS-F	NY	16862	60.	WMGK-F	Phila	7238	110.	WLOL-F	Minn	5145
11.	WGN	Chi	16635	61.	WNCN-F	NY	7180	111.	KSHE-F	St. Lou	5085
12.	WXRK-F	NY	15825	62.	KTWV-F	LA	7133	112.	KQRS A/F	Minn	5074
13.	WBBM	Chi	15773	63.	KMPC	LA	7073	113.	WSNI-F	Phila	5038
14.	WQHT-F	NY	15116	64.	WUSL-F	Phila	7071	114.	KOIT A/F	SF	5036
15.	WABC	NY	14629	65.	WKSZ-F	Phila	7053	115.	KFAC-F	LA	5018
16.	KFWB	LA	14415	66.	WBCN-F	Boston	7047	116.	KTRH	Houston	4967
17.	WNEW-F	NY	14216	67.	WLAK-F	Chi	7027	117.	KOA	Denver	4944
18.	KNX	LA	14198	68.	WEGX-F	Phila	6937	118.	WADO	NY	4940
19.	WBLS-F	NY	14184	69.	KRBE A/F	Houston	6800	119.	KILT-F	Houston	4938
20.	WRKS-F	NY	14018	70.	WBAP	Dallas	6757	120.	WRKO	Boston	4927
21.	WNSR-F	NY	13950	71.	KFI	LA	6743	121.	WDAF	KC	4920
22.	KRTH-F	LA	13744	72.	WHYT-F	Detroit	6702	122.	KSTP-F	Minn	4915
23.	KOST-F	LA	13532	73.	WCLR-F	Chi	6700	123.	WTIC	Hart	4907
24.	KYW	Phila	13409	74.	WBZZ-F	Pitts	6699	124.	KIKK-F	Houston	4903
25.	WJR	Det	12520	75.	WCZY-F	Detroit	6610	125.	KYUU-F	SF	4900
26.	KBIG-F	LA	11839	76.	WCKG-F	Chi	6562	126.	WXTU-F	Phila	4895
27.	KGO	SF	11725	77.	WMMS-F	Cleve	6529	127.	WGAY-F	Wash	4892
28.	KLOS-F	LA	11266	78.	KNBR	SF	6528	128.	WJOI-F	Detroit	4847
29.	WMMR-F	Phila	11232	79.	WJMK-F	Chi	6510	129.	WMJI-F	Cleve	4842
30.	WYNY-F	NY	10963	80.	WRIF-F	Detroit	6456	130.	WFBQ-F	Indy	4837
31.	KABC	LA	10837	81.	WWDC-F	Wash	6440	131.	KLVE-F	LA	4827
32.	WCCO	Minn	10797	82.	WRBQ-F	Tampa	6416	132.	WTIC-F	Hart	4759
33.	WBBM-F	Chi	10502	83.	WZOU-F	Boston	6355	133.	WPCH-F	Atlanta	4693
34.	WGCI-F	Chi	10229	84.	KVIL A/F	Dallas	6304	134.	WWDB-F	Phila	4685
35.	KCBS	SF	10039	85.	KIRO	Seattle	6238	135.	WHDH	Boston	4674
36.	KROQ-F	LA	9940	86.	KEGL-F	Dallas	6209	136.	KIOI-F	SF	4671
37.	KMOX	St. L	9935	87.	KKBQ A/F	Houston	6135	137.	WIOQ-F	Phila	4653
38.	WNBC	NY	9710	88.	WWJ	Detroit	6059	138.	KHYI-F	Dallas	4632
39.	KLSX-F	LA	9278	89.	WEEI	Boston	5889	139.	WLYF-F	Miami	4602
40.	WYTZ-F	Chi	9089	90.	KZLA-F	LA	5857	140.	WTMJ	Milw	4586
41.	KJOI-F	LA	9067	91.	KPLX-F	Dallas	5845		WJIB-F	Boston	4586
42.	KIQQ-F	LA	8985	92.	WAVA-F	Wash	5779	142.	WDVE-F	Pitts	4543
43.	WNEW	NY	8557	93.	WJLB-F	Detroit	5750	143.	KODA-F	Houston	4517
44.	WBMX-F	Chi	8512	94.	WMAQ	Chi	5698	144.	KLOL-F	Houston	4482
45.	WYSP-F	Phila	8499	95.	WTOP	Wash	5678	145.	WHUR-F	Wash	4441
46.	KDKA	Pitts	8299	96.	KSOL-F	SF	5656	146.	WAAF-F	Worc	4426
47.	WLUP-F	Chi	8266	97.	KABL A/F	SF	5562	147.	WLTF-F	Cleve	4405
48.	WBZ	Bost	8234	98.	WLLZ-F	Detroit	5555	148.	WIVK A/F	Knox	4398
49.	WEAZ-F	Phila	8087	99.	WFYR-F	Chi	5511	149.	WPRO-F	Prov	4385
50.	WFAN	NY	7943		WCAU	Phila	5511	150.	WHYI-F	Miami	4378

*Based on 12+ TSA Cume, Broadcast Week.

151.	KTNQ	LA	4366
152.	KSAN-F	SF	4355
153.	WUSN-F	Chi	4331
	WBSB-F	Balt	4331
155.	KZZP A/F	Phoe	4330
156.	WPRO-F	Prov	4326
157.	KRLA	LA	4319
158.	WZZK A/F	Birm	4303
159.	WSB	Atl	4298
160.	WZLX-F	Bost	4276
161.	WLUP	Chi	4249
162.	WPGC A/F	Wash	4227
163.	WJJD	Chi	4225
164.	WZGC-F	Atl	4215
165.	WKYS-F	Wash	4206
166.	WSB-F	Atl	4204
167.	WXRT-F	Chi	4196
168.	WIOG-F	Sag-BC	4184
169.	KFRC	SF	4179
170.	KUBE-F	Sea	4176
171.	KHTR-F	St. L	4171
172.	KLAC	LA	4164
	WSHH-F	Pitts	4164
174.	KSCS-F	Dall	4146
175.	WQXI-F	Atl	4131
	WKHX-F	Atl	4131
177.	WQUE A/F	New Or	4130
178.	WBJW A/F	Orl	4116
179.	WNUA-F	Chi	4074
180.	WODS-F	Bost	4070
181.	WOMC-F	Det	4064
182.	WPEN	Phila	4030
183.	WVEE-F	Atl	4027
184.	KJLH-F	LA	3987
185.	WKSL-F	Atl	3986
186.	KFMB-F	SD	3977
187.	KBLX A/F	SF	3969
188.	WFOX-F	Atl	3961
189.	WPOW-F	Miami	3955
	WCXR-F	Wash	3955
191.	WDAS-F	Phila	3944
192.	KBEQ-F	KC	3908
193.	WNCI-F	Col O	3906
194.	WKTI-F	Milw	3890
195.	KMJQ-F	Hou	3886
196.	WSOC-F	CharNC	3863
197.	WDTX-F	Det	3862
198.	KDAY	LA	3861
199.	KKDA-F	Dall	3857
200.	KDWB-F	Minn	3855
201.	KEEY-F	Minn	3842
202.	KMOM	Sea	3839
203.	KLUV-F	Dallas	3833
204.	WDOK-F	Cleve	3829
	WKRQ-F	Chicl	3829
206.	WALK A/F	Long Is	3812
207.	WQAL-F	Cleve	3797
208.	KTXQ-F	Dallas	3780
209.	WLTT-F	Wash	3774
210.	WYAY-F	Atl	3771
211.	WARM-F	Atl	3761
212.	WWWW-F	Det	3758
213.	WIOD	Miami	3746
214.	WMJX-F	Boston	3743
215.	WLW	Cinci	3740
216.	WRAL-F	Raleigh	3737
217.	KFAB	Omaha	3721
218.	WDRC-F	Hart	3718
219.	WTQR-F	Green/WS	3713
220.	KMEZ A/F	Dallas	3711
221.	WFMT-F	Chi	3703
222.	WEZN-F	Bridge	3702
223.	KFMK-F	Hou	3691
224.	WWWE	Cleve	3676
225.	WLIR-F	Long Is	3667
226.	WXLK-F	Roanoke	3659
227.	KWSS-F	SJ	3639
228.	WHAS	Lou	3634
229.	WEZB-F	New Orl	3632
230.	CKLW	Det	3604
231.	KKLQ A/F	SD	3592
232.	WIP	Phil	3591
233.	KEZK-F	St. Lou	3585
234.	WLIF-F	Balt	3571
235.	WEBN-F	Cinci	3542
236.	KITS-F	SF	3492
237.	KPLZ-F	Sea	3478
238.	WBEN	Buff	3463
239.	WRCH-F	Hart	3436
240.	KMEO A/F	Phoe	3433
241.	WAXY-F	Miami	3427
242.	WBCY-F	Char, NC	3410
243.	WHTX-F	Pitts	3403
244.	WZPL-F	Indy	3399
245.	KFOG-F	SF	3348
246.	WBLI-F	Long Is	3345
247.	WBAL	Balt	3332
248.	KSFM-F	Sacra	3322
249.	KSFO	SF	3285
250.	KYYS-F	KC	3278
251.	WVBF-F	Boston	3273
252.	KKGO-F	LA	3267
253.	KKSF-F	SF	3261
254.	KCMO	KC	3255
255.	WKSS-F	Hart	3248
256.	WMXJ-F	Miami	3244
257.	KRXY A/F	Denver	3237
258.	WASH-F	Wash	3233
259.	WHQT-F	Miami	3231
260.	WHJY-F	Prov	3226
261.	WAPE A/F	Jkville	3219
262.	WBAB-F	Long Is	3218
263.	KDFC A/F	SF	3209
264.	WLTE-F	Minn	3199
265.	WAPI-F	Birm	3193
266.	WMYG-F	Pitts	3192
267.	WYNF-F	Tampa	3191
268.	WWKA-F	Orlando	3174
269.	KZFX-F	Hou	3156
	WKDF-F	Nash	3156
271.	WPOC-F	Balt	3150
272.	WNIB-F	Chi	3120
273.	KYA-F	SF	3115
274.	WLTI-F	Det	3113
275.	WXGT-F	Col O	3104
276.	KACE-F	LA	3100
277.	WKDM	NY	3058
278.	WMHE-F	Toledo	3057
279.	WESC A/F	Green-SP	3049
280.	WDJY-F	Wash	3044
281.	WGY	Albany	3037
282.	WNCX-F	Cleve	3033
283.	WWMX-F	Balt	3031
284.	WAMZ-F	Lou	3028
285.	WWBA-F	Tampa	3021
286.	WXYT	Det	3016
287.	WXYV-F	Balt	3015
288.	WIBC	Indy	3007

AMERICA'S LEADING STATIONS - METRO CUME RATING

1.	WIOG-F	Sag-BC	50.7
2.	WIVK A/F	Knox	48.1
3.	KRLB A/F	Lubbock	46.5
4.	WMEE-F	Ft. Wayne	45.9
5.	KMOX	St. Louis	42.7
6.	WXLK-F	Roanoke	39.8
7.	WTCR-F	Hunt, WV	39.3
8.	WKEE-F	Hunt, WV	38.7
9.	KFAB	Omaha	38.5
10.	WCCO	Minn	38.3
11.	WVIC-F	Lansing	37.6
12.	WQUT-F	JC/King	37.5
13.	WHOT-F	Young	37.4
14.	WICC	Bridge	35.6
	WNNK-F	Harris	35.6
16.	WTIC	Hart	35.3
17.	WKFR-F	Kalamazoo	35.2
18.	KQMQ A/F	Honolulu	34.3
19.	WAPE A/F	Jkville	34.1
	WSKZ-F	Chatt	34.1
21.	WYYY-F	Syracuse	33.6
22.	WBEN	Buffalo	33.5
23.	WMHE-F	Toledo	33.4
	KGOT-F	Anchorage	33.4
25.	WZEE-F	Madison	33.2
26.	WKZO	Kalamazoo	32.9
	KDKA	Pittsburgh	32.9
28.	KZZU A/F	Spokane	32.8
29.	WABB-F	Mobile	32.4
30.	WHAS	Louisville	32.3
31.	WPRO-F	Providence	32.2
32.	WTIC-F	Hartford	31.8
33.	WXBQ-F	JC/King	31.7
34.	WPXY A/F	Rochester	31.6
35.	WAPL-F	Appleton	31.5
	KBFM-F	Mc-Brown	31.5
37.	WQUE A/F	New Orleans	30.7
38.	WKSJ A/F	Mobile	30.6
39.	WMYU-F	Knox	30.5
40.	WLAN-F	Lancaster	30.3
	WLAP-F	Lexington	30.3
	WVLK-F	Lexington	30.3
43.	WIBA-F	Madison	30.2
	KIKX-F	Colo Spgs	30.2
	WIKS-F	Green, NB	30.2
46.	WRBQ-F	Tampa	30.1
	WNTQ-F	Syracuse	30.1
48.	KQKQ-F	Omaha	29.8
	KZFM-F	Corpus Christi	29.8
50.	WZZK A/F	Birmingham	29.7
51.	KSSN-F	Little Rock	29.5
	WCOS-F	Col, SC	29.5
53.	KYW	Phila	29.4
	WFMF-F	Baton Rouge	29.4
55.	WPXR-F	Daven-RI	29.3
56.	KEZB A/F	El Paso	29.2
	WGY	Albany	29.2
58.	KIIK-F	Daven-RI	29.0
59.	WKRZ-F	WB/Scran	28.9
	KGGO-F	Des Moines	28.9
	KRQQ-F	Tucson	28.9
	KNIX A/F	Phoenix	28.9
63.	WOWO	Ft. Wayne	28.4
64.	KKOB-F	Albuq	28.3
65.	WTMJ	Milwaukee	28.1
66.	WKCI-F	New Haven	28.0
67.	WRVA	Richmond	27.9
68.	KGBT	Mc-Brown	27.8
69.	WRVQ-F	Richmond	27.7
70.	KPXR-F	Anchorage	27.6
71.	KLAQ-F	El Paso	27.5
72.	WHRK-F	Memphis	27.4
73.	WTQR-F	Green-WS	27.3
74.	KRNQ-F	Des Moines	27.1
75.	KKYK-F	Little Rock	27.0
76.	WIBC	Indy	26.7
	WAJI-F	Ft. Wayne	26.7
	WGGZ-F	Baton Rouge	26.7
	KKRD-F	Wichita	26.7
	WAPI-F	Birmingham	26.7
81.	WBZZ-F	Pittsburgh	26.6
82.	WCRZ-F	Flint	26.5
	WITL A/F	Lansing	26.5
	WEZB-F	New Orleans	26.5
85.	WHBC-F	Canton	26.4
	KEZO A/F	Omaha	26.4
	KZZB-F	Beau	26.4
	WWLV-F	Daytona Beach	26.4
89.	WESC A/F	Greens-SP	26.3
90.	WSYR	Syracuse	26.2
91.	KLLL-F	Lubbock	26.1
92.	WEBE-F	Bridge	26.0
93.	KGOR-F	Omaha	25.9
94.	KUZZ	Bakersfield	25.8
	WJR	Detroit	25.8
96.	WHBC	Canton	25.7
97.	WAAF-F	Worcester	25.6
98.	WEZN-F	Bridge	25.5
99.	WFBQ-F	Indy	25.4
	WBJW A/F	Orlando	25.4

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-MID.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

CHR/TOP 40/CONTEMP

1.	WHTZ-F	NY	1648
2.	WPLS-F	NY	1350
3.	KIIS A/F	LA	1317
4.	WRBQ-F	Tampa	536
5.	WYTZ-F	Chi	490
6.	WBBM-F	Chi	489
7.	WBZZ-F	Pitts	470
8.	WXKS-F	Boston	450
9.	WIOG-F	Sag-BC	435
10.	WEGX-F	Phila	432
11.	KMEL-F	SF	427
12.	KEGL-F	Dallas	410
13.	WZOU-F	Boston	409
14.	KRBE A/F	Hou	381
15.	KKBQ A/F	Hou	365
16.	WAPE A/F	Jkville	325
17.	WHYT-F	Det	323
18.	KZZP A/F	Phoenix	317
19.	WXLK-F	Roanoke	316
	WTIC-F	Hart	316
21.	WPRO-F	Prov	315
22.	WPOW-F	Miami	314
23.	WBSB-F	Balt	310
24.	WCZY-F	Detroit	308
25.	WRQX-F	Wash	307
26.	WPRO-F	Prov	306
27.	WKQX-F	Chi	297
28.	WLOL-F	Minn	293
29.	KHYI-F	Dallas	289
	WBJW A/F	Orl	289
31.	KBEQ-F	KC	283
32.	KKLQ A/F	SD	273
33.	WAVA-F	Wash	267
	WARM-F	Atl	267
35.	WNCI-F	Col O	262
36.	WZOC-F	Atl	247
37.	KITS-F	SF	245
38.	WHYI-F	Miami	240
39.	WKRQ-F	Cinci	239
	WZPL-F	Indy	239
41.	KYUU-F	SF	237
	WEZB-F	New Orl	237
43.	WKTI-F	Milw	235
44.	KUBE-F	Sea	233
45.	KJYO-F	Okl C	226
	KFMB-F	SD	226
47.	KRXY A/F	Denver	224
48.	WMEE-F	Ft. Wayne	223
49.	WMC-F	Memphis	211
50.	KPLZ-F	Sea	210

AOR/CLASSIC

1.	WNEW-F	NY	914
2.	WXRK-F	NY	846
3.	WMMR-F	Phila	828
4.	KLOS-F	LA	799
5.	KROQ-F	LA	661
6.	KLSX-F	LA	580
7.	WLUP-F	Chi	537
8.	WBCN-F	Boston	526
9.	WMMS-F	Cleve	524
10.	WYSP-F	Phila	512
11.	KSHE-F	St. Louis	491
12.	WWDC-F	Wash	428
13.	WCKG-F	Chi	425
14.	WFBQ-F	Indy	414
15.	KQRS A/F	Minn	394
16.	KLOL-F	Hou	364
17.	WKLS-F	Atl	333
18.	WDVE-F	Pitts	331
19.	WLLZ-F	Detroit	322
20.	WZLX-F	Boston	316
21.	WRIF-F	Detroit	302
22.	WXRT-F	Chi	298
23.	KZFX-F	Houston	277
24.	WEBN-F	Cinci	274
	WCSX-F	Detroit	274
26.	WKDF-F	Nashville	271
27.	KNX-F	LA	266
28.	WHJY-F	Prov	259
29.	KYYS-F	KC	254
30.	WAAF-F	Worc	253
31.	KJJO-F	Minn	250
32.	WYNF-F	Tampa	246
33.	WCXR-F	Wash	244
34.	WLIR-F	Long Is	242
35.	KTXQ-F	Dallas	232
36.	WTUE-F	Day	225
37.	WBAB-F	Long Is	223
38.	KGB-F	SD	216
39.	WMYG-F	Pitts	209
40.	WOMF-F	Roch	208
41.	KUPD-F	Phoenix	203
42.	WKLH-F	Milw	199
43.	KBCO-F	Denver	198
44.	WNOR A/F	Norfolk	195
	WGTR-F	Miami	195
	WPYX-F	Albany	195
47.	WKRR-F	Green-WS	189
48.	KEZO A/F	Omaha	185
49.	WLVQ-F	Col O	182
50.	KZAP-F	Sacra	181

AC/SOFT ROCK/OLDIES

1.	WLTW-F	NY	1277
2.	WCBS-F	NY	1000
3.	WNSR-F	NY	792
4.	KOST-F	LA	785
5.	KRTH-F	LA	735
6.	KBIG-F	LA	715
7.	KVIL A/F	Dallas	519
	WKSZ-F	Phila	519
9.	KIQQ-F	LA	495
10.	WNBC	NY	452
11.	WLAK-F	Chi	444
12.	WMGK-F	Phila	442
13.	WPIX-F	NY	404
14.	WSSH-F	Boston	378
15.	WJMK-F	Chi	356
16.	WMJI-F	Cleve	335
	WLS	Chi	335
18.	WOGL-F	Phila	333
19.	WSNI-F	Phila	331
20.	KSTP-F	Minn	325
21.	KFI	LA	319
22.	KOIT A/F	SF	309
23.	WLTF-F	Cleve	295
24.	KFMK-F	Hou	284
	WSB-F	Atl	284
26.	WNIC-F	Det	279
27.	WOMC-F	Det	275
28.	WALK A/F	Long Is	268
29.	WRAL-F	Raleigh	255
30.	WROR-F	Boston	250
31.	WODS-F	Boston	248
32.	WFYR-F	Chi	244
33.	WQXI-F	Atl	239
34.	WDRC-F	Hart	237
35.	WFOX-F	Atl	231
	WJQY-F	Miami	231
37.	WAXY-F	Miami	230
38.	KIOI-F	SF	228
	WIOQ-F	Phila	228
40.	WLTI-F	Det	224
41.	KKHT-F	Hou	223
	WMXJ-F	Miami	223
43.	KLUV-F	Dallas	218
44.	KRTH	LA	208
45.	WLTE-F	Minn	201
46.	WHTX-F	Pitts	199
47.	WVBF-F	Boston	196
48.	WMJX-F	Boston	194
49.	KRLA	LA	192
50.	WLTT-F	Wash	190

MOR/VARIETY

1.	WGN	Chi	1171
2.	WJR	Det	952
3.	WCCO	Minn	908
4.	KDKA	Pitts	614
5.	WBZ	Boston	559
6.	WTIC	Hart	427
7.	WMAL	Wash	364
8.	KNBR	SF	363
9.	WTMJ	Milw	357
10.	WSB	Atl	346
11.	WHDH	Bost	296
12.	KFAB	Omaha	285
13.	WHAS	Louis	274
14.	WLW	Cinci	242
15.	WGY	Albany	236
16.	WIBC	Indy	231
17.	KOMO	Sea	227
18.	WBEN	Buff	210
19.	WTVN	Col, O	201
20.	WRVA	Rich	172
21.	KSL	SLC	167
22.	WKRC	Cinci	166
23.	KFMB	SD	148
24.	KSSK	Hono	145
25.	WIP	Phila	126
26.	WHAM	Rich	124
27.	WHIO	Day	120
28.	KEX	Port O	118
29.	WSYR	Syr	113
	WBT	Char, NC	113
	WPRO	Prov	113
32.	KMBZ	KC	112
33.	WOWO	Ft. Wayne	107
34.	KHOW	Denver	106
	WGR	Buff	106
36.	KRMG	Tulsa	104
37.	WICC	Bridge	103
38.	WCTC	Long Is	101
39.	WSGW	Sag-BC	99
40.	WGSM	Long Is	97

JAZZ/NEW AGE

1.	KTWV-F	LA	419
2.	KBLX A/F	SF	242
3.	KKSF-F	SF	222
4.	WNUA-F	Chi	217
5.	KKGO-F	LA	167
6.	KOAI-F	Dallas	148
7.	WJZZ-F	Det	144
8.	WLNR-F	Chi	128
9.	WXDJ-F	Miami	103
10.	KJAZ-F	SF	99
11.	WBMW-F	Wash	95
12.	KIFM-F	SD	90
	WHVE-F	Tampa	90
14.	KNUA-F	Sea	87
15.	KEZX-F	Sea	81
16.	WTWV-F	Chi	75

CLASSICAL

1.	WNCN-F	NY	401
2.	WQXR A/F	NY	394
3.	KFAC-F	LA	283
4.	WFMT-F	Chi	239
5.	WFLN-F	Phila	176
6.	WNIB-F	Chi	162
7.	KDFC A/F	SF	157
8.	WGMS A/F	Wash	155
9.	WTMI-F	Miami	138
10.	WCRB-F	Boston	124
11.	KING-F	Sea	115
12.	WQRS-F	Det	110
13.	KKHI A/F	SF	109
14.	KYTE-F	Port O	108
15.	KFSD-F	SD	99
16.	KVOD-F	Denver	94
17.	WCLV-F	Cleve	80
18.	WXCR-F	Tampa	73
19.	WRR-F	Dallas	65

RELIGION/GOSPEL

1.	WWRL	NY	273
2.	WFME-F	NY	226
3.	KOJO-F	Dallas	164
4.	WWDJ	NY	109
5.	WBGR	Balt	90
6.	KFSG-F	LA	89
7.	KHVN	Dallas	87
8.	WYCB	Wash	77
9.	KKLA-F	LA	76
10.	KCMS-F	Sea	71
11.	WDAC-F	Lanc	68
12.	KEAR-F	SF	59
	WPCE	Norfolk	59
14.	WMUZ-F	Det	58
15.	WRBS-F	Balt	55
16.	WXRI-F	Norfolk	52
17.	WZZD	Phila	51
18.	WESL	St. Lou	49
	KHCB	Hou	49
20.	WDJC-F	Birm	48
21.	WABQ	Cleve	45
22.	WROL	Boston	44
23.	WYCA-F	Chi	43
24.	WMBM	Miami	40

* Based on 1/4 HR AVG, 6A-MID, TSA

BEAUTIFUL MUSIC/EZ

1.	WPAT A/F	NY	1679
2.	WEAZ-F	Phila	737
3.	KJOI-F	LA	701
4.	WLOO-F	Chi	643
5.	WLYF-F	Miami	443
6.	WGAY-F	Wash	426
7.	WJOI-F	Det	411
8.	KABL A/F	SF	403
9.	WSHH-F	Pitts	399
10.	WPCH-F	Atl	381
11.	KMEO A/F	Phoenix	364
12.	WJIB-F	Bost	363
13.	WLIF-F	Balt	359
14.	WWBA-F	Tampa	352
	KMEZ A/F	Dallas	352
16.	WQAL-F	Cleve	350
17.	KODA-F	Hou	326
18.	KEZK-F	St. Louis	286
19.	WHUD-F	Peek/NY	283
20.	WRCH-F	Hart	280
21.	WLKW-F	Prov	265
22.	WEZN-F	Bridge	264
23.	KJQY-F	SD	261
24.	WDOK-F	Cleve	250
25.	WDUV-F	Sara	244
26.	WSSP-F	Orl	232
27.	KOSI-F	Denver	228
28.	KCTC-F	Sacra	225
29.	WAYL-F	Minn	224
30.	WBYU-F	New Or	214
31.	KBAY-F	SF	209
32.	WEAT-F	W. Palm	208
33.	WBNS-F	Col, O	204
34.	WEZW-F	Milw	201
	WHIO-F	Dayton	201
36.	KMBR-F	KC	194
37.	WWEZ-F	Cinci	192
38.	KSFI-F	SLC	183
39.	WXTZ-F	Indy	181

COUNTRY

1.	WYNY-F	NY	764
2.	KNIX A/F	Phoenix	534
3.	WBAP	Dallas	504
4.	WIVK A/F	Knox	488
5.	KIKK-F	Hou	482
6.	WMZQ A/F	Wash	478
7.	KPLX-F	Dallas	461
8.	WDAF	KC	451
9.	WZZK A/F	Birm	405
10.	KILT-F	Hou	370
11.	WXTU-F	Phila	366
12.	KZLA-F	LA	359
13.	WYAY-F	Atl	341
14.	WKHX-F	Atl	340
15.	WSOC-F	Char, NC	337
16.	WTQR-F	Green-WS	331
17.	WUSN-F	Chi	323
18.	WWKA-F	Orl	320
19.	WFMS-F	Indy	305
20.	WESC A/F	Green-SP	288
21.	WWWW-F	Det	286
22.	KSAN-F	SF	284
23.	WAMZ-F	Louis	282
24.	WPOC-F	Balt	274
25.	WSM-F	Nash	261
26.	KLAC	LA	256
27.	WQYK-F	Tampa	255
28.	KSSN-F	Lt. Rk.	253
29.	KEEY-F	Minn	244
30.	KSCS-F	Dallas	238
31.	KXXY A/F	Okl C	236
32.	WGKX-F	Memphis	225
33.	WGAR-F	Cleve	223
34.	KMPS A/F	Sea	222
35.	WIL-F	St. Lou	212
36.	WDSY-F	Pitts	206
37.	WCOS-F	Col, SC	205
	WUSY-F	Chatt	205
39.	WLVK-F	Char, NC	203
40.	WMIL-F	Milw	201
41.	WQDR-F	Ral	200
42.	WBOS-F	Bost	199
43.	WCMS-F	Norfolk	192
44.	KRAK-F	Sacra	187
45.	KRPM-F	Sea	186
	WSIX-F	Nash	186
47.	WVLK-F	Lex	184
48.	KSON-F	SD	180
49.	WSSL-F	Green-SP	178

BLACK/URBAN

1.	WRKS-F	NY	1315
2.	KPWR-F	LA	1243
3.	WBLS-F	NY	1136
4.	WQHT-F	NY	1023
5.	WGCI-F	Chi	952
6.	WUSL-F	Phila	713
7.	WJLB-F	Det	584
8.	WBMX-F	Chi	538
9.	KKDA-F	Dallas	478
10.	KMJQ-F	Hou	425
11.	KSOL-F	SF	397
12.	WVEE-F	Atl	379
13.	WKYS-F	Wash	353
14.	WZAK-F	Cleve	343
	WQUE A/F	New Or	343
16.	WDAS-F	Phila	338
17.	WXYV-F	Balt	316
18.	WPGC A/F	Wash	315
19.	WLIB	NY	304
20.	KMJM-F	St. Lou	303
21.	KJLH-F	LA	288
	WHUR-F	Wash	288
23.	WWDM-F	Col, SC	277
24.	WPEG-F	Char,NC	273
25.	WEDR-F	Miami	263
26.	WHRK-F	Memphis	243
27.	KDAY	LA	230
28.	WIKS-F	Green-NB	219
29.	WENN-F	Birm	203
30.	WBLX-F	Mobile	196
31.	WDJY-F	Wash	194
32.	WVON	Chi	193
33.	WAMO-F	Ritts	190
34.	WMYK-F	Norf	184
35.	WYLD-F	New Or	181
36.	KPRS-F	KC	174
37.	WPLZ-F	Rich	172
38.	WILD	Bost	165
39.	WKXX-F	Birm	160
40.	WAOK	Atl	159
41.	WTLC-F	Indy	156
42.	WEKS-F	Atl	149
43.	KACE-F	LA	146
	WHQT-F	Miami	146
45.	WQMG-F	Green/WS	141
46.	WOWI-F	Norf	136
47.	WQOK-F	Ral	132
48.	WLUM-F	Milw	131
	KRNB-F	Memph	131
50.	XHRM-F	SD	128

NEWS/TALK

1.	WINS	NY	1337
2.	WOR	NY	1300
3.	WCBS	NY	991
4.	KABC	LA	922
5.	KMOX	St. Lou	887
6.	WBBM	Chi	835
7.	KGO	SF	769
8.	WABC	NY	702
9.	KFWB	LA	686
10.	KNX	LA	681
11.	KYW	Phila	664
12.	KCBS	SF	535
13.	WRKO	Boston	468
14.	WWDB-F	Phila	464
15.	KIRO	Sea	419
16.	KRLD	Dallas	393
17.	WFAN	NY	350
18.	WWJ	Detroit	341
19.	WEEI	Boston	317
20.	KTRH	Houston	296
21.	KOA	Denver	291
22.	WTOP	Wash	273
23.	WXYT	Detroit	267
24.	WLUP	Chi	266
25.	WCAU	Phila	257
26.	WBAL	Balt	234
27.	WMCA	NY	226
28.	WWWE	Cleve	215
	KCMO	KC	215
30.	WMAQ	Chi	212
31.	WINZ	Miami	208
32.	WHO	Des M	204
33.	WIOD	Miami	199
34.	KSDO	SD	187
35.	KFBK	Sacra	186
36.	WFLA	Tampa	181
37.	WNWS	Miami	180
38.	WOAI	San Ant	179
39.	KTAR	Phoenix	178
40.	KPRC	Houston	171
41.	KXL	Port O	170
42.	WHJJ	Prov	163
43.	WWL	New Orl	141
44.	WWRC	Wash	132
45.	WPLP	Tampa	131
46.	WTAE	Pitts	127
47.	WFBR	Balt	122
48.	KLIF	Dallas	117
49.	WERE	Cleve	116
50.	WPTF	Raleigh	115

HISPANIC

1.	WADO	NY	654
2.	KTNQ	LA	472
3.	KLVE-F	LA	401
4.	WKDM	NY	315
5.	WSKQ	NY	307
6.	WQBA	Miami	268
7.	WCMQ-F	Miami	259
8.	WJIT	NY	241
9.	WAQI	Miami	179
10.	KCOR	San Ant	171
11.	KLAT	Houston	168
12.	KWKW	LA	151
13.	KGBT	Mc-Br	147
14.	KALI	LA	137
15.	KSKQ	LA	136
16.	WOJO-F	Chi	134
17.	WQBA-F	Miami	102
18.	WIND	Chi	97
19.	KESS	Dallas	92
20.	KBRG-F	SF	89
21.	KIQI	SF	88
22.	WCMQ	Miami	85
	KIWW-F	Mc-Br	85
24.	KAMA	El Paso	82
25.	KAZA	SF	71

NOSTALGIA

1.	WNEW	NY	579
2.	KMPC	LA	456
3.	WJJD	Chi	408
4.	WPEN	Phila	380
5.	KFRC	SF	296
6.	WHLI	Long Is	266
7.	CKLW	Det	255
8.	KQUE-F	Houston	226
9.	WGUL A/F	Tampa	158
10.	WOKY	Milw	153
11.	KIXI	Sea	138
12.	WRTH	St. Lou	118
13.	WECK	Buff	114
14.	WJAS	Pitts	113
15.	KPOP	SD	106
16.	WXKS	Boston	87
	WNJY-F	W. Palm	87
18.	KYTE	Port O	77
19.	WITH	Balt	73
	WAPI	Birm	73
21.	WMAS	Spg. MA	70
	KLFF	Phoenix	70
	WEJL	WB/Scran	70
24.	WDAE	Tampa	69
25.	KOMA	Okl C	66
26.	KJLA	KC	62
27.	WRCQ	Hart	61
	WTUX	Indy	61

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

CHR/TOP 40/CONTEMP

1.	KRLB A/F	Lubbock	31.0
2.	WIOG-F	Sag-BC	29.9
3.	WMEE-F	Ft. W	26.2
4.	WQUT-F	JC/King	24.1
5.	WXLK-F	Roanoke	22.7
	WKEE-F	Hunt, WV	22.7
7.	WAPE A/F	Jkville	20.5
8.	WKFR-F	Kala	20.4
	KGOT-F	Anchor	20.4
10.	WNNK-F	Harris	20.2
11.	WVIC-F	Lansing	19.5
12.	WSKZ-F	Chatt	19.2
13.	WPXR-F	D-RI	17.3
14.	KIKX-F	Col. Spg	16.6
15.	WABB-F	Mobile	15.9
	WZEE-F	Madison	15.9
17.	KRQQ-F	Tucson	15.8
18.	WHOT-F	Young	15.6
	KZZU A/F	Spok	15.6
20.	WLAP-F	Lex	15.5
21.	WMHE-F	Toledo	15.3
	WLAN-F	Lanc	15.3
23.	KBFM-F	Mc-Br.	15.2
24.	WKZW-F	Peoria	15.0
25.	WTIC-F	Hart	14.8
26.	WRBQ-F	Tampa	14.5
	KZFM-F	Corp Ch	14.5
28.	WPXY A/F	Roch	14.4
	KQMQ A/F	Hono	14.4
30.	KKRD-F	Wich	14.0
31.	WPRO-F	Prov	13.5
32.	KJYO-F	Okl. C	13.4
33.	KSND-F	Eugene	13.3
	KZZB-F	Beau	13.3
35.	WNTQ-F	Syra	13.2
36.	WRVQ-F	Rich	12.1
37.	WTHT-F	Port M	11.9
38.	WKRZ-F	WB/Scran	11.5
39.	KFXR-F	Anchor	11.4
40.	KLUC-F	LV	11.3
	WBZZ-F	Pitts	11.3
42.	WKCI-F	N. Haven	11.1
43.	WFMF-F	Bat. R	10.8
44.	WDJQ-F	Canton	10.7
45.	KZZP A/F	Phoe	10.6
	WBJW A/F	Orl	10.6
47.	KKYK-F	Lt. Rk	10.5
48.	KQKQ-F	Omaha	10.4
	WYHY-F	Nash	10.4
	KRNQ-F	Des M	10.4

AOR

1.	KGGQ-F	Des. M	16.4
2.	WWCT-F	Peoria	16.3
3.	WAPL-F	Apple	14.8
4.	KEZO A/F	Omaha	14.7
5.	KMOD-F	Tulsa	13.8
6.	WQMF-F	Roch	13.7
	WFBQ-F	Indy	13.7
8.	KILO-F	Col Spgs	13.3
9.	WRXL-F	Rich	13.2
10.	WKQQ-F	Lex	13.0
	WTUE-F	Dayt	13.0
12.	WMMS-F	Cleve	12.5
	KFMX-F	Lubbock	12.5
14.	WZZO-F	Allen	12.4
15.	WIMZ A/F	Knox	11.9
	WEBN-F	Cinci	11.9
17.	WIBA-F	Mad	11.7
18.	WLAV-F	Gr. Rpds	11.5
19.	KLAQ-F	El Paso	11.4
20.	WKDF-F	Nash	11.2
	WBLM-F	Port M	11.2
22.	KWHL-F	Anchor	11.1
23.	WAAF-F	Worc	10.9
24.	WEZX-F	WB/Scran	10.8
25.	WPYX-F	Albany	10.6
26.	KICT-F	Wich	10.4
27.	WPLR-F	N. Haven	10.3
28.	KQRS A/F	Minn	10.2
29.	WAQY-F	Spg, MA	10.0
30.	WXLP-F	D-RI	9.9
	KSHE-F	St. Lou	9.9
32.	WIOT-F	Toledo	9.7
	WHJY-F	Prov.	9.7
34.	WFYV-F	Jkville	9.6
35.	WLVQ-F	Col, O	9.5
36.	KYYS-F	KC	9.2
	KLPX-F	Tuc	9.2
	WNOR A/F	Norfolk	9.2
39.	WTKX-F	Pensa	9.1
40.	KRZQ-F	Reno	8.9
41.	WQMF-F	Lou	8.8
42.	KPOI-F	Hono	8.7
43.	WKRR-F	Green-WS	8.6
44.	KISS-F	San Ant	8.4
45.	WKLH-F	Milw	8.3
46.	WMMR-F	Phila	8.1
	WRFX-F	Char, NC	8.1
48.	KDJK-F	Modesto	8.0
	WHTT-F	Buffalo	8.0

BEAUTIFUL MUSIC/EZ

1.	WHBC-F	Canton	17.5
2.	WWLV-F	Dayt. Bh	16.6
3.	WSWT-F	Peoria	15.5
4.	WFMZ-F	Allen	13.4
	WEZN-F	Bridge	13.4
	WPVR-F	Roan	13.4
7.	KMEO A/F	Phoenix	13.2
8.	WSRS-F	Worc	13.0
9.	KUMU A/F	Honolulu	12.6
	KJYK-F	Tucson	12.6
	WNCE-F	Lanc	12.6
12.	WEAT-F	W. Palm	12.2
13.	KBEE-F	Mod	11.5
14.	WLKW-F	Prov.	11.3
15.	KSFI-F	SLC	11.0
16.	WBNS-F	Col, O	10.9
17.	WWBA-F	Tampa	10.8
	WHIO-F	Dayton	10.8
19.	WEZK-F	Knox	10.7
	KXLY-F	Spokane	10.7
21.	WDEF-F	Chatt	10.3
22.	WLQR-F	Toledo	10.2
	WZEZ-F	Nash	10.2
24.	WQAL-F	Cleve	10.1
	KCTC-F	Sacra	10.1
26.	WOOD-F	Gr. Rpds	9.9
	WBYU-F	N. Orl	9.9
28.	WLIF-F	Balt	9.8
29.	KESY-F	Omaha	9.7
30.	KXTZ-F	LV	9.6
31.	WRCH-F	Hart	9.3
32.	WQLR-F	Kala	9.1
33.	WROE-F	Apple	9.0
	WROW-F	Albany	9.0
35.	WPCH-F	Atl	8.9
	WGER-F	Sag-BC	8.9
37.	WWEZ-F	Cinci	8.8
	KEZQ-F	Lt. Rk	8.8
39.	WJYE-F	Buff	8.6
	WKBN-F	Young	8.6
41.	KJQY-F	SD	8.5
	WYLF-F	Miami	8.5
43.	WEZW-F	Milw	8.4
	WCEZ-F	Col, SC	8.4
	WMEZ-F	Pensa	8.4
46.	KNEV-F	Reno	8.3
47.	WSSP-F	Orl	8.2
	WSHH-F	Pitts	8.2
49.	WXTZ-F	Indy	8.0
	WZSH-F	Roch	8.0
	WSPA-F	Green-SP	8.0

COUNTRY

1.	WIVK A/F	Knox	34.9
2.	WTCR-F	Hunt, WV	29.9
3.	KSSN-F	Lt. Rk	20.6
4.	WKSJ A/F	Mobile	17.9
	WXBQ-F	JC/King	17.9
6.	KNIX A/F	Phoenix	17.4
7.	WZZK A/F	Birm	17.1
8.	WCOS-F	Col, SC	16.6
9.	WVLK-F	Lex	16.5
10.	WITL A/F	Lansing	16.2
11.	WRNS-F	Green-NB	16.1
12.	WPRO A/F	Port M	15.8
13.	WESC A/F	Green-SP	14.8
	WTQR-F	Green-WS	14.8
15.	KUGN-F	Eugene	14.7
16.	KLLL-F	Lubbock	14.6
17.	KUZZ	Bakersf	14.4
18.	WAMZ-F	Louis	14.3
19.	WPEG-F	Char, NC	14.2
20.	WFMS-F	Indy	13.7
21.	KASE-F	Austin	13.5
22.	KXXY A/F	Okl. C	13.4
23.	KOUL-F	Corp. Ch	13.0
24.	WOKQ-F	Ports	12.9
25.	KWEN-F	Tulsa	12.8
	WDAF	KC	12.8
27.	KRMD A/F	Shreve	12.6
28.	KYKR-F	Beau	12.5
29.	WWKA-F	Orl	12.1
30.	WOWW-F	Pensa	12.0
31.	WEZL-F	Char, SC	11.7
32.	WUSY-F	Chatt	11.6
	KKCS A/F	Col. Spg	11.6
34.	WLLR-F	D-RI	11.3
	WNWN-F	Kala	11.3
36.	KDRK-F	Spok	11.1
37.	WYYD-F	Roan	11.0
38.	KKAT-F	SLC	10.8
	WYNK A/F	Bat. Rg	10.8
40.	KFDI-F	Wichita	10.6
41.	WSIX-F	Nash	10.5
	WQIK-F	Jkville	10.5
43.	WKKO-F	Toledo	10.0
	KZSN-F	Wichita	10.0
45.	KRST-F	Albuq	9.9
	WJCW	JC/King	9.9
47.	KFMS A/F	LV	9.6
48.	KHEY-F	El Paso	9.3
49.	WSM-F	Nash	9.1
	WQDR-F	Raleigh	9.1
	WCMS-F	Norfolk	9.1
	WTSO	Mad	9.1

CLASSICAL

1.	KYTE-F	Port O.	5.3
2.	KING-F	Sea	3.4
3.	KFSD-F	SD	3.2
4.	KVOD-F	Denver	3.0
5.	KHFM-F	Albuq	2.8
6.	WGMS A/F	Wash	2.7
7.	WTMI-F	Miami	2.5
8.	WXCR-F	Tampa	2.4
9.	KIWI-F	Bakersf	2.3
10.	WCLV-F	Cleve	2.1
11.	WFMT-F	Chi	2.0
12.	KDFC A/F	SF	1.9
	WFLN-F	Phila	1.9
	WFMR-F	Milw	1.9
15.	KFAC-F	LA	1.6
	KXTR-F	KC	1.6
17.	WQRS-F	Detroit	1.5

HISPANIC

1.	KGBT	Mc-Br	15.2
2.	KUNO	Corp. CH	11.1
3.	KCOR	San Ant	9.7
4.	KAMA	El Paso	9.1
5.	KIWW-F	Mc-Br	8.6
6.	KBNA A/F	El Paso	8.0
7.	KWAC	Bakersf	6.5
8.	KCCT	Corp. Ch	6.0
9.	WQBA	Miami	5.4
10.	WCMQ-F	Miami	5.3
	KAFY	Bakersf	5.3
12.	KQXX-F	Mc-Br	5.2
13.	KGST	Fresno	4.7

* Based on 12+ Metro Share, Broadcast Week.

MOR/VARIETY

1.	KFAB	Omaha	22.3
2.	WTIC	Hart	19.8
3.	WCCO	Minn	19.4
4.	WHAS	Lou	16.1
5.	WICC	Bridge	15.5
6.	WSGW	Sag-BC	15.0
7.	KDKA	Pitts	14.3
8.	WGY	Albany	14.1
9.	WRVA	Rich	13.3
10.	WIBC	Indy	13.1
	WKZO	Kala	13.1
12.	KSSK	Hono	13.0
13.	WTMJ	Milw	12.9
14.	WHBC	Canton	12.2
15.	WSYR	Syra	11.8
	WBEN	Buff	11.8
17.	KKOB	Albuq	11.1
18.	WJR	Det	10.8
	WOWO	Ft. W	10.8
20.	WELI	N. Haven	10.7
21.	KRMG	Tulsa	10.2
	KUGN	Eugene	10.2
23.	WTAG	Worc	9.8
	WTVN	Col, O	9.8
25.	WLW	Cinci	9.7
26.	KSL	SLC	9.3
	WKBN	Young	9.3
28.	WVLK	Lex	8.8
29.	WIBA	Mad	8.7
30.	WSB	Atl	8.6
31.	WHBY	Apple	8.5
	WHIO	Dayt	8.5
33.	WHAM	Roch	8.2
34.	WGN	Chi	8.0
	WKRC	Cinci	8.0

BLACK/URBAN

1.	WIKS-F	Green-NB	24.9
2.	WWDM-F	Col, SC	18.9
3.	WBLX-F	Mobile	17.3
4.	WQUE A/F	New Orl	15.6
5.	WPEG-F	Char, NC	14.2
6.	WHRK-F	Memphis	14.0
7.	KDKS-F	Shreve	13.9
8.	WDZZ-F	Flint	13.4
9.	KHYS-F	Beau	12.9
10.	WXOK	Bat. Rg	12.4
11.	WPLZ-F	Rich	12.2
12.	WKXX-F	Birm	9.9
	KQXL-F	Bat. Rg	9.9
14.	WVEE-F	Atl	9.4
15.	WENN-F	Birm	9.2
16.	WYLD-F	New Orl	9.0
17.	WZAK-F	Cleve	8.9
18.	WWWZ-F	Char, SC	8.8
19.	WXYV-F	Balt	8.7
20.	WJLB-F	Detroit	8.6
	KKDA-F	Dallas	8.6
22.	KRNB-F	Memphis	8.4
23.	KMJM-F	St. Louis	8.2
	KYRK-F	LV	8.2
	WTLC-F	Indy	8.2
26.	WGCI-F	Chi	8.0
27.	WUSL-F	Phila	7.8
	KMJQ-F	Hou	7.8
	WQMG-F	Graen-WS	7.8
30.	KPRS-F	KC	7.6
31.	KPWR-F	LA	7.5
32.	WQOK-F	Raleigh	7.4
33.	WGOK	Mobile	7.3

NEWS/TALK

1.	KMOX	St. Lou	22.1
2.	QHO	Des M	11.5
3.	KIRO	Sea	11.3
4.	WOC	Daven	11.1
5.	WPTF	Raleigh	8.9
6.	KOH	Reno	8.6
7.	KMJ	Fresno	8.4
8.	KFBK	Sacra	8.3
9.	KGO	SF	8.0
	KYW	Phila	8.0
11.	KXL	Port O	7.9
12.	KTOK	Okl C	7.6
	KCMO	KC	7.6
14.	KOA	Denver	7.4
15.	WHJJ	Prov	7.1
16.	WRKO	Boston	6.9
17.	KARN	Lt. Rk	6.8
18.	KRLD	Dallas	6.6
19.	WBBM	Chi	6.3
	WBAL	Balt	6.3
	KTAR	Phoe	6.3
22.	WOAI	San Ant	6.2
	WJBO	Bat. Rg	6.2
24.	KSDO	SD	6.1
25.	WERC	Birm	5.9
	WJNO	W. Palm	5.9
27.	WQBK	Albany	5.8
28.	WBBW	Young	5.7
29.	KABC	LA	5.5
	KVOR	Col. Spgs	5.5
31.	KCBS	SF	5.4
32.	WWWE	Cleve	5.3
33.	WFLA	Tampa	5.1
	WWL	New Orl	5.1
35.	WINS	NY	5.0

AC/SOFT ROCK/OLDIES

1.	WAJI-F	Ft. W.	15.2
2.	WLMX-F	Chatt	14.3
3.	WMYU-F	Knox	13.7
4.	WYYY-F	Syra	13.5
5.	SCRZ-F	Flint	13.2
6.	KKOB-F	Alb	13.1
7.	WMGN-F	Mad	12.2
8.	WSBA-F	York	12.1
9.	WTFM-F	JC/King	11.9
10.	KIIK-F	Daven-RI	11.7
11.	WJBR-F	Wilm	11.1
	KKMJ-F	Austin	11.1
	WVOR-F	Roch	11.1
14.	WLEV-F	Allen	10.9
	WMGX-F	Port M	10.9
	WMJJ-F	Birm	10.9
17.	WAMX A/F	Hunt, WV	10.7
18.	WHYN-F	Spg, MA	10.6
19.	WEBE-F	Bridge	10.4
	WFBC-F	Green-SP	10.4
21.	WRAL-F	Raleigh	9.9
22.	WSTF-F	Orl	9.8
23.	KWFM-F	Tucson	9.5
24.	KVIL A/F	Dallas	9.3
	KXPW-F	Hono	9.3
26.	WYFM-F	Young	9.0
27.	WRMF-F	W. Palm	8.9
28.	WDRC-F	Hart	8.8
	KXLK-F	Wichita	8.8
30.	WSNY-F	Col, O	8.7
31.	WMAS-F	Spg, MA	8.6
32.	WMAG-F	Green-WS	8.5
33.	KTEZ-F	Lubbock	8.4
34.	KISC-F	Spokane	8.3
	WLHT-F	Gr. Rpds	8.3
	KSTP-F	Minn	8.3
37.	WMJI-F	Cleve	8.0
	KXOA-F	Sacra	8.0
	KLYF-F	Des M	8.0
40.	WWWM-F	Toledo	7.9
	WRKA-F	Louis	7.9
42.	KPNW-F	Eugene	7.8
	WAIV-F	Jkville	7.8
44.	WHNN-F	Sag-BC	7.7
45.	WLTF-F	Cleve	7.4
	WXLO-F	Worc	7.4
47.	WLTS-F	New Orl	7.3
48.	WXTC-F	Char, SC	7.1
	KVKI-F	Shreve	7.1
50.	WLAC-F	Nash	7.0
	KELT-F	Mc-Br	7.0
	WTRY	Albany	7.0

JAZZ/NEW AGE

1.	WAVH-F	Mobile	4.5
2.	KEYF-F	Spokane	3.5
3.	WLOQ-F	Orl	3.2
4.	KBLX A/F	SF	2.9
	KIFM-F	SD	2.9
6.	KOAI-F	Dallas	2.8
7.	KKSF A/F	SF	2.7
8.	KTWV-F	LA	2.3
	KNUA-F	Sea	2.3
10.	KLSK-F	Alb	2.2
	WHVE-F	Tampa	2.2
12.	WJZZ-F	Detroit	2.1
	WBBY-F	Col, O	2.1
	WXDJ-F	Miami	2.1
	KEZX-F	Sea	2.1
16.	KLRS-F	Sal-Mont	2.0
	KDAB-F	SLC	2.0
18.	WNUA-F	Chi	1.8
19.	WBMW A/F	Wash	1.7
20.	KSWV-F	SD	1.5

NOSTALGIA

1.	WYNZ	Port M.	9.1
2.	WMAS	Spg, MA	8.3
3.	WOKY	Milw	6.8
4.	WECK	Buff	6.3
5.	WCOA	Pensa	6.2
6.	KORK	LV	5.9
7.	WEST	Allen	5.6
8.	WROD	Dayt. B	5.3
	WAPI	Birm	5.3
10.	WGUL A/F	Tampa	5.2
11.	WAVZ	N. Haven	4.9
12.	WEJL	WB/Scran	4.8
13.	WKAP	Allen	4.7
14.	WNJY-F	W. Palm	4.6
15.	WNAK	WB/Scran	4.3
16.	KQUE-F	Hou	4.2
17.	WRJQ	Apple	4.0

RELIGION/GOSPEL

1.	WDAC-F	Lanc	8.1
2.	KCIJ	Shreve	5.9
3.	WNOO	Chatt	5.5
4.	WEMM-F	Hunt, WV	4.5
5.	WTGH	Col, SC	4.1
6.	WAGG	Birm	3.9
7.	WLUX	Bat. Rg	3.7
8.	WFUR-F	Gr. Rpds	3.3
9.	WPCE	Norfolk	3.1
10.	KCTA	Corp. Ch	3.0
11.	KAMB-F	Mod	2.9
	KOJO-F	Dallas	2.9
13.	WJMM-F	Lex	2.8
14.	WQIZ	Char, SC	2.7
15.	WCGL	Jkville	2.6
16.	WBGR	Balt	2.5
	WFTH	Rich	2.5

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP*

HIGHEST		LOWEST	
1. Greenville-New Bern, NC	94.12%	1. Bakersfield	54.04%
2. Lancaster	91.02	2. Honolulu	54.21
3. Huntington, WV	88.41	3. Albany-Schen	58.83
4. Lubbock	87.11	4. Apple-Oshkosh	59.07
5. Charlotte	84.72	5. St. Louis	61.24
6. Pensacola	84.60	6. Des Moines	61.77
7. Portsmouth-Dover	84.49	7. Pittsburgh	62.37
8. York	84.38	8. New Haven	62.60
9. Wilmington, DE	84.21	9. Boston	62.82
10. Knoxville	84.13	10. San Francisco	62.91
11. Lansing	83.74	11. Bridgeport	62.97
12. Greensboro-WS	83.65		

* FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST		LOWEST	
1. New York	19.0	1. Eugene, OR	13.3
Miami	19.0	2. Huntington, WV	13.5
3. Philadelphia	18.9	3. Canton	14.1
4. El Paso	18.6	Salt Lake City	14.1
		5. Lexington	14.4
		Wichita	14.4
		Modesto	14.4
		8. Raleigh	14.5
		Stockton	14.5

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

FAL 87 16.35

SPG 87	16.73	FAL 81	15.94
FAL 86	16.48	O/N 80	15.62
FAL 85	16.86	O/N 79	15.28
FAL 84	17.14	O/N 78	15.41
FAL 83	17.14	O/N 77	15.20
FAL 82	17.32		

MARKETS WITH HIGHEST PERCENTAGE OF "BELOW-THE-LINE" LISTENING***

1. Akron	71.3%	10. Flint	41.6%
2. Wilmington, DE	59.3	11. York	39.5
3. Bridgeport	57.8	12. Canton	38.1
4. Portsmouth-Dover	55.6	13. Lancaster	36.9
5. Daytona Beach	54.7	14. West Palm Beach	35.0
6. Riverside-San Bern	51.8	15. Pensacola	33.7
7. New Haven	43.6	16. Salinas-Monterey	32.8
8. Stockton	42.7	17. Springfield, MA	31.8
9. Worcester	41.8		

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1. Eugene, OR	17.1%	9. Modesto	12.6%
Las Vegas	17.1	Wilkes Barre/Scranton	12.6
3. Madison	16.6	Roanoke	12.6
4. Syracuse	16.2	12. Sacramento	12.5
5. Austin	15.3	13. San Diego	12.2
6. Raleigh	14.4	Fort Wayne	12.2
7. Jacksonville	14.3	15. Grand Rapids	12.0
8. Lansing	13.5		

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMATS AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/SOFT ROCK/OLDIES	462,000 (138)	3,037,100 (292)	3,499,100 (430)	17.10
CHR/TOP 40/CONTEMP	35,000 (25)	2,839,600 (221)	2,874,600 (246)	14.05
AOR/CLASSIC	5,200 (13)	2,549,900 (214)	2,555,100 (227)	12.49
COUNTRY	511,100 (147)	1,620,100 (177)	2,131,200 (324)	10.41
BLACK/URBAN	438,200 (91)	1,692,500 (79)	2,130,700 (170)	10.41
NEWS AND TALK	1,968,000 (116)	49,200 (2)	2,017,200 (118)	9.86
BTFL MUSIC/EZ	82,100 (20)	1,663,300 (124)	1,745,400 (144)	8.53
MOR/VARIETY	1,164,700 (143)	1,400 (2)	1,166,100 (145)	5.70
NOSTALGIA/BIG BAND	568,900 (98)	47,800 (5)	616,700 (103)	3.01
HISPANIC	481,700 (64)	130,700 (18)	612,400 (82)	2.99
RELIGION/GOSPEL	233,200 (116)	141,600 (45)	374,800 (161)	1.83
CLASSICAL	15,600 (8)	291,100 (29)	306,700 (37)	1.50
JAZZ/NEW AGE	3,300 (3)	267,600 (32)	270,900 (35)	1.32
OTHERS/UNKNOWN	107,300 (105)	55,600 (49)	162,900 (154)	0.79
	6,076,300 (1087)	14,387,500 (1291)	20,463,800 (2378)	

*Based on 12+ Metro, ¼ HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS**

	AM	FM	COMBINED	SPG 87	FAL 86	FAL 85	FAL 84	FAL 83	FAL 82	FAL 81	FAL 80
AC/SOFT/OLDIES	7.60%	21.11%	17.10%	16.8	18.2	15.8	15.1	13.0	-	-	-
CHR/TOP 40/CONTEMP	0.58	19.74	14.05	15.6	14.5	15.4	16.5	-	-	-	-
AOR/CLASSIC	0.09	17.72	12.49	12.5	12.4	11.2	10.1	-	-	-	-
COUNTRY	8.41	11.26	10.41	10.7	10.0	10.6	10.8	11.5	11.2	12.2	10.2
BLACK/URBAN	7.21	11.76	10.41	10.4	10.5	9.8	9.8	10.6	10.9	9.6	9.7
NEWS/TALK	32.39	0.34	9.86	8.9	9.5	9.6	9.8	10.2	10.3	10.3	10.6
BTFL/EZ	1.35	11.56	8.53	8.4	8.8	10.0	10.7	10.7	11.9	13.5	15.2
MOR/VARIETY	19.17	0.01	5.70	6.4	6.0	6.7	7.2	7.6	-	-	-
NOSTALGIA	9.36	0.33	3.01	3.2	3.3	4.0	4.0	4.5	4.1	2.4	0.9
HISPANIC	7.93	0.91	2.99	2.8	2.7	2.9	2.6	3.0	2.6	2.6	2.4
RELIGION/GOSPEL	3.84	0.98	1.83	1.7	1.5	1.8	1.8	1.7	1.6	1.3	1.2
CLASSICAL	0.26	2.02	1.50	1.4	1.6	1.5	1.5	1.5	1.5	1.4	1.4
JAZZ/NEW AGE	0.05	1.86	1.32	0.9	-	-	-	-	-	-	-
OTHERS/UNKNOWN	1.77	0.39	0.79	0.4	0.9	0.7	0.4	0.4	0.3	0.3	0.5

** AOR and CHR were divided into separate format categories in 1984. The data from previous years is not available. MOR and AC were similarly divided in 1983. The Jazz/New Age category was begun in 1987.

CHANGES SINCE FALL 1986***

	Change in Format Share Since 1986	Change in Format Share Since 1980	Change in 1/4 HR Totals	Change in # of Stations (86-87)	
AC/SOFT/OLDIES	-6.0%	NA	-2.3%	+2	(+0.5%)
CHR/TOP 40/CONTEMP	-3.1%	NA	+0.9%	+1	(+0.4%)
AOR/CLASSIC	+0.7%	NA	+4.2%	+26	(+12.9%)
COUNTRY	+4.1%	+2.1%	+8.2%	-4	(-1.2%)
BLACK/URBAN	-0.9%	+7.3%	+2.7%	-10	(-5.5%)
NEWS/TALK	+3.8%	-7.0%	+7.9%	+14	(+13.5%)
BTFL/EZ	-3.1%	-43.9%	-0.4%	+0	(+0)
MOR/VARIETY	-5.0%	NA	-0.7%	-11	(-7.1%)
NOSTALGIA	-8.8%	NM	-5.5%	-4	(-3.7%)
HISPANIC	+10.7%	+24.6%	+13.7%	+9	(+12.3%)
RELIGION/GOSPEL	+22.0%	+52.5%	+17.0%	+10	(+6.6%)
CLASSICAL	-6.3%	+7.1%	-4.2%	+1	(+2.8%)
JAZZ/NEW AGE	NA	NA	NA	NA	NA
OTHERS/UNKNOWN	NM	NM	NA	+16	(+11.6%)

*** The 1/4 HR Totals increased 3.8% due to the addition of new markets rated in the Fall. This fact also applies to the total number of stations - they increased by 3.8% also.

BEST AND WORST MARKETS FOR VARIOUS FORMATS

CHR/TOP 40 (National Average: 14.05%)

HIGHEST			LOWEST		
1.	Roanoke	37.6%	1.	Cleveland	5.4%
2.	Anchorage	35.7	2.	Philadelphia	5.7
3.	Lubbock	34.8	3.	Los Angeles	7.9
4.	Kalamazoo	32.5	4.	St. Louis	8.4
	Saginaw-BC	32.5	5.	Shreveport	9.7
6.	JC/Kingsport	31.9	6.	Washington	9.9
7.	Fort Wayne	30.3		Memphis	9.9
8.	Stockton	30.3			
9.	Little Rock	28.8			
10.	Lexington	27.8			
	Harrisburg	27.8			

BTFL MUSIC/EZ (National Average: 8.53%)

HIGHEST			LOWEST		
1.	Daytona Beach	25.9%	1.	Louisville	0
2.	Canton	22.2		Raleigh	0
3.	Cleveland	19.0		Lubbock	0
4.	Peoria	17.4		Corpus Christi	0
5.	West Palm	16.6		Green-NB	0
6.	Worcester	16.5	6.	Lexington	1.4
7.	Allen-Beth	16.1	7.	Eugene	1.6
8.	Stockton	15.7	8.	Huntington	2.0
9.	Tampa	15.6	9.	JC/Kingsport	2.4
10.	Roanoke	15.3	10.	Des Moines	3.2
	Kalamazoo	15.3			

COUNTRY (National Average: 10.41%)

HIGHEST			LOWEST		
1.	Knoxville	44.0%	1.	New Haven	0
2.	JC/Kingsport	43.9	2.	Bridgeport	0.5
3.	Huntington	40.3	3.	Hartford	1.0
4.	Wichita	33.1	4.	Springfield, MA	1.3
5.	Greenv-NB	31.7	5.	Honolulu	2.3
6.	Beaumont	30.1	6.	Boston	2.6
7.	Little Rock	29.6	7.	Chicago	2.9
8.	Tulsa	29.2	8.	New York	3.0
9.	Nashville	28.5	9.	Providence	3.5
10.	Greenv-Sp	27.2	10.	Miami	3.6

NEWS/TALK (Nat. Avg: 9.86%)

1.	St. Louis	23.5%
2.	New York	18.9
3.	Philadelphia	17.9
4.	San Francisco	15.0
5.	Los Angeles	14.6
6.	Seattle	13.9
	Baltimore	13.9
8.	Boston	13.8
9.	Des Moines	12.7
	West Palm Beach	12.7

MOR/VARIETY (Nat. Avg: 5.70%)

1.	Omaha	24.1%
2.	Hartford	22.2
	Minneapolis	22.2
4.	Louisville	21.3
	Albany	21.3
6.	Saginaw-BC	20.8
7.	Pittsburgh	18.6
8.	Eugene	18.5
9.	New Haven	18.2
10.	Bridgeport	17.9
	Buffalo	17.9

AOR/CLASSIC (Nat. Avg: 12.49%)

1.	Minneapolis	23.2%
2.	Colo. Spgs	22.5
3.	Rochester	22.2
4.	Denver	21.8
5.	Cleveland	21.1
6.	Madison	20.5
7.	Indianapolis	20.2
8.	Nashville	19.4
9.	Portland, O	19.3
10.	Akron	19.2

BLACK/URBAN (Nat. Avg: 10.41%)

1.	Memphis	38.7%
2.	New Orleans	34.8
3.	Greenville-NB	32.4
4.	Mobile	30.6
5.	Charleston, SC	28.4
6.	Baton Rouge	27.8

AC/SOFT/OLDIES (Nat. Avg: 17.10%)

1.	Springfld, MA	29.4%
2.	Syracuse	26.2
3.	Davenport	25.3
	Wilmington, DE	25.3
5.	Austin	25.1
6.	West Palm	24.9
7.	Denver	24.6
	Philadelphia	24.6
9.	Raleigh	24.3
10.	Worcester	24.0

HISPANIC (Nat. Avg: 2.99%)

1.	McAllen-Brown	38.9%
2.	Miami	22.1
3.	El Paso	20.7
4.	Corpus Christi	20.0
5.	San Antonio	17.3
6.	Bakersfield	14.5
7.	Salinas-Mont	14.0
8.	Los Angeles	8.9
9.	Fresno	8.3
10.	Houston	7.7

RELIGION/GOSPEL (Nat. Avg: 1.83%)

1.	Lancaster	10.2%
2.	Huntington	9.0
3.	Chattanooga	8.1
4.	Birmingham	7.7
5.	Norfolk	7.4
6.	Shreveport	7.1
7.	Greensboro-WS	6.8
8.	Dallas-FW	5.5
9.	Lexington	5.3
	Columbia, SC	5.3

CLASSICAL (Nat. Avg: 1.50%)

1.	Portland, OR	5.8%
2.	Salinas-Mont	4.7
3.	Chicago	3.7
4.	Seattle	3.6
	San Francisco	3.6
6.	San Diego	3.5
7.	Denver	3.3
8.	New York	3.0
	Washington	3.0
	Albuquerque	3.0

NOSTALGIA (Nat. Avg: 3.01%)

1.	WB/Scranton	11.7%
2.	Allen-Beth	11.5
3.	Portland, ME	10.3
4.	Springfield, MA	9.4
5.	Tampa	9.0
6.	Milwaukee	7.3
7.	Las Vegas	7.1
8.	Appleton	6.9
9.	Pensacola	6.8
	Baffalo	6.8

JAZZ/NEW AGE (Nat. Avg: 1.32%)

1.	San Francisco	7.6%
2.	Seattle	5.0
3.	San Diego	4.8
	Mobile	4.8
5.	Chicago	3.8
	Spokane	3.8
7.	Los Angeles	3.6
8.	Orlando	3.5
9.	Salt Lake City	3.2
10.	Dallas	3.0

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten, up to seven stations/reps were listed. In 100+ markets, only one or two stations/reps were listed.

The first table shows the number of stations a rep firm services which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE #1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

		(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	F87 TOT	F86 TOT	F85 TOT	F84 TOT
1.	Katz	8	10	17	20	17	15	0	87	(81)	(76)	(73)
2.	Mc-Guild	5	9	16	11	9	14	2	66	(55)	(59)	(66)
3.	Christal	9	4	14	9	8	11	2	57	(54)	(55)	(52)
4.	Eastman	5	4	7	12	7	6	1	42	(46)	(50)	(48)
5.	Banner	4	6	9	5	7	6	0	37	(45)	(46)	(56)
6.	MMR	8	6	12	5	3	0	0	34	(30)	(25)	(21)
7.	HNWH	4	3	7	2	5	10	0	31	(27)	(26)	(23)
8.	Torbet	5	2	4	3	2	6	1	23	(22)	(28)	(33)
9.	CBS	8	3	4	1	-	-	-	16	(11)	(16)	(17)
10.	Republic	3	3	3	3	-	1	-	13	(14)	(9)	(10)
11.	Durpetti	1	2	4	-	3	1	-	11	(10)	(3)	(-)
12.	Group W	4	3	3	-	-	-	-	9	(9)	(-)	(-)

NOTE 1: Figures across the top of Tables 1 and 2 are market rankings. The figure in parenthesis (on Table 1) is the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE #2: REPS AND THEIR "NUMBER ONE" STATIONS

		1-10	11-20	21-50	51-75	76-100	101-150	150+	S87 TOT	S87 TOT	S85 TOT	S84 TOT
1.	Katz	3	1	5	9	10	13	0	41	(35)	(33)	(31)
2.	Mc-Guild	1	2	2	2	4	4	2	17	(11)	(13)	(17)
3.	Christal	1	1	3	3	2	5	1	16	(12)	(15)	(12)
4.	Eastman	0	1	3	2	2	5	1	13	(19)	(20)	(18)
5.	Torbet	3	1	1	0	0	3	1	9	(9)	(10)	(9)
	Banner	1	1	3	0	1	3	0	9	(16)	(13)	(19)
7.	HNWH	0	1	1	0	0	1	0	3	(2)	(NA)	(NA)
8.	Group W	1	1	1	0	0	0	0	3	(3)	(NA)	(NA)

2 Stations: MMR, CBS

1 Station: Republic, Durpetti

AMERICA'S LEADING RADIO GROUPS - 1/4 HOUR AVERAGE*

(FAL 85) RANK	(FAL 86) RANK	RANK	GROUP	STATIONS	TOTAL	AVG. PER STATION
(1)	(1)	1.	Cap Cities/ABC	19	9470	498
(2)	(2)	2.	CBS	18	7843	436
(4)	(3)	3.	Westinghouse	14	5709	408
(3)	(4)	4.	RKO	11	5256	478
(13)	(7)	5.	Infinity	12	4579	382
(7)	(8)	6.	Mairite	11	4217	383
(6)	(5)	7.	Gannett	14	3968	283
(-)	(9)	8.	Emmis	7	3810	544
(5)	(6)	9.	Metropolitan	7	3760	537
(9)	(11)	10.	Bonneville	11	3359	305
(10)	(10)	11.	Great American (Taft)	15	3270	218
(11)	(13)	12.	Cox	11	3225	293
(8)	(12)	13.	NBC	8	3041	380
(14)	(14)	14.	Viacom	8	2964	371
(12)	(17)	15.	Greater Media	12	2947	246
(20)	(16)	16.	Susquehanna	17	2789	164
(17)	(15)	17.	Park	16	2648	166
(16)	(24)	18.	New City	14	2592	185
(31)	(18)	19.	H & G	9	2571	286
(26)	(26)	20.	DKM/Summit	15	2362	157
(21)	(19)	21.	Nationwide	14	2319	166
(46)	(31)	22.	Jacor	12	2275	190
(29)	(22)	23.	Legacy	10	2195	220
(25)	(23)	24.	Shamrock (Disney)	12	2190	183
(30)	(20)	25.	EZ	12	2101	175
(32)	(28)	26.	Booth	11	2068	188
(15)	(21)	27.	Tribune Co.	5	1930	386
(44)	(30)	28.	Clear Channel	13	1923	148
(18)	(25)	29.	Inner City	5	1907	381
(19)	(27)	30.	First Media	8	1860	233
(28)	(33)	31.	Price	16	1686	105
(24)	(32)	32.	Jefferson-Pilot	10	1670	167
(-)	(44)	33.	Noble	10	1553	155
(45)	(38)	34.	Beasley	16	1506	94
(34)	(36)	35.	Pyramid	10	1498	150
(73)	(63)	36.	Sconnix	9	1480	164
(39)	(39)	37.	Edens	7	1469	210
(35)	(37)	38.	Keymarket	7	1367	195
(27)	(35)	39.	Stoner	10	1307	131
(38)	(40)	40.	United	9	1278	142
(-)	(41)	41.	Century	6	1244	207
(52)	(46)	42.	Adams	9	1210	134
(33)	(43)	43.	Sandusky	8	1156	145
(49)	(45)	44.	Entercom	9	1138	126
(83)	(47)	45.	Henry	11	1117	102
(56)	(51)	46.	Barnstable	7	1015	145
(58)	(62)	47.	Brown	8	986	123
(43)	(34)	48.	Capitol - Goodmon	6	978	163
(59)	(52)	49.	Capitol - Johnson	9	961	107
(41)	(42)	50.	Metroplex	10	948	95
(42)	(48)	51.	Hearst	6	902	150
(51)	(56)	52.	Tichenor	8	900	113
(50)	(50)	53.	Federated	9	873	97
(-)	(-)	54.	Spanish Broadcasting	5	868	174
(95)	(93)	55.	Wilks-Schwartz	10	849	85
(-)	(61)	56.	American	9	807	90
(-)	(77)	57.	Heritage	7	794	113
(-)	(60)	58.	New Market	5	774	155
(58)	(66)	59.	Scripps-Howard	5	740	148
(-)	(-)	60.	Dorton	6	738	123
(-)	(55)	61.	WIN	5	733	147
(78)	(67)	62.	Olympic	10	725	73
(62)	(58)	63.	Lotus	15	713	48
(77)	(64)	64.	Bloomington	7	702	100
(47)	(53)	65.	Guy Gannett	5	697	139
(-)	(-)	66.	Osborn	8	688	86
(63)	(65)	67.	King	6	685	114
(67)	(71)	68.	Shamrock-Lynett	6	674	112
(70)	(59)	69.	Duffy	8	657	82
(84)	(74)	70.	Buckley	10	646	65

(FAL 85) RANK	(FAL 86) RANK	RANK	GROUP	STATIONS	TOTAL	AVG. PER STATION
(54)	(54)	71.	Multimedia	7	645	92
(65)	(69)	72.	Great Trails	6	642	107
(71)	(72)	73.	Great Empire	8	602	75
(-)	(-)	74.	TK	6	594	99
(97)	(78)	75.	CRB	8	568	71
(64)	(57)	76.	John Price	9	563	63
(66)	(75)	77.	Eastern	5	538	108
(89)	(86)	78.	Bahakel	12	519	43
(87)	(83)	79.	Rivers	6	502	84
(-)	(68)	80.	Encore	7	498	71
(-)	(-)	81	Holt	5	441	88
(-)	(-)	82.	Interurban	6	411	69
(99)	(84)	83.	Fuller-Jeffrey	8	410	51
(-)	(-)	84.	Anchor	6	394	66
(-)	(85)	85.	Midwest Comm.	6	388	65
(-)	(81)		Parker	7	388	55
(86)	(82)	87.	Willis	9	383	43
(-)	(-)	88.	Midcontinent	5	362	72
(90)	(88)	89.	Regional	5	357	71
(101)	(95)	90.	Midwest Family	7	328	47
(-)	(97)	91.	Salem	15	321	21
(100)	(96)	92.	Knight	5	314	63
(88)	(89)	93.	Stauffer	6	311	52
(82)	(80)	94.	SRO	6	307	51
(94)	(92)	95.	Hall	7	302	43
(-)	(-)	96.	Davis	6	262	44
(102)	(98)	97.	Brill	6	247	41
(110)	(100)	98.	Home News	7	246	35
(-)	(-)	99.	Sunshine	6	230	38
(-)	(-)		Burbach	6	230	38
(-)	(91)	101.	REBS	7	207	30
(92)	(94)	102.	Crawford	6	201	34
(114)	(103)	103.	Community Pacific	7	175	25
(105)	(102)	104.	Constant	5	146	29

Based on AQH, Broadcast Week, 12+, TSA. Simulcasts went as one station.

AMERICA'S LEADING RADIO GROUPS - WEEKLY 12+ CUME

(FAL 85) RANK	(FAL 86) RANK	RANK	GROUP	TOTAL CUME	AVG. PER STATION
(2)	(1)	1.	Capital Cities/ABC	14,701,900	779,800
(1)	(2)	2.	CBS	14,274,000	793,000
(3)	(3)	3.	Westinghouse	9,504,600	678,900
(4)	(4)	4.	RKO	7,600,900	691,000
(12)	(9)	5.	Infinity	6,810,900	567,900
(8)	(8)	6.	Malrite	6,452,800	586,600
(6)	(5)	7.	Gannett	6,153,800	439,600
(-)	(10)	8.	Emmis	5,867,000	838,100
(5)	(7)	9.	Metropolitan	5,575,400	796,500
(9)	(11)	10.	Bonneville	5,532,500	503,000
(7)	(6)	11.	NBC	5,402,300	675,300
(10)	(12)	12.	Cox	4,969,000	451,700
(11)	(13)	13.	Great American (Taft)	4,703,700	313,600
(13)	(14)	14.	Greater Media	4,433,300	369,400
(14)	(15)	15.	Viacom	4,018,200	502,300
(20)	(17)	16.	Susquehanna	3,907,800	229,900
(26)	(18)	17.	Legacy	3,415,400	341,500
(16)	(16)	18.	Park	3,399,200	212,500
(23)	(29)	19.	New City	3,391,700	242,300
(18)	(19)	20.	Nationwide	3,353,100	239,500
(31)	(21)	21.	H & G	3,334,900	370,500
(21)	(23)	22.	Shamrock (Disney)	3,295,200	274,600
(46)	(27)	23.	Jacor	3,257,200	271,400
(28)	(20)	24.	EZ	3,124,100	260,300
(15)	(22)	25.	Tribune Co.	2,877,100	575,400
(24)	(24)	26.	Price	2,816,200	176,000
(36)	(33)	27.	DKM/Summit	2,757,700	183,800
(17)	(25)	28.	First Media	2,731,000	341,400
(19)	(26)	29.	Inner City	2,616,900	523,400
(32)	(35)	30.	Pyramid	2,470,300	247,000
(33)	(31)	31.	Booth	2,445,000	222,300
(40)	(32)	32.	Clear Channel	2,418,800	186,100
(27)	(30)	33.	Jefferson-Pilot	2,328,500	232,900
(-)	(43)	34.	Noble	2,283,500	228,400
(-)	(-)	35.	Sconnix	2,102,500	233,600
(30)	(36)	36.	Sandusky	1,918,100	239,800
(43)	(41)	37.	Edens	1,901,400	271,600
(49)	(44)	38.	Beasley	1,899,800	118,700
(35)	(38)	39.	United	1,822,800	202,500
(-)	(40)	40.	Century	1,798,900	229,800
(-)	(47)	41.	Adams	1,597,100	177,500
(-)	(48)	42.	Henry	1,556,300	141,500
(37)	(42)	43.	Hearst	1,555,500	259,300
(42)	(45)	44.	Entercom	1,513,400	168,200
(34)	(39)	45.	Stoner	1,498,700	149,900
(45)	(46)	46.	Keymarket	1,468,700	209,800
(41)	(34)	47.	Capitol (Goodmon)	1,454,700	242,500
(38)	(37)	48.	Metroplex	1,411,800	141,200
(48)	(49)	49.	King	1,371,000	228,500
(-)	(-)	50.	Brown	1,365,000	170,600

Based on 12+ Cume, TSA, Broadcast Week. Simulcasts count as one station.
NOTE: AUDIENCE FIGURES ARE NOT IN HUNDREDS.

MAJOR GROUP OWNERS

ADAMS (Matt Mills)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WDIA	Memphis	91	1541	8	50	-	Black
WHRK-F	Memphis	243	2743	1	50	-	Black
WLAV	Gr. Rapids	12	363	16	71	-	Oldies
WLAV-F	Gr. Rapids	139	1845	1	71	+	AOR
WRTH	St. Lou	118	1332	9	12	+	Nostalgia
KEZK-F	St. Lou	286	3585	4	12	-	BTFL
KOOL	Phoenix	72	861	15	20	+	Oldies
KOOL-F	Phoenix	79	1743	13	20	-	Oldies
KISS-F	San Ant	170	1958	2	38	+	AOR

AMERICAN MEDIA (Alan Beck, Art Kern)

WALK A/F	Long Is	244	3254	2	10	=	AC
KSMG-F	San Ant	70	1344	12	38	-	AC
WDJO	Cinci	15	315	20	31	-	Oldies
WUBE-F	Cinci	154	1976	6	31	-	Country
WOCL-F	Orl/DB	81	1288	12	55	+	AC/Classic
KCEE	Tucson	20	359	15	79	-	Oldies/AC
KWFM-F	Tucson	85	1029	3	79	+	AC
KMEN	River-SB	13	337	32	19	-	Oldies
KGGI-F	River-SB	125	2086	2	19	+	CHR

ANCHOR (Alan Henry)

KLDD	Dallas	47	1088	26	9	-	Oldies
KZEW-F	Dallas	168	2994	13	9	+	AOR
KZSS	Albuq	5	186	21	100	-	Oldies
KZRR-F	Albuq	64	863	5	100	+	Classic/AOR
KORK	LV	45	434	7	85	+	Nostalgia
KYRK-F	LV	64	1009	4	85	+	Urban/CHR

BAHAKEL

KXEL	Water-CF*	24	321	5	234	+	Country
KOKZ-F	Water-CF*	56	891	3	234	-	CHR
WDOD	Chatt	14	237	10	109	-	Country
WDOD-F	Chatt	95	1316	5	109	-	Country
WKIN	JC/King	7	168	14	106	-	Country
WZXY-F	JC/King	19	302	6	106	-	Contemp
WWOD	Lynch/Roan	2	50	21	126(ap)	=	?
WKZZ-F	Lynch/Roan	19	326	10	126(ap)	-	CHR
WXLY-F	Char., SC	32	532	9	98	-	AC
KILO-F	Colo Spg	106	1079	2	120	+	AOR
WPET	Greens/WS	12	132	19	57	-	Religion
WKSI-F	Greens/WS	133	2069	7	57	-	CHR

BARNSTABLE (Dave Gingold)

WGKX-F	Memphis	225	2631	3	50	+	Country
KSSN-F	L. Rock	253	2343	1	97	+	Country
WSLR	Akron	32	457	12	75	-	Country
WKDD-F	Akron	153	2295	1	75	+	CHR
WHLI	Long Is	210	1118	4	10	+	Nostalgia
WKJY-F	Long Is	62	1013	24	10	-	BTFL
WHOM-F	Mt. Wash/Pt	80	842	6	181	NA	BTFL

BEASLEY (Allen Shaw)

WTEL	Phila		DID NOT SHOW				
WXTU-F	Phila	366	4895	13	4	-	Country
WGAC	Augusta*	22	263	8	119	-	MOR/Nost
WMOO	Mobile	8	95	15	101	+	Religion
WBLX-F	Mobile	196	1602	2	101	+	Black
WPOW-F	Miami	314	3955	2	13	+	CHR/Urban
WYNG-F	Evans*	87	830	3	154	+	Country
WFAI	Fayette, NC*	4	116	13	172	-	Nost
WKML-F	Fayette, NC*	102	1124	4	172	-	Country
WFTC	Green, NC	4	89	17	NA	=	MOR
WRNS-F	Green, NC	119	1277	2	NA	+	Country
WBIG-F	Reids/G-WS	144	2025	5	57	+	Country
WLIT-F	Char, NC	79	1225	11	44	-	AC
KAAY	L Rock	11	318	18	97	-	Religion
WGNC	Gast/Chr, NC		DID NOT SHOW				
WAUR-F	Aur/Chi	50	1184	35	3	+	AC

BLOOMINGTON (Tim Ives)

WJCW	JC/Kings	59	594	4	106	+	Country
WQUT-F	JC/Kings	208	2052	1	106	+	CHR
WGOW	Chatt	14	230	13	109	-	AC
WSKZ-F	Chatt	206	2518	1	109	-	CHR
WKLQ-F	Gr. Rapids	107	1894	3	71	=	CHR
WJBC	Bloom,IL*	54	549	1	286	-	MOR
WBNQ-F	Bloom,IL*	54	776	2	286	-	CHR

BONNEVILLE (Rodney Brady)

KBIG-F	LA	715	11839	7	2	+	Soft AC
KOIT A/F	SF	309	5036	6	5	+	AC
WCLR-F	Chicago	358	6700	12	3	-	AC
KMBZ	KC	112	1939	8	28	-	MOR/Talk
KMBR-F	KC	194	2069	7	28	-	BTFL
WNSR-F	NY	792	13950	13	1	+	Soft AC
KSL	Salt Lake	167	3119	3	45	-	MOR
KIRO	Seattle	419	6238	1	17	+	News
KSEA-F	Seattle	158	2004	8	17	+	BTFL
KAAM	Dallas	47	766	24	9	-	Nostalgia
KZPS-F	Dallas	88	1665	21	9	+	Oldies

BOOTH (John Booth II, Ralph Booth)

WZPL-F	Indy	239	3399	4	40	+	CHR
WZZP-F	S. Bend*	79	1019	5	180	+	CHR
WJLB-F	Detroit	584	5750	2	5	+	Black
WSGW	Sag-BC	99	1055	2	111	+	MOR
WIOG-F	Sag-BC	435	4184	1	111	-	CHR
WTOD	Toledo	43	595	9	81	-	Country
WKKO-F	Toledo	125	1517	3	81	+	Country
WRMR	Cleve	73	363	17	24	-	Nostalgia
WLTF-F	Cleve	295	4405	5	24	+	AC
WWNK	Cinci	16	382	21	31	+	Oldies
WWNK-F	Cinci	80	1781	12	31	=	AC

BRILL (Alan Brill)

KQWB	Fargo*	14	290	8	246	-	AC
KQWB-F	Fargo*	44	573	2	246	+	AOR
WEBC	Duluth*	20	449	8	176	+	MOR
WAVC-F	Duluth*	56	642	1	176	-	Country
WIOV-F	Lancaster	54	676	5	115	=	Country
WKWK-F	Peter/Rich	59	641	8	63	+	Country

NOTE: Audience figures are Mon-Sun, 6A-MID, 12+, TSA or MSA. The MSA rank is as of 1987. The "+", "-", or "=" figures show the change in the station's 12+ Metro Share since the Fall 1986 sweep. * denotes stations rated on during the Spring.

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
BROWN (Phil Melrose)							
KYNO	Fresno	16	324	17	82	+	Oldies
KYNO-F	Fresno	60	1243	3	82	+	CHR
KPOP	San Diego	106	1338	11	16	+	Nostalgia
KGB-F	San Diego	216	2542	4	16	+	AOR
KXOA	Sacra	36	570	14	35	-	Nostalgia
KXOA-F	Sacra	157	2190	3	35	+	AC
KKAT-F	Salt Lake	173	2182	2	45	+	Country
KKSF-F	San Fran	222	3261	14	5	+	JAZZ/NA
BURBACH (Larry Garrett)							
WUNI	Wheel*	5	64	10	216	-	?
WZMM-F	Wheel*	22	339	4	216	+	AC
WCCK-F	Erie*	94	1250	2	155	-	CHR
WEYZ	Erie*	31	332	4	155	-	Nost
WIXV-F	Savan*	73	674	5	179	-	AOR
WBMQ	Savan*	5	47	11	179	+	?
BUCKLEY (Richard Buckley)							
WDRC	Hartford	33	746	13	43	-	Oldies
WDRC-F	Hartford	237	3718	4	43	+	Oldies
KWAV-F	Salinas/Mont	34	636	8	90(ap)	-	AC
KKHI A/F	SF	109	2303	24	5	-	Classical
WSEN A/F	Syra	33	747	9	74	-	Oldies
WYNZ	Port M	35	373	5	181	+	Nost
WYNZ-F	Port M	13	326	9	181	-	AC
KGIL A/F	LA	71	1025	37	2	+	?
KLLY-F	Bakers	28	401	8	95	+	AC
KUBB-F	Modesto	53	675	13	144	+	Country
CAPITAL CITIES/ABC (Jim Arcara)							
WJR	Det	952	12520	1	5	+	MOR
WHYT-F	Det	323	6702	5	5	+	CHR
WPRO	Prov	113	1950	7	58	-	MOR
WPRO-F	Prov	315	4326	1	58	+	CHR
WBAP	Dallas-FW	504	6757	7	9	+	Country
KSCS-F	Dallas-FW	238	4146	9	9	+	Country
WABC	NY	702	14629	17	1	-	Talk
WPLJ-F	NY	1350	25102	4	1	-	CHR
WLS	Chicago	335	7577	20	3	-	AC
WYTZ-F	Chicago	490	9089	7	3	+	CHR
KGO	SF	769	11725	1	5(ap)	=	Talk
KABC	LA	922	10837	3	2	+	Talk
KLOS-F	LA	799	1126[illegible]	8	2	+	AOR
WMAL	Wash	364	52[illegible]	3	7	-	MOR
WRQX-F	Wash	307	540[illegible]	10	7	+	CHR
KQRS A/F	Minn	394	5074	2	14	-	AOR
WKHX	Atl	29	538	15	11	-	Country
WKHX-F	Atl	340	4131	6	11	=	Country
KRXY A/F	Denver	244	3237	2	27	+	CHR
CAPITOL (Jim Goodmon)							
WRAL-F	Raleigh	255	3737	1	70	-	AC
WRNL	Rich	16	453	15	63	-	Oldies
WRXL-F	Rich	177	1637	2	63	+	AOR
WWMX-F	Balt	160	3031	7	15	=	AC
WNVZ-F	Norfolk	183	2831	3	33	+	CHR
WSTF-F	Mel/Orl	187	2858	3	55	+	AC
CAPITOL (Ken Johnson)							
WKSJ A/F	Mobile	132	1327	1	101	-	Country
WCAW	Char, WV*	41	453	6	163	-	Country
WVAF-F	Char, WV*	71	1125	3	163	+	AC
WMJJ-F	Birm	181	2293	2	56	+	AC
WRKA-F	Louis	101	1353	6	48	+	AC
WLVK-F	Char, NC	203	2412	5	44	-	Country
WGFX-F	Nash	105	1595	8	53	+	Class/Rock
WTRG-F	Raleigh	84	1732	9	70	-	AC
KQFX-F	Austin	43	808	9	66	+	Class.Hits

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
CENTURY (Tony Carlos)							
WCZE	Chicago	90	1964	28	3	-	Oldies
WLOO-F	Chicago	643	7312	4	3	-	BTFL
WLFF	Tampa	38	344	19	22	-	Nostalgia
KMEL-F	SF	427	7347	3	5	+	CHR
KYBG	Denver	19	494	25	27	-	Oldies
KADX-F	Denver	27	528	22	27	+	Jazz
CBS (Bob Hosking)							
WCBS	NY	991	20329	12	1	-	News
WCBS-F	NY	1000	16862	10	1	-	Oldies
KNX	LA	681	14198	12	2	-	
KNX-F	LA	266	5474	25	2	-	Soft AOR
WBBM	Chicago	835	15773	3	3	+	News
WBBM-F	Chicago	489	10502	7	3	-	CHR
KMOX	St. Louis	887	9935	1	12	+	Talk
KHTR-F	St. Louis	209	4171	5	12	+	CHR
WCAU	Phila	257	5511	15	4	+	News/Talk
WOGL	Phila	333	7301	12	4	-	Oldies
WODS-F	Boston	248	4070	13	6	+	Oldies
KCBS	SF	535	10039	2	5	-	News/Talk
KRQR-F	SF	146	2915	20	5	-	AOR
WSUN	Tampa	139	1913	13	22	-	Country
WYNF-F	Tampa	246	3191	7	22	-	AOR
KLTR-F	Houston	159	2992	15	8	+	AC
WLTT-F	Wash	190	3774	13	7	+	AC
KTXQ-F	Dallas	232	3790	10	9	-	AOR
COMMUNITY PACIFIC							
KFIV A/F	Modesto	40	634	6	144	-	CHR
KTOM	Salinas	22	256	17	90(ap)	-	Country
KTOM-F	Salinas	39	556	7	90(ap)	+	Country
KEED	Eugene	9	142	11	170	=	Country
KSND-F	Eugene	49	609	2	170	-	CHR
KASH	Anch	3	80	14	175	+	Country
KASH-F	Anch	13	247	6	175	+	Country
CLEAR CHANNEL (John Barger)							
KALO	Beau-PA	16	218	10	121	+	Black
KHYS-F	Beau-PA	87	739	2	121	-	Black
WOAI	San Ant	179	2371	6	38	+	News/Talk
KAJA-F	San Ant	102	1625	7	38	-	Country
KAKC	Tulsa	DID NOT SHOW			67	-	Oldies
KMOD-F	Tulsa	179	2201	1	67	+	AOR
KPEZ-F	Austin	42	845	10	66	-	Classic AOR
WELI	N. Haven	79	1039	2	94	+	MOR
WQUE A/F	New Orl	343	4130	1	34	+	Urban/CHR
KTOK	Okl C	114	1908	3	46	-	News/Talk
KJYO-F	Okl C	226	2450	1	46	+	CHR
WHAS	Louis	274	3634	1	48	+	MOR
WAMZ-F	Louis	282	3028	2	48	-	Country
CONSTANT (Fred Constant)							
KQLO	Reno	14	215	11	185	-	?
KWNZ-F	Reno	54	751	1	185	-	CHR
KIZN A/F	Boise*	31	518	10	207	-	Country
KDUK	Eugene	13	154	10	170	-	Nost
KLCX-F	Eugene	34	459	8	170	-	AOR (?)
COX (Nick Trigony)							
WSB	Atlanta	346	4298	3	11	+	MOR
WSB-F	Atlanta	284	4204	5	11	+	AC
WSOC	Char, NC	14	355	14	44	=	Country
WSOC-F	Char, NC	337	3863	2	44	-	Country
WHIO	Dayton	120	1639	4	54	-	MOR
WHIO-F	Dayton	201	2312	2	54	+	BTFL
KFI	LA	319	6743	23	2	=	AC
KOST-F	LA	785	13532	4	2	+	AC
WIOD	Miami	199	3746	12	13	-	Talk
WGTR-F	Miami	195	2436	14	13	+	AOR
WCKG-F	Chicago	425	6562	10	3	+	AOR

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
CRAWFORD							
WDJC-F	Birm	48	950	12	56	-	Religion
KBRT	LA		DID NOT SHOW				
WYCA-F	Chicago	43	711	36	3	+	Religion
WMUZ-F	Detroit	58	978	27	5	-	Religion
WDCX-F	Buff	17	338	17	41(ap)	-	Religion
KPBC	Dallas	35	324	25	9	-	Religion
CRB							
WJBR	Wilm, DE	3	153	29	90	-	AC
WJBR-F	Wilm, DE	92	978	1	90	+	AC
WAEB	Allen-Beth	56	798	6	73	+	AC
WAEB-F	Allen-Beth	73	1168	5	73	+	CHR
WAES	Char, NC	8	181	18	44	-	Oldies
WROQ-F	Char, NC	179	2953	7	44	-	CHR
WTCR	Hunt, WV	15	284	6	140	+	Country
WTCR-F	Hunt, WV	142	1542	1	140	+	Country
DKM/SUMMIT (Jim Wesley)							
WAOK	Atlanta	159	1476	12	11	+	Black/Gospel
WVEE-F	Atlanta	379	4022	1	11	-	Black
WCAO	Balt	86	1470	15	15	-	Country
WXYV-F	Balt	316	3015	2	15	+	Urban
KLZ	Denver	131	1664	10	27	+	Country
KAZY-F	Denver	170	2345	5	27	+	AOR
WAKR	Akron	69	1150	2	75	-	MOR
WONE-F	Akron	93	1132	4	75	+	AOR
WONE	Dayton	98	1473	6	54	+	Country
WTUE-F	Dayton	225	2368	1	54	+	AOR
KMEZ A/F	Dallas	352	3711	6	9	-	BTFL
KFOR	Lincoln*	31	471	4	200	+	MOR
KFRX-F	Lincoln*	69	911	2	200	-	CHR
KWTO	Spring, MO*	57	874	5	185	-	Country
KWTO-F	Spring, MO*	127	1495	1	185	+	CHR
DAVIS							
WIBB	Macon*	55	390	3	153	+	Black
WTHB	Augusta*	11	178	12	119	-	Religion
WFXA-F	Augusta*	88	839	2	119	+	Black
WOKS	Col, GA*	41	396	3	175	+	Black
WFXE-F	Col, GA*	57	615	1	175	-	Black
WIBB-F	Macon*	10	200	9	153	+	Black
DORTON (Joe Dorton)							
WCZY-F	Detroit	308	6610	7	5	-	CHR
KSKY	Dallas		DID NOT SHOW				
WNYR	Roch	40	556	10	47	-	Nostalgia
WEZO-F	Roch	87	1440	7	47	-	AC
WGIV	Char, NC	30	493	12	44	+	Black
WPEG-F	Char, NC	273	2028	1	44	+	Black
DUFFY (Martin Greenberg)							
KSMJ	Sacra	43	489	12	35	+	Black
KSFM-F	Sacra	150	2816	6	35	-	CHR
KMJI-F	Denver	116	2058	9	27	-	AC
KRZN	Denver	19	475	26	27	-	Oldies
KONO	San Ant	67	1125	16	38	-	Oldies
KITY-F	San Ant	143	1945	5	38	+	CHR
WORZ-F	Day B/Orl	62	1149	14	55	-	Classic AOR
KLZI-F	Phoenix	57	1000	16	20	-	AC
EASTERN (Roger Neuhoff)							
WWAZ	Prov	38	685	13	58	-	Nostalgia
WWLI-F	Prov	177	1931	5	58	+	AC
WRKZ-F	Harris	142	1731	4	87	-	Country
WEST	Allen-Beth	55	435	7	73	+	Nostalgia
WLEV-F	Allen-Beth	126	1554	3	73	+	AC

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
EDENS (Gary Edens)							
KOY	Phoenix	34	846	18	20	-	MOR
KOY-F	Phoenix	87	1511	9	20	+	AC
WRBQ A/F	Tampa	573	6700	1	22	-	CHR
WRVA	Richmond	172	2141	1	63	-	MOR
WRVQ-F	Richmond	196	2425	4	63	+	CHR
WWDE-F	Norfolk	134	1799	6	33	+	AC
KKLQ A/F	San Diego	273	3592	1	16	+	CHR
EMMIS (Jeff Smulyan)							
WENS-F	Indy	143	2389	7	40	-	AC
WLOL-F	Minn-SP	293	5145	4	14	+	CHR
KSHE-F	St. Louis	491	5085	2	12	-	AOR
KPWR-F	LA	1243	17213	1	2	+	CHR/Urban
WAVA-F	Wash	267	5779	9	7	-	CHR
WFAN	NY	350	7943	23	1	-	Talk
WQHT-F	NY	1023	15116	9	1	+	CHR/Urban
ENCORE (George Duncan)							
KOKA	Shreve	42	559	7	128	+	Black
KVKI-F	Shreve	57	908	5	128	-	AC
KBFM-F	McAllen	125	1588	2	76	=	CHR
KHFI-F	Austin	81	1124	5	66	-	CHR
KOKY	L. Rock	22	374	10	97	-	Black
KZOU-F	L. Rock	121	1898	3	97	-	CHR
WQXY A/F	Baton R.	50	1057	8	91	-	AC
ENTERCOM (Joseph Field)							
KITS-F	SF	245	3492	10	5	+	CHR
WAYL	Minn-SP	17	536	17	14	+	BTFL
WAYL-F	Minn-SP	224	2939	7	14	-	BTFL
KJYY-F	Hous	103	1837	16	8	-	Soft AC
KTAC	Sea/Tac		DID NOT SHOW			-	
KBRD-F	Sea/Tac	171	2255	7	17	-	BTFL
WXCR-F	Tampa	73	779	14	22	+	Classical
WEEP	Pitts	99	807	14	18	+	Oldies
WDSY-F	Pitts	206	2489	8	18	+	Country
EZ (Alan Box)							
WEZB-F	New Or	237	3632	2	34	-	CHR
WEZC-F	Char, NC	153	2023	8	44	-	AC
WBZZ-F	Pitts	470	6649	2	18	+	CHR
WEZS-F	Rich	95	1525	5	63	-	AC
WHQT-F	Miami	146	3231	17	13	-	Urban/CHR
KYKY-F	St. Louis	152	2769	7	12	-	AC
KAMJ A/F	Phoenix	134	1786	6	20	-	Soft AC
KRAK	Sacra	150	2018	10	35	-	Country
KRAK-F	Sacra	187	2410	4	35	+	Country
WOKV	Jkville	44	735	9	59	-	News/Talk
WAIV-F	Jkville	111	1735	4	59	+	AC
KMPS A/F	Seattle	222	2728	3	17	+	Country
FEDERATED (John Dille, III)							
WYEZ-F	S. Bend*	96	1007	3	180	-	BTFL
WQHK	Ft. Wayne	49	556	4	131	+	Country
WMEE-F	Ft. Wayne	223	2571	1	131	+	CHR
WCUZ	Gr. Rpds	30	557	8	71	+	Country
WCUZ-F	Gr. Rpds	118	1528	4	71	+	Country
WCKY	Cinci	107	1451	8	31	-	News/Talk
WWEZ-F	Cinci	192	2433	4	31	-	BTFL
KSKS	Tulsa	DID NOT SHOW			67	-	AC
KVLT-F	Tulsa	58	992	10	67	+	AC
FIRST MEDIA (Glenn Potter)							
KFMY A/F	Provo/SLC	26	862	14	45	-	CHR
KFMK-F	Houston	284	3691	8	8	-	AC
KSLX A/F	Phoenix	116	1532	8	20	+	Classic AOR
WZGC-F	Atlanta	247	4215	9	11	-	CHR
KUBE-F	Seattle	233	4176	2	17	-	CHR
WUSN-F	Chicago	323	4331	14	3	-	Country
WZLX-F	Boston	316	4276	10	6	+	Classic AOR
WPGC-F+	Wash	315	4227	6	7	+	Urban/CHR

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
FULLER-JEFFREY (Bob Fuller)							
KJJY-F	Des M.	35	471	7	126	+	Country
WOKQ-F	Dover, NH	79	833	1	146	NA	Country
WBLM-F	Lewis/Port,ME	80	987	3	181	-	AOR
KMRY	Des M.	18	251	11	126	-	Nostalgia
KRCX	Sacra	33	141	15	35	+	Spanish
KRXQ-F	Sacra	72	1002	9	35	+	AOR
KHOP-F	Modesto/Stk	76	1307	7	144	-	Contemp
KLRS-F	S. Cruz/SSM	17	378	15	90(ap)	+	New Age
GUY GANNETT (Bob Gilbertson)							
WINZ	Miami	208	2843	8	13	+	News/Talk
WZTA-F	Miami	114	2401	21	13	-	AOR
KMGL-F	Okl. C	84	1402	10	46	+	AC
WKIS	Orlando	59	959	10	55	+	Talk
WSSP-F	Mel/Orl	232	2701	4	55	-	BTFL
GANNETT (Jay Cook)							
KIIS A/F	LA	1317	22955	2	2	+	CHR
KSDO	SD	187	2546	5	16	-	News/Talk
KSWV-F	SD	46	1119	19	16	-	New Age/Jazz
WGCI	Chicago	52	1317	31	3	-	Black
WGCI-F	Chicago	952	10229	1	3	+	Black
KUSA	St. Louis	119	2141	16	12	-	Country
KSD-F	St. Louis	146	2496	8	12	-	AC
WDAE	Tampa	69	827	15	22	-	Nostalgia
WUSA-F	Tampa	161	2461	6	22	-	AC
KKBQ A/F	Houston	365	6135	3	8	+	CHR
KOAI-F	Dallas	148	2640	15	9	-	Jazz/New Age
KNVA-F	Seattle	87	1249	19	17	+	Jazz/New Age
KCMO	KC	215	3255	4	28	+	News/Talk
KCPW-F	KC	104	2168	10	28	-	CHR/Urban
GREAT AMERICAN (Carl Wagner)							
WDAF	KC	451	4920	1	28	+	Country
KYYS-F	KC	254	3278	3	28	-	AOR
WKRC	Cinci	166	2754	5	31	+	MOR/AC
WKRQ-F	Cinci	239	3829	3	31	-	CHR
WTVN	Col O	201	2681	2	36	=	MOR
WLVQ-F	Col O	182	2855	4	36	-	AOR
WDVE-F	Pitts	331	4543	4	18	-	AOR
KEX	Port O	118	1975	6	41	-	MOR
KKRZ-F	Port O	175	2846	1	41	+	CHR
WNDE	Indy	31	632	12	40	-	Oldies
WFBQ-F	Indy	414	4837	1	40	-	AOR
WKLS	Atlanta		DID NOT SHOW			-	AOR
WKLS-F	Atlanta	333	3986	4	11	-	AOR
WLZR A/F	Milwaukee	73	1445	11	32	-	AOR
WRIF-F	Detroit	302	6456	12	5	-	AOR
GREAT EMPIRE (Mike Oatman, Mike Lynch)							
KFDI	Wich	63	906	7	103	-	Country
KFDI-F	Wich	74	1095	2	103	=	Country
KWKH	Shreve	62	887	10	128	-	Country
KWKH-F	Shreve	41	704	11	128	+	Country
WOW	Omaha	110	1430	7	78	+	Country
WOW-F	Omaha	74	886	6	78	+	Country
KTTS	Spring, MO*	21	366	6	185	-	Country
KTTS-F	Spring, MO*	157	1516	2	185	+	Country
GREAT TRAILS (Alex Williams)							
WCII	Louis	31	499	12	48	+	Oldies
WKJX-F	Louis	194	2413	3	48	+	CHR
WCOL	Col O	28	[illegible]	15	36	-	Nostalgia
WXGT-F	Col O	154	3104	6	36	-	CHR
WING	Dayton	36	912	13	54	-	AC
WGTZ-F	Dayton	199	2957	3	54	-	CHR

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
GREATER MEDIA (Herb McCord)							
WMEX	Boston	42	900	21	6	-	Oldies
WMJX-F	Boston	194	3743	14	6	-	AC
WWRC	Wash	132	1621	16	7	-	Talk
WGAY-F	Wash	426	4892	1	7	+	BTFL
KRLA	LA	192	4319	26	2	-	Oldies
KLSX-F	LA	580	9278	11	2	+	Classic AOR
WHND	Detroit	83	998	23	5	+	Oldies
WCSX-F	Detroit	274	5151	13	5	+	Classic AOR
WPEN	Phila	380	4030	9	4	+	Nostalgia
WMGK-F	Phila	442	7238	8	4	+	AC
WGSM	Long Is	95	670	18	10	-	MOR
WCTO-F	Long Is	107	1493	17	10	+	BTFL
HALL							
WMYS-F	NB/Prov	47	759	11	58	-	AC
WLPA	Lancaster	9	197	11	115	-	Nostalgia
WNCE-F	Lancaster	113	1236	2	115	-	BTFL
WONN	Lakeland*	11	137	9	122	-	Nostalgia
WPCV-F	Lakeland*	76	798	2	122	-	Country
WAMR	Sarasota*	33	308	6	106(ap)	+	Nostalgia
WCTQ-F	Sarasota*	13	170	14	106(ap)	+	Country
HEARST (Dave Barrett)							
WBAL	Balt	234	3332	5	15	-	Talk
WIYY-F	Balt	170	2845	6	15	-	AOR
WISN	Milwaukee	53	1490	12	32	-	News/Talk
WLTQ-F	Milwaukee	119	1583	9	32	+	AC
WTAE	Pitts	127	2902	9	18	=	Talk
WHTX-F	Pitts	199	3403	7	18	+	AC
H & G (Earl McDaniel)							
WLUP	Chicago	266	4249	17	3	+	Talk/AOR
WLUP-F	Chicago	537	8266	5	3	-	AOR
KSSK	Hono	145	1708	2	62	-	MOR
KXPW-F	Hono	106	1372	4	62	+	AC
KTNQ	LA	472	4366	13	2	-	Spanish
KLVE-F	LA	401	4827	16	2	+	Spanish
WVLG	Miami	30	710	32	13	=	Religion
KHYI-F	Dallas	289	4632	8	9	+	CHR
WAPE A/F	Jkville	325	3219	1	44	-	CHR
HENRY (Charlton Buckley)							
KVOD-F	Denver	94	1338	14	27	-	Classical
KFXM	River-SB	31	426	23	19	-	Nostalgia
KDUO-F	River-SB	137	1670	1	19	+	BTFL
KYTE	Port O	72	1237	13	41	=	Nostalgia
KYTE-F	Port O	108	1465	9	41	+	Classical
KDON	Sal-Mont	21	257	12	90(ap)	+	Nostalgia
KDON-F	Sal-Mont	57	1053	3	90(ap)	-	CHR
KFAB	Omaha	285	3721	1	78	-	MOR
KGOR-F	Omaha	138	2218	5	78	-	CHR
KMJ	Fresno	115	1509	1	82	-	News/Talk
KNAX-F	Fresno	54	669	6	82	+	Country
HERITAGE (Paul Fiddick)							
KDAY	LA	230	3861	21	2	+	Black
WIL	St. Louis	37	562	20	12	+	Country
WIL-F	St. Louis	212	2721	6	12	-	Country
WBBF	Roch	15	498	12	47	-	Oldies
WBEE-F	Roch	130	1533	4	47	+	Country
WEMP	Milwaukee	53	1131	13	32	+	Oldies
WMYX-F	Milwaukee	117	1756	10	32	+	AC
HOLT (Art Holt)							
WBOP	Pensa	28	292	7	137	+	Black
WTKX-F	Pensa	71	762	4	137	+	AOR
WZZO-F	Allen-Beth	132	1513	2	73	+	AOR
WOKJ	Jackson*	9	277	12	116	-	Black
WJMI-F	Jackson*	201	1583	1	116	+	Black

HOME NEWS (Ron Tarsi)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KAQQ	Spokane	22	383	13	130	+	Nostalgia
KISC-F	Spokane	63	728	4	130	+	AC
WRKI-F	Bridge	10	226	14	107	-	AOR
WKPT	JC/King	13	250	9	106	+	BTFL
WTFM-F	JC/King	92	1109	3	106	-	AC
KWG	Stockton	27	335	6	104	+	Oldies
KYBB-F	Stockton	19	330	11	104	+	AC

INFINITY (Mei Karmazin)

WJIT	NY	241	2224	30	1	+	Spanish
WXRK-F	NY	846	15825	14	1	-	Classic AOR
KROQ-F	LA	661	9940	9	2	-	AOR
WYSP-F	Phila	512	8499	10	4	+	AOR
WBCN-F	Boston	526	7047	1	6	+	AOR
KOME-F	SJ	98	2118	12	30	-	AOR
KXYZ	Houston	62	850	20	8	-	Spanish
WJJD	Chicago	408	4225	11	3	+	Nostalgia
WJMK-F	Chicago	356	6510	13	3	-	Oldies
WBMW-F	Wash	95	1882	19	7	-	Jazz/New Age
WQYK-F	Tampa	255	2685	3	22	=	Country
KVIL A/F	Dallas	519	6304	1	9	=	AC

INNER CITY (Charles Warfield)

WLIB	NY	304	3885	26	1	+	Black
WBLS-F	NY	1136	14184	8	1	-	Black
WKSG-F	Detroit	149	2471	17	5	-	Oldies
KBLX A/F	SF	242	3969	11	5(ap)	+	Jazz/Urban
KSJL/KSAQ-F	San Ant	76	1660	11	38	-	CHR

INTERURBAN

KATZ	St. Louis	76	1023	14	12	+	Black
KATZ-F	St. Louis	44	913	19	12	-	Black
WYLD	New Orl	17	360	18	34	-	Black
WYLD-F	New Orl	181	2180	4	34	-	Black
WIZF-F	Cinci	68	638	11	31	+	Black
WSAI	Savan*	5	44	11	179	+	Black

JACOR (Frank Woods)

WQIK	Jkville	14	287	14	59	+	Country
WQIK-F	Jkville	150	1557	2	59	+	Country
WMJI	Cleve	41	317	18	24	-	AC
WMJI-F	Cleve	335	4842	4	24	+	AC
WGST	Atlanta	94	1799	14	11	=	News
WPCH-F	Atlanta	381	4693	2	11	+	BTFL
WLW	Cinci	242	3740	2	31	+	MOR
WEBN-F	Cinci	274	3542	1	31	+	AOR
WYHY-F	Nash	206	2622	3	53	+	CHR
WMYU-F	Knox	153	2118	2	84	+	AC
KOA	Denver	291	4944	3	27	+	News/Talk
KOAQ-F	Denver	94	2111	13	27	-	AC

JEFFERSON-PILOT (Jim Babb)

KIMN	Denver	95	1681	15	27	-	AC
KYGO-F	Denver	165	2113	6	27	+	Country
WQXI	Atlanta	17	440	20	11	-	AC
WQXI-F	Atlanta	239	4131	7	11	-	AC
WBT	Char, NC	113	1587	4	44	-	MOR
WBCY-F	Char, NC	198	3410	6	44	+	CHR
WNWS	Miami	180	2365	13	13	-	Talk
WLYF-F	Miami	443	4602	1	13	+	BTFL
KSON-F	SD	180	2257	6	16	+	Country
KSON	SD	40	699	20	16	+	Country

KEYMARKET (Kirby Confer)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WNNK-F	Harris	190	2100	1	87	+	CHR
WTCB-F	Org/Col,SC	56	944	10	105	-	AC
WIZD-F	Art/Pensa	53	717	7	137	-	AC
KMJM-F	St. Louis	303	2342	3	12	+	Black
KMJQ-F	Houston	425	3886	2	8	-	Black
WLTI-F	Detroit	224	3113	14	5	+	Soft AC
KKMJ-F	Austin	116	1585	2	66	+	AC

KING (Stan Mak)

KSFO	San Fran	132	3285	21	5	-	Oldies
KYA-F	San Fran	120	3115	21	5	-	Oldies
KGW	Port O	103	2144	11	41	+	AC
KINK-F	Port O	142	2092	3	41	-	AOR
KING	Seattle	73	1331	23	17	-	News/Talk
KING-F	Seattle	115	1743	12	17	+	Classical

KNIGHT (Norman Knight)

WTAG	Worc	61	938	3	112	+	MOR
WSRS-F	Worc	113	1172	1	112	+	BTFL
WGIR	Manch, NH*	22	407	4	253	+	News/Talk
WGIR-F	Manch, NH*	92	1153	1	253	+	AOR
WHEB A/F	Ports, NH	26	490	4	146	NA	AOR

LEGACY (Carl Hirsch)

KJOI-F	LA	701	9067	5	2	-	BTFL
KHOW	Denver	106	1852	11	27	-	MOR
KSYY-F	Denver	94	1398	12	27	-	Soft AC
KDWB	Minn-SP	74	1690	13	14	-	Oldies
KDWB-F	Minn-SP	189	3855	8	14	-	CHR
WLLZ-F	Detroit	322	5555	6	5	-	AOR
KILT	Houston	54	1276	24	8	-	Country
KILT-F	Houston	370	4938	6	8	-	Country
WCPT	Wash	41	568	24	7	=	Black
WCXR-F	Wash	244	3955	11	7	+	AOR

LOTUS (Hal Rosenberg)

KTKT	Tucson	24	188	15	79	-	AC
KLPX-F	Tucson	86	951	4	79	+	AOR
KXKW	LA	151	1771	29	2	-	Spanish
KFSD-F	SD	99	1469	13	16	+	Classical
KENO	L. Vegas	17	249	13	85	+	Oldies
KOMP-F	L. Vegas	57	598	5	85	+	AOR
KXET	San Ant	33	449	19	38	=	Spanish
KZEP-F	San Ant	59	954	13	38	=	AOR
KTEZ-F	Lubbock	30	393	4	188	+	AC
WMDO	Wash		DID NOT	SHOW			
KONE	Reno	7	153	15	185	+	MOR
KOZZ-F	Reno	33	569	7	185	-	AOR
KOXR	Oxnard*	34	294	1	80	+	Spanish
KGST	Fresno	44	529	8	84	+	Spanish
WTAQ	Chicago	39	623	37	3	+	Spanish

MALRITE (Gil Rosenwald)

WHTZ-F	New York	1648	25499	2	1	+	CHR
WHK	Cleve	32	845	22	24	-	Oldies
WMMS-F	Cleve	524	6529	1	24	-	AOR/CHR
KNEW	SF	113	2020	23	5	-	Country
KSAN-F	SF	284	4355	7	5	+	Country
WDGY	Minn-SP	102	1531	13	14	-	Country
KEEY-F	Minn-SP	244	3892	6	14	+	Country
KKHT-F	Houston	223	2899	12	8	+	AC
KLAC	LA	256	4164	22	2	-	Country
KZLA-F	LA	359	5857	18	2	+	Country
WEGX-F	Phila	432	6937	7	4	+	CHR

METROPOLITAN (Carl Brazell)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WWBA-F	Tampa	352	3021	2	22	-	BTFL
KTWV-F	LA	419	7133	17	2	+	Jazz/New Age
WNEW	NY	579	8557	18	1	-	Nostalgia
WNEW-F	NY	914	14216	11	1	-	AOR
WMMR-F	Phila	828	11232	1	4	-	AOR
WOMC-F	Detroit	275	4064	10	5	=	AC
KRLD	Dallas	393	7531	4	9	-	News

METROPLEX (Norm Wain)

WHYI-F	Miami	240	4378	9	13	+	CHR
WNLT-F	Tampa	143	2307	9	22	+	AC
WRQL	Jkville	7	139	17	59	-	Oldies
WFYV-F	Jkville	134	1416	3	59	+	AOR
WAJL	Orlando		DID NOT SHOW		55	-	
WJYO-F	Orlando	141	2019	6	55	+	AC
WHBO	Tampa	29	508	18	22	-	Oldies
WRFX-F	Char, NC	164	1658	3	44	+	AOR
WKIX	Raleigh	13	412	17	70	-	Oldies
WYLT-F	Raleigh	77	1281	7	70	+	Soft AC

MID CONTINENT (David Martin)

WTSO	Madison	62	938	4	133	-	Country
WZEE-F	Madison	151	2018	1	133	+	CHR
KXLK-F	Wichita	66	789	5	103	+	AC
KELO	Sioux F*	40	586	2	289	+	AC
KELO-F	Sioux F*	43	591	2	289	+	BTFL

MIDWEST COMM (D.E. Wright)

KIOA	Des Moines	54	900	8	126	+	AC
KDWZ-F	Des Moines	50	805	6	126	+	CHR
WGEE	Green Bay*	49	720	4	214	-	Country
WIXX-F	Green Bay*	160	2202	1	214	+	CHR
WKKQ	Hib/Duluth*	39	410	7	176	-	Country
WTBX-F	Hib/Duluth*	36	429	6	176	+	CHR

MIDWEST FAMILY

WKKN	Rockford*	16	240	7	157	-	Country
WKMQ-F	Rockford*	19	305	7	157	+	AC
WTDY	Madison	11	222	9	133	-	MOR
WMGN-F	Madison	85	1141	2	133	+	AC
WOSH	Apple-Osh	19	292	11	149	-	MOR
WMGV-F	Apple-Osh	35	560	5	149	+	AC
WITL A/F	Lansing	143	1563	2	110	+	Country

MULTIMEDIA (Greg Anderson)

WFBC	Green, SC	12	230	14	83	-	Oldies
WFBC-F	Green, SC	148	2158	2	83	-	AC
WEZW-F	Milwaukee	201	2518	3	32	-	BTFL
WMAZ	Macon*	28	359	5	153	-	MOR
WAYS-F	Macon*	157	1663	1	153	+	CHR
KEEL	Shreve	38	720	12	128	-	Oldies
KITT-F	Shreve	61	983	8	128	+	AC

NATIONWIDE (Steve Barger)

WPOC-F	Balt	274	3150	4	15	+	Country
WGAR	Cleve	22	865	25	24	-	Country
WGAR-F	Cleve	223	2712	8	24	+	Country
WNCI-F	Colum O	262	3096	2	36	+	CHR
WKZL-F	Greens/WS	112	1965	6	57	+	CHR
WBJW A/F	Orl	289	4116	2	55	+	CHR
KNST	Tucson	33	740	7	79	-	Talk
KRQQ-F	Tucson	153	1684	1	79	+	CHR
KZAP-F	Sacra	181	2771	5	35	+	AOR
KRSR	L. Vegas	7	134	16	85	+	AOR/CHR
KLUC-F	L. Vegas	86	1150	1	85	+	CHR
KWSS-F	San Jose	205	3473	2	30	+	CHR
KZZP A/F	Phoenix	317	4330	3	20	=	CHR
KISW-F	Seattle	155	2535	10	17	-	AOR

NBC (Randy Bongarton)

WNBC	NY	452	9710	22	1	-	AC
WYNY-F	NY	764	10963	15	1	+	Country
WKYS-F	Wash	353	4206	4	7	-	Urban
WMAQ	Chicago	212	5698	23	3	-	Talk
WKQX-F	Chicago	297	7432	15	3	-	Contemp
KNBR	SF	363	6528	9	5	+	MOR
KYUU-F	SF	237	4900	12	5	-	Contemp
WJIB-F	Boston	363	4586	5	6	-	BTFL

NEW CITY (Dick Ferguson)

WFTQ	Worc	17	303	11	112	-	AC
WEZN-F	Bridge	264	3702	2	107	-	BTFL
WAAF-F	Worc/Boston	253	4426	2	112	-	AOR
WYAY-F	Atl/Gain	341	3771	10	11	-	Country
KRMG	Tulsa	104	1523	3	67	+	MOR
KWEN-F	Tulsa	173	2126	2	67	+	Country
WZZK A/F	Birm	405	4303	1	56	=	Country
WDBO	Orlando	83	1335	7	55	-	MOR
WWKA-F	Orlando	320	3174	1	55	+	Country
WSYR	Syra	113	1655	3	74	-	MOR
WYYY-F	Syra	134	2305	1	74	-	AC
KKNG-F	Okl C	143	1735	5	46	-	BTFL
KKYX	San Ant	156	2029	10	38	+	Country
KCCY-F	San Ant	86	1520	9	38	+	Country

NEW MARKET (Pete Schulte)

WSJS	Greens/WS	62	942	8	57	-	MOR
WTQR-F	Greens/WS	331	3713	1	77	-	Country
WREC	Memphis	58	1045	13	50	-	Nostalgia
WEGR-F	Memphis	87	1399	9	50	-	AOR
KXXY-F	Okl C	236	2450	1	46	+	Country

NOBLE (John Lynch)

WSHH	Boston	25	512	29	6	+	AC
WSHH-F	Boston	378	5280	9	6	-	AC
WAVZ	N. Haven	41	436	7	94	-	Nostalgia
WKCI-F	N. Haven	180	2829	1	94	-	CHR
WGBB	Long Is.		DID NOT SHOW		10	-	Talk
WBAB-F	Long Is	219	2842	3	10	+	AOR
XTRA	Tij/SD	66	1726	16	16	-	Oldies
XTRA-F	Tij/SD	151	2503	7	16	-	AOR
KBEQ-F	KC	283	3908	2	28	+	CHR
KBCO A/F	Denver	210	2799	4	27	+	AOR

OLYMPIC (Ivan Braiker)

KRPM	Seattle	18	348	28	17	-	Country
KRPM-F	Seattle	186	1846	9	17	+	Country
KZZU A/F	Spokane	121	1543	1	130	-	CHR
KMZQ-F	L. Vegas	46	549	6	85	-	AC
KIIQ	Reno	14	88	13	185	+	Country
KIIQ-F	Reno	30	425	8	185	-	Country
KYAK	Anchor	22	314	4	175	+	Country
KGOT-F	Anchor	66	754	1	175	+	CHR
KMGX-F	Hanf/Fresno	78	1460	1	82	-	CHR
KKCY-F	SF	144	1609	18	5	+	AOR/Various
KLTY-F	KC						

OSBORN (Frank Osborn)

WMHE-F	Toledo	200	3057	1	81	+	CHR
WNDR	Syra	14	390	12	74	+	Nostalgia
WNTQ-F	Syra	121	1939	2	74	+	CHR
WKRZ	Scran/WB	4	91	32	69	+	CHR
WKRZ-F	Scran/WB	148	2248	1	69	+	CHR
KKRD-F	Wichita	103	1344	1	103	+	CHR
WWVA	Wheeling*	57	827	2	216	+	Country
WOVK-F	Wheeling*	41	592	3	216	-	Country

PARK (Bill Fowler)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WPAT A/F	NY	1679	20151	1	1	+	BTFL
KJJO	Minn-SP	2	171	18	14	+	AOR
KJJO-F	Minn-SP	250	2919	5	14	+	AOR
WHEN	Syra	38	761	8	74	-	AC
WRRB-F	Syra	66	882	7	74	-	Country
KWLO	Water-CF*	28	449	2	234	+	MOR/AC
WNCT	Green, NC		DID NOT SHOW			-	
WNCT-F	Green, NC	80	952	4	NA	+	Country
KWJJ	Port O	39	742	16	41	-	Country
KWJJ-F	Port O	93	1475	14	41	-	Country
WDEF	Chatt	22	395	8	109	-	MOR
WDEF-F	Chatt	99	1136	4	109	+	BTFL
WTVR	Richmond	6	177	18	63	+	Country
WTVR-F	Richmond	91	1317	6	63	+	Country
KEZX A/F	Seattle	91	1500	17(ap)	17	+	Jazz/AOR
KFMW-F	Water-CF*	64	965	1	234	-	CHR

PARKER (J. & K. Parker)

KXTZ-F	L. Vegas	91	895	2	85	-	BTFL
KTCJ	Minn-SP		DID NOT SHOW				
KTCZ-F	Minn-SP	131	1952	10	14	+	AOR
KIKI	Hono	58	813	7	62	+	Oldies
KMAI-F	Hono	55	1057	8	62	-	CHR
KAHI	Aub/Sacra		DID NOT SHOW				
KHYL-F	Aub/Sacra	53	1307	13	35	=	AC

PRICE COMMUNICATIONS (Dick Appleton)

KIOI-F	SF	228	4671	13	5(ap)	+	AC
WMTG	Detroit	71	915	25	5	+	Oldies
WNIC-F	Detroit	279	5357	8	5	+	AC
WLAC	Nash	59	777	9	53	+	News/Talk
WLAC-F	Nash	143	1998	6	53	-	AC
KKOB	Albuq	121	1679	2	100	-	MOR
KKOB-F	Albuq	131	1764	1	100	-	AC
WPBG	West Palm	12	165	29	65	+	Oldies
WIRK-F	West Palm	71	918	4	65	+	Country
WOWO	Ft. Wayne	107	1990	3	131	-	MOR
WIOE-F	Ft. Wayne		DID NOT SHOW		131	-	AC
KOMA	Okl C	66	1213	12	46	+	Nostalgia
KRXO-F	Okl C	111	1716	6	46	+	Classic AOR
WTIX	New Orl	65	1304	13	34	-	Oldies
WWKB	Buffalo	72	1521	12	41(ap)	-	Oldies
WKSE-F	Buffalo	150	2174	3	41(ap)	+	CHR

JOHN PRICE

KROW	Reno	26	459	12	185	+	Country
KNEV-F	Reno	49	531	4	185	+	BTFL
KHYV	Modesto	2	106	15	144	-	Classical
KBEE-F	Modesto	100	1073	1	144	+	BTFL
KCPX	Salt Lake	14	384	22	45	-	Oldies
KCPX-F	Salt Lake	125	2164	4	45	+	CHR
WEZL-F	Char, SC	95	1162	1	98	-	Country
KGA	Spokane	47	704	7	130	+	Country
KDRK-F	Spokane	105	970	2	130	-	Country

PYRAMID (Rich Balsbaugh)

WXKS	Boston	87	1101	18	6	-	Nostalgia
WXKS-F	Boston	450	7439	3	6	-	CHR
WPIT	Pitts	31	455	31	18	=	Religion
WPIT-F	Pitts	39	1038	20	18	-	Religion
WPXY A/F	Roch	200	2891	1	47	+	CHR
WHTT	Buffalo	6	143	22	41	-	Classic Rock
WHTT-F	Buffalo	166	1867	4	41	+	Classic Rock
WPGR	Phila	71	657	20	4	+	Oldies
WSNI-F	Phila	331	5038	14	4	-	AC
WNUA-F	Chicago	217	4074	21	3	+	Jazz/New Age

RKO (Jerry Lyman)

WOR	NY	1300	17465	7	1	-	Talk
WRKS-F	NY	1315	14018	6	1	-	Urban
WRKO	Boston	468	4927	4	6	+	Talk
WROR-F	Boston	250	5345	11	6	-	AC
WGMS A/F	Wash	155	2539	15	7	-	Classical
WAXY-F	Miami	230	3427	7	13	+	AC
WFYR-F	Chicago	244	5511	18	3	-	AC
WHBQ	Memphis	55	894	12	50	-	News/Talk
KFRC	SF	296	4179	8	5	+	Nostalgia
KRTH-F	LA	735	13744	10	2	-	Oldies
KRTH	LA	208	3960	24	2	+	Oldies

REGIONAL (Don Platt)

WGRD-F	Gr. Rapids	97	2035	7	71	+	CHR
WKTH	Gr. Rapids	6	86	19	71	-	Oldies
WYFM-F	Sha/Young	110	1398	3	96	+	AC
WRSG	Bingh*	18	251	5	162	-	Oldies
WAAL-F	Bingh*	126	1543	1	162	-	CHR

REBS (Richard James)

WIBX	Utica*	47	609	3	141	-	Talk
WNYZ-F	Utica*	61	907	2	141	+	CHR
WIGY-F	Port M	43	885	10	181	+	CHR
WNOX	Knox	13	354	9	84	-	Country
WTNZ-F	Knox	34	506	6	84	+	CHR
WLRQ	Nash		DID NOT SHOW				
WWRB-F	Nash	9	275	17	53	-	AOR

RIVERS (M.D. Rivers)

WEDR-F	Miami	263	2226	4	13	+	Black
WWJD	Savan*	9	104	11	179	-	Gospel
WEAS-F	Savan*	81	734	2	179	-	Black
WGUN	Atlanta		DID NOT SHOW				
KWAM	Memphis	18	319	16	50	+	Gospel
KRNB-F	Memphis	131	1892	4	50	+	Black

SANDUSKY (Norm Rau)

KLSY A/F	Seattle	130	2087	13	17	-	AC
KNUS	Denver	70	1303	17	27	-	Talk
KBPI-F	Denver	152	2836	7	27	-	AOR
KDKB-F	Phoenix	125	2089	9	20	-	AOR
KEGL-F	Dallas	410	6209	5	9	+	CHR/AOR
KLSI-F	KC	81	1537	12	28	-	AC
WKRL-F	Tampa	119	1717	11	22	-	Classic AOR
KWLT-F	San Diego	69	1403	15	16	-	AC

SALEM (Epperson, Atsinger)

KGER	LB/LA		DID NOT SHOW				
KCFO	Tulsa		DID NOT SHOW				
KGNW	Seattle	32	501	24	17	+	Religion
KPDQ	Port O		DID NOT SHOW				
KPDQ-F	Port O	33	692	18	41	-	Religion
KDAR-F	Oxnard*	7	180	22	80	-	Religion
KGID	San Bern		DID NOT SHOW				
KPRZ	SD		DID NOT SHOW				
WRFD	Col O	30	415	16	36	+	Religion
WNYM	NY		DID NOT SHOW				
WEZE	Boston	24	493	27	6	=	Religion
KKLA-F	LA	76	1887	37	2	=	Religion
KHAA	New Orl		DID NOT SHOW				
WKPA	New Kens/Pit	16	231	22	18	-	AC
WYDD-F	New Kens/Pit	103	2312	16	18	-	Contemp

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
SCONNIX (Odeneal, Nixon, McQueen)							
WMRZ	Daven-RI	16	334	9	123	-	Oldies
WLLR-F	Daven-RI	101	1207	3	123	-	Country
WHDH	Boston	290	4674	8	6	-	MOR
WBOS-F	Boston	199	2814	16	6	-	Country
WIBC	Indy	231	3007	3	40	-	MOR
WKLR-F	Indy	102	1772	8	40	+	Classic AOR
KFKF A/F	KC	174	2321	6	28	-	Country
WFLA	Tampa	181	2487	5	22	+	News/Talk
WFLZ-F	Tampa	186	2409	8	22	-	AC/Oldies
SCRIPPS-HOWARD (Steve Roddy)							
WMC	Memphis	69	927	11	50	-	Country
WMC-F	Memphis	211	2841	2	50	-	CHR
WBSB-F	Balt	310	4331	3	15	+	CHR
KUPL	Port O	19	479	21	41	+	Country
KUPL-F	Port O	131	1648	5	41	+	Country
SHAMROCK BROADCASTING (Bill Clark)							
KABL A/F	SF	403	5562	4	5(ap)	-	BTFL
KXRX-F	Seattle	168	2230	6	17	+	Classic AOR
WHB	KC	111	1921	10	28	+	Oldies
KUDL-F	KC	75	1403	13	28	-	AC
KMGC-F	Dallas	128	2863	16	9	-	AC
WCXI	Detroit	86	1578	21	5	-	Country
WWWW-F	Detroit	286	3758	9	5	=	Country
WWSW	Pitts	111	1762	12	18	-	Oldies
WWSW-F	Pitts	151	2585	10	18	-	Oldies
WFOX-F	Gain/Atl	231	3961	11	11	+	AC
KXKL A/F	Denver	163	2173	8	27	+	Oldies
KZFX-F	Houston	277	3156	10	8	+	Classic AOR
SHAMROCK COMMUNICATIONS (Bill Lynett)							
WQFM-F	Milw	145	2425	8	32	-	AOR
WDIZ-F	Orl	142	2188	5	55	-	AOR
WEJL	Scran/WB	70	586	6	69	+	Nostalgia
WEZX-F	Scran/WB	129	979	2	69	+	AOR
WGRX-F	West/Balt	127	1861	12	15	+	Classic AOR
KMYZ-F	Pry/Tulsa	61	1196	9	67	+	CHR
STAUFFER							
KRNT	Des M	26	498	10	126	-	MOR
KRNQ-F	Des M	96	1515	3	126	-	CHR
WIBW	Topeka*	53	679	5	232	-	Country
WIBW-F	Topeka*	69	1066	2	232	+	CHR
KGNC	Amarillo*	26	483	9	205	-	MOR
KGNC-F	Amarillo*	41	484	4	205	-	BTFL
SRO (Bill McMahon)							
KJET	Seattle	15	339	27	17	+	CHR
KZOK-F	Seattle	113	2134	15	17	-	AOR
KDKO	Denver	23	423	23	27	-	Black
KHIH-F	Denver	92	1260	16	27	+	AC
KLSQ-F	L. Vegas	25	392	10	85	+	Oldies
WHBT-F	Racine/Milw	39	788	17	32	-	Jazz/New Age
STONER (Glenn Bell)							
KSO	Des M.	59	774	4	126	-	Country
KGGO-F	Des M.	145	1739	1	126	-	AOR
WNBF	Bingh*	63	696	2	162	+	MOR
WHWK-F	Bingh*	100	975	4	162	+	Country
KHAK A/F	Cedar Rpds*	89	817	2	227	+	Country
WIMZ A/F	Knox	165	2108	3	84	-	AOR/CHR
WYRK-F	Buffalo	164	1779	5	41(ap)	+	Country
WCMF-F	Rochester	208	2565	2	47	+	AOR
WWSN-F	Dayton	100	1404	5	54	-	AC
WBYU-F	New Orl	214	2130	3	34	+	BTFL

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
SPANISH BROADCASTING SYSTEM							
WCMQ	Miami	85	847	22	13	+	Spanish
WCMQ-F	Miami	259	2146	5	13	+	Spanish
WSKQ	NY	307	2938	25	1	-	Spanish
KSKQ	LA	136	1673	31	2	-	Spanish
KNOB-F	LA	81	1849	35	2	-	AC
SUNSHINE (George Silverman)							
WIXY	Spring, MA	10	152	17	86	-	Country
WAQY-F	Spring, MA	89	1220	2	86	+	AOR
WFEA	Manch, NH*	8	206	11	253	-	AC
WZID-F	Manch, NH*	59	615	2	253	-	BTFL
WGAN	Port, M	15	336	7	181	+	MOR
WMGX-F	Port, M	49	858	4	181	+	AC
SUSQUEHANNA (Art Carlson)							
WQBA	Miami	268	2156	3	13	-	Spanish
WQBA-F	Miami	102	1385	20	13	-	Spanish
WPLP	Tampa	131	1581	10	22	+	Talk
WHVE-F	Sara*	31	514	5	106	+	AC/Jazz
KFOG-F	SF	177	3348	15	5	-	AOR
WRRM-F	Cinci	104	1859	7	31	+	AC
WFMS-F	Indy	305	2933	1	40	+	Country
WARM-F	Atl	267	3761	7	11	+	CHR
WARM	WB/Scran	70	1326	3	69	-	MOR
WMGS-F	WB/Scran	54	930	7	69	-	AC
WSBA	York	53	842	5	114	-	MOR
WSBA-F	York	123	1560	1	114	+	AC
KLIF	Dallas-FW	117	1865	17	9	+	Talk
KPLX-F	Dallas-FW	461	5845	3	9	-	Country
WGH	Norfolk	2	261	24	33	-	CHR
WGH-F	Norfolk	143	2112	7	33	+	CHR
KRBE A/F	Houston	381	6800	4	8	-	CHR
TK (John Tenaglia)							
WHOO	Orl	6	278	19	55	-	Country
WHTQ-F	Orl	114	1848	11	55	+	AOR
KBUC	San Ant	19	355	23	38	+	Country
KBUC-F	San Ant	87	1146	14	38	-	Country
KLUV-F	Dallas	218	3833	11	9	+	AC
WSHE-F	Miami	150	2443	22	13	-	AOR
TICHENOR (Mac Tichenor)							
KUNO	Corpus C	59	376	3	129	+	Spanish
KGBT	McA-Brown	147	1420	1	75	-	Spanish
KELT-F	McA-Brown	59	920	5	75	-	AC
KCOR	San Ant	171	1142	1	38	+	Spanish
KLAT	Houston	168	1137	13	8	+	Spanish
WIND	Chicago	97	1520	27	3	-	Spanish
WOJO-F	Chicago	134	1835	25	3	=	Spanish
KBNA A/F	El Paso	65	756	5	88	+	Spanish
TRIBUNE CO (Wayne Vriesman)							
WGN	Chicago	1171	16635	1	3	-	MOR/Talk
WICC	Bridge	103	1339	1	107	-	MOR
WPIX-F	NY	404	7747	19	1	-	AC
KGNR	Sacra	27	645	19	35	-	Oldies
KCTC-F	Sacra	225	2405	1	35	+	BTFL
UNITED (Gerald Hroblak)							
WYST	Balt	10	267	31	15	-	Oldies
WYST-F	Balt	93	1703	14	15	-	AC
WINX	Wash		DID NOT SHOW				
WDJY-F	Wash	194	3044	12	7	-	Black
WKDM	NY	315	3058	24	1	+	Spanish
WJMO	Cleve	47	836	15	24	-	Black
WRQC-F	Cleve	85	1776	11	24	=	CHR
KALI	LA	137	1858	31	2	-	Spanish
KSOL-F	SF	397	5686	5	5	+	Black

VIACOM (Bill Figenshu)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WMZQ A/F	Wash	478	5330	2	7	+	Country
WLTW-F	NY	1277	17832	5	1	+	Soft AC
WRVR	Memphis	23	579	16	50	=	AC
WRVR-F	Memphis	117	1787	6	50	-	AC
WLAK-F	Chicago	444	7027	9	3	-	Soft AC
KIKK	Houston	37	619	21	8	-	Country
KIKK-F	Houston	482	4903	1	8	+	Country
KNBQ-F	Seattle	106	2105	14	17	+	CHR

WESTINGHOUSE (Dick Harris)

KYW	Phila	664	13409	2	4	+	News
KFWB	LA	686	14415	9	2	+	News
WINS	NY	1337	27653	3	1	+	News
WBZ	Boston	559	8234	2	6	-	MOR
KDKA	Pitts	614	8299	1	18	+	MOR
KEZW	Denver	59	938	18	27	-	Nostalgia
KOSI-F	Denver	228	2937	1	27	-	BTFL
KODA-F	Houston	336	4517	7	8	-	BTFL
KQZY-F	Dallas	181	2620	12	9	=	Soft AC
KJQY-F	San Diego	261	2772	2	16	-	BTFL
KQXT-F	San Ant	161	2022	4	38	+	BTFL
KMEO A/F	Phoenix	364	3433	2	20	+	BTFL
KFBK	Sacra	186	2439	2	35	+	News
KAER-F	Sacra	73	1358	11	35	-	Soft AC

WILLIS

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WBOK	New Orl	81	867	9	34	-	Black
WPCE	Norfolk	59	655	13	33	-	Gospel
WOWI-F	Norfolk	136	1814	8	33	-	Black
WFTH	Richmond	31	271	11	63	+	Gospel
WWCA	Gary/Chi		DID NOT SHOW				
WESL	St. Louis	49	505	18	12	-	Gospel
WXSS	Memphis	12	189	18	50	-	Gospel
WGSP	Char, NC		DID NOT SHOW				
WSRC	Raleigh	15	252	14	70	+	Black

WIN (Walt Tiburski)

WQAL-F	Cleve	350	3797	2	24	+	BTFL
KBEZ-F	Tulsa	103	1297	5	67	-	BTFL
WIRE	Indy	40	975	11	40	+	Country
WXTZ-F	Indy	181	2386	5	40	-	BTFL
WEJZ-F	Jkville	59	902	6	59	+	BTFL

WILKS-SCHWARTZ

WHYN	Spring, MA	50	801	7	86	-	MOR/AC
WHYN-F	Spring, MA	105	1431	1	86	+	AC
WEEX	Allen-Beth	10	253	14	73	-	Talk
WQQQ-F	Allen-Beth	93	1617	4	73	-	CHR
WSRZ-F	Sara*	34	439	4	106	+	CHR
WFBL	Syra		DID NOT SHOW				
WKFM-F	Ful/Syra	90	1177	6	74	+	AOR
WROW	Albany	43	659	11	60	-	MOR
WROW-F	Albany	159	1817	3	60	-	BTFL
WLKW-F	Prov	265	2542	2	58	+	BTFL

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section, the audience composition of almost 800 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.
This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT 12-24, 25-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 35-49, and 50+. The changes were made for two reasons. First of all the new Arbitron rating books make it easier to calculate this cells. Secondly, I think the new cells better reflect those which readers are most interested.
This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week), which lies in these demographic cells.

PER CENT MALE/FEMALE (%M, %F): The methodology is the same as that for 12-24, 25-54, etc.

Below are the means by format. Also included is the number of stations sampled.

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
CHR/TOP 40	FAL 87	102	8.5	14.8	12.6	56.5	41.0	2.5	41.8	58.2
	SPG 87	123	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	FAL 86	101	8.0	15.7	10.0	-	-	-	43.5	56.5
	FAL 85	-	7.9	16.1	11.0	-	-	-	45.8	54.2
AOR/CLASSIC	FAL 87	85	9.2	13.7	9.7	44.8	54.1	1.1	68.7	31.3
	SPG 87	99	9.5	13.3	9.8	47.2	50.8	2.0	66.8	33.2
	FAL 86	79	9.3	13.5	9.0	-	-	-	69.0	31.0
	FAL 85	-	9.9	12.7	14.5	-	-	-	67.6	32.4
AC/SOFT/OLDIES	FAL 87	114	8.0	15.7	8.1	18.3	74.6	7.1	40.8	59.2
	SPG 87	118	8.1	15.5	8.2	17.6	72.5	9.9	42.0	58.0
	FAL 86	94	8.0	15.7	7.0	-	-	-	40.0	60.0
	FAL 85	-	8.6	14.6	8.5	-	-	-	43.2	56.8
BTFL/EZ	FAL 87	64	11.2	11.2	16.1	3.8	42.0	54.2	39.8	60.2
	SPG 87	71	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	FAL 86	63	10.8	11.6	11.6	-	-	-	39.8	60.2
	FAL 85	-	11.6	10.9	13.2	-	-	-	39.3	60.7
MOR/VARIETY	FAL 87	48	8.8	14.2	12.0	3.2	44.6	52.2	43.1	56.9
	SPG 87	56	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	FAL 86	49	8.5	14.8	10.1	-	-	-	46.6	53.4
	FAL 85	-	9.2	13.6	13.9	-	-	-	43.4	56.6
COUNTRY	FAL 87	96	10.5	12.0	19.9	13.2	62.7	24.1	47.4	52.6
	SPG 87	114	11.0	11.5	18.8	13.2	62.1	24.7	47.8	52.2
	FAL 86	86	10.4	12.1	15.7	-	-	-	48.1	51.9
	FAL 85	-	10.6	11.8	17.1	-	-	-	49.1	50.9
NEWS/TALK	FAL 87	47	8.2	15.4	9.4	2.3	38.8	58.9	49.3	50.7
	SPG 87	48	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	FAL 86	41	7.8	16.1	7.2	-	-	-	48.6	51.4
	FAL 85	-	8.0	15.9	10.3	-	-	-	50.9	49.1
BLACK/URBAN	FAL 87	42	12.1	10.4	14.6	45.7	49.4	4.9	45.3	54.7
	SPG 87	48	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	FAL 86	35	11.4	11.0	11.7	-	-	-	45.3	54.7
	FAL 85	-	11.3	11.1	12.8	-	-	-	46.0	54.0

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
NOSTALGIA	FAL 87	18	10.8	11.7	14.3	1.0	20.4	78.6	43.7	56.3
	SPG 87	25	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	FAL 86	21	10.0	12.6	11.8	-	-	-	42.9	57.1
	FAL 85	-	11.5	10.9	12.6	-	-	-	46.0	54.0
RELIGION/ GOSPEL	FAL 87	18	8.3	15.3	13.8	12.7	52.3	35.0	35.8	64.2
	SPG 87	20	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	FAL 86	15	10.2	12.4	11.8	-	-	-	37.1	62.9
	FAL 85	-	8.5	14.9	10.1	-	-	-	35.5	64.5
HISPANIC	FAL 87	21	12.4	10.3	16.6	13.7	61.5	24.8	44.5	55.5
	SPG 87	24	13.2	9.5	15.4	15.5	57.0	27.5	46.6	53.4
	FAL 86	14	11.7	10.7	13.3	-	-	-	39.3	60.7
	FAL 85	-	12.7	9.9	14.7	-	-	-	41.4	58.6
CLASSICAL	FAL 87	19	7.5	16.9	5.8	4.3	52.6	43.1	48.5	51.5
	SPG 87	19	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	FAL 86	17	7.7	16.3	5.1	-	-	-	49.2	50.8
	FAL 85	-	7.7	16.4	6.8	-	-	-	50.4	49.6
JAZZ/NEW AGE	FAL 87	17	7.2	17.4	4.3	12.4	80.0	7.6	54.4	45.6
	SPG 87	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.5	14.8	12.6	56.5	41.0	2.5	41.8	58.2
WHTZ	NY	8.2	15.4	9	54	44	2	41	59
WPLJ	NY	6.8	18.6	7	45	53	2	67	33
KIIS A/F	LA	7.1	17.7	6	39	59	2	45	55
WBBM-F	Chi	5.8	21.7	6	60	36	4	43	57
WYTZ	Chi	7.0	18.0	9	69	28	3	37	63
KMEL	SF	7.4	17.1	8	72	26	2	42	58
KITS	SF	9.0	12.9	7	67	33	0	61	39
KYUU	SF	6.1	20.8	8	28	64	8	40	60
WKDD	Akron	9.6	13.2	13	65	34	1	32	68
WKZW	Peoria	9.0	14.0	16	54	45	1	46	54
WCZY	Detroit	5.7	22.1	5	37	59	4	34	66
WHYT	Detroit	6.2	20.4	5	68	29	3	45	55
KFMB-F	SD	7.2	17.6	10	34	62	4	47	53
KKLQ A/F	SD	5.6	13.2	11	61	38	1	44	56
WQQQ	Allen	8.0	15.7	11	44	51	5	45	55
WXKS-F	Boston	8.1	15.6	10	55	41	4	31	69
WZOU	Boston	7.9	16.0	11	73	25	2	42	58
WPXR	Daven-RI	12.2	10.3	18	64	35	1	35	65
WTIC-F	Hart	9.8	12.8	12	46	46	8	40	60
WKCI	N. Haven	8.5	14.9	12	36	57	7	40	60
WEGX	Phila	8.3	15.3	11	71	29	0	40	60
KGGI	River-SB	8.4	15.1	10	59	40		28	72
WSTW	Wilm, DE	7.8	16.1	6	48	52	0	37	63
WZPL	Indy	9.7	13.0	15	66	30	4	31	69
WKFR	Kala	11.0	11.4	12	56	44	0	34	66
WGRD	Gr. Rpds	5.9	21.3	5	57	39	4	52	48
WKLQ	Gr. Rpds	7.2	17.4	12	71	29	0	44	56
KHFI	Austin	7.1	17.7	8	56	44	0	35	65
WMEE	Ft. Wayne	11.8	10.6	23	50	45	5	44	56
WPXY A/F	Roch	9.1	13.8	18	61	36	3	39	61
WMHE	Toledo	8.9	14.2	13	50	46	4	38	62
KAYI	Tulsa	8.3	15.1	14	58	39	3	37	63
WBSB	Balt	9.0	14.0	13	49	47	4	33	67
KRXY-F	Denver	8.4	14.9	14	62	37	1	43	57
WDJX	Louis	8.9	14.2	18	71	29	0	31	69

CHR/TOP 40/CONTEMP cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.5	14.8	12.6	56.5	41.0	2.5	41.8	58.2
WKTI	Milw	8.0	15.8	15	53	45	2	35	65
WBJW A/F	Orlan	8.0	15.7	24	51	46	3	35	65
KHTR	St. Lou	6.4	19.6	9	57	43	0	35	65
KWSS	San Jose	7.4	17.0	8	55	44	1	39	61
WAVA	Wash	6.0	21.0	10	55	42	3	41	59
WRQX	Wash	6.9	18.3	9	61	37	2	43	57
WAAF	Worc	9.1	13.8	19	65	35	0	65	35
WARM	Atl	9.0	14.1	11	62	35	3	48	52
WZGC	Atl	7.4	17.1	13	64	33	3	46	54
WNCI	Col, O	8.1	15.6	9	55	41	4	41	59
WXGT	Col, O	6.8	18.6	10	58	41	1	43	57
KKBQ A/F	Hous	7.7	16.3	7	57	43	0	40	60
KRBE A/F	Hous	7.2	17.6	7	66	34	0	42	58
WPOW	Miami	10.2	12.3	9	72	25	3	42	58
KDWB-F	Minn	6.1	20.6	6	68	32	0	34	66
WLOL	Minn	7.1	17.7	8	44	54	2	37	63
WBZZ	Pitts	9.4	13.5	13	48	49	3	40	60
KCPX-F	Salt Lake	7.3	17.2	8	69	30	1	41	59
KUBE	Seattle	6.6	19.1	7	55	45	0	68	32
KRQQ	Tucson	10.8	11.6	17	68	32	0	44	56
WNOK-F	Col, SC	6.6	19.0	10	54	38	8	34	66
WNNK	Harris	12.3	10.2	19	40	57	3	40	60
WLAN	Lanc	9.6	13.1	18	35	63	2	39	61
WZEE	Madison	8.8	14.3	21	54	43	3	50	50
KQKQ	Omaha	7.3	17.2	7	47	52	1	33	67
WIOG	Sag-BC	13.0	9.7	27	46	52	2	44	56
WGGZ	Bat. Rg	7.0	17.9	8	60	38	2	50	50
WSKZ	Chatt	12.0	10.5	25	60	37	3	49	51
KIKX	Colo Spgs	11.4	11.0	22	69	29	2	34	66
KZFM	Corpus	9.9	12.7	12	56	43	1	30	70
KEZB A/F	El Paso	8.0	15.7	7	55	43	2	38	62
WVIC-F	Lansing	10.5	12.0	19	54	46	0	43	57
KLUC	L. Vegas	9.5	13.3	10	56	43	1	42	58
WLAP-F	Lex	9.3	13.5	10	42	53	5	42	58
KRLB A/F	Lubbock	13.4	9.4	25	55	44	1	43	57
WABB-F	Mobile	10.7	11.8	14	59	35	6	58	42
KZZU A/F	Spokane	9.1	13.9	24	63	36	1	48	52
WGTZ	Dayton	8.4	15.0	18	56	44	0	42	58
KQMQ A/F	Hono	8.6	14.6	12	49	48	3	47	53
WMC-F	Memphis	9.2	13.6	15	49	49	2	40	60
WEZB-F	New Or	8.1	15.6	8	54	43	3	50	50
KZZP A/F	Phoenix	8.8	3.6	20	67	33	0	45	55
WRVQ	Rich	9.8	12.9	17	49	50	1	42	58
KTFM	San Ant	7.5	16.9	11	45	48	7	45	55
KITY	San Ant	9.6	13.1	10	72	25	3	47	53
WNTQ	Syra	8.4	15.1	11	57	40	3	42	58
WKRZ-F	WB/Scran	8.4	15.1	10	52	45	3	45	55
WXLK	Roanoke	11.4	11.1	23	45	50	5	42	58
KKRD	Wichita	9.5	13.3	17	60	35	5	44	56
WAPI-F	Birm	8.4	15.1	14	54	40	6	51	49
WKSE	Buff	9.0	14.1	13	65	32	3	30	70
WBCY	Char, NC	7.0	18.0	6	45	52	3	41	59
WRQQ	Char, NC	7.1	17.7	8	65	31	4	47	53
WAPE A/F	Jkville	12.6	10.0	21	60	38	2	42	58
WQUT	JC/King	12.6	10.0	20	51	45	4	45	55
KJYO	Okl C	11.0	11.4	18	69	28	3	43	57
WHOT-F	Young	9.2	13.8	17	43	54	3	37	63
KEGL	Dallas	7.9	15.9	9	73	27	0	45	55
KMGX	Fresno	7.9	16.0	7	67	32	1	37	63
WKZL	Green-WS	7.6	16.7	7	59	39	2	48	52

CHR/TOP 40/CONTEMP cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.5	14.8	12.6	56.5	41.0	2.5	41.8	58.2
WYHY	Nash	9.6	13.1	16	66	32	2	24	76
WPRO-F	Prov	9.5	13.[illegible]	13	52	41	7	35	65
WRBQ-F	Tampa	10.8	11.7	18	51	45	4	46	54
WKRQ	Cinci	7.8	16.1	9	69	30	1	37	63
KBEQ	KC	8.5	14.8	17	61	38	1	29	71
WNVZ	Norfolk	8.3	15.2	13	53	46	1	52	48
KKRZ	Port O	8.0	15.7	13	63	37	0	48	52

AOR/CLASSIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.2	13.7	9.7	44.8	54.1	1.1	68.7	31.3
WNEW-F	NY	8.2	15.3	5	32	65	3	69	31
WXRK	NY	6.5	19.4	5	33	65	2	71	29
KLOS	LA	8.7	14.4	7	44	53	3	75	25
KLSX	LA	8.2	15.3	5	30	68	2	61	39
KROQ	LA	8.5	14.8	10	80	20	0	64	36
WCKG	Chi	8.2	15.4	6	42	56	2	76	24
WLUP-F	Chi	8.3	15.3	4	51	48	1	67	33
WXRT	Chi	8.9	14.2	6	25	74	1	56	34
KFOG	SF	6.7	18.9	3	17	82	1	72	28
WWCT	Peoria	11.3	11.2	16	48	52	0	63	37
WCSX	Detroit	6.4	19.6	2	42	58	0	58	42
WLLZ	Detroit	7.3	17.2	3	61	37	2	74	26
WRIF	Detroit	5.9	21.5	3	44	56	0	74	26
KGB	SD	10.7	11.8	10	51	48	1	79	21
WMMS	Cleve	11.1	11.3	12	41	58	1	52	48
WZZO	Allen	12.4	10.2	16	59	40	1	63	37
WBCN	Boston	9.7	13.0	8	45	52	3	67	33
WZLX	Boston	6.2	20.2	8	37	60	3	69	31
WHCN	Hart	6.6	19.0	5	35	62	3	65	35
WMMR	Phila	10.3	12.3	8	46	52	2	67	33
WYSP	Phila	7.8	16.2	3	42	58	0	73	27
WAQY	Sprg,MA	9.2	13.7	10	63	34	3	61	39
WFBQ	Indy	11.3	11.1	11	49	51	0	66	34
WKLR	Indy	7.9	15.9	7	35	65	0	68	32
WLAV-F	Gr. Rpds	10.3	12.3	9	39	58	3	80	20
KPEZ	Austin	6.6	19.0	4	23	76	1	56	44
WXKE	Ft. Wyne	9.7	13.0	13	48	51	1	77	23
WCMF	Roch	10.9	11.6	10	46	53	1	65	35
WIOT	Toledo	8.3	15.1	9	42	56	2	71	29
KMOD	Tulsa	11.0	11.4	18	41	55	4	62	38
WIYY	Balt	7.7	16.4	6	47	53	0	69	31
KAZY	Denver	9.7	13.0	9	65	35	0	71	29
KBCO-F	Denver	9.9	12.7	[illegible]	21	78	1	60	40
KBPI	Denver	7.0	18.0	4	65	35	0	54	46
WIMZ A/F	Knox	10.6	11.9	15	51	48	1	60	40
WQMF	Louis	9.8	12.8	17	49	51	0	72	28
WKLH	Milw	10.3	12.3	7	33	65	2	62	38
WQFM	Milw	7.8	16.2	7	58	42	0	72	28
WDIZ-F	Orl	9.6	13.1	10	42	58	0	77	23
KSHE	St. Lou	11.1	11.4	16	49	49	2	65	35
WCXR	Wash	7.6	16.6	5	40	60	0	59	41
WWDC-F	Wash	8.2	15.4	5	42	57	1	77	23
WKLS	Atl	10.8	11.7	13	54	46	0	74	26
WLVQ	Col O	8.6	14.7	13	45	54	1	65	35
KLOL	Hous	10.5	12.0	11	46	54	0	78	22
KZFX	Hous	11.0	11.5	10	26	74	0	74	26
WGTR	Miami	10.7	11.7	8	42	58	0	68	32
KQRS A/F	Minn	9.8	12.8	10	41	59	0	76	24
KJJO-F	Minn	11.0	11.5	14	80	20	0	72	28
WDVE	Pitts	8.1	15.5	8	57	43	0	70	30

AOR/CLASSIC cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.2	13.7	9.5	44.8	54.1	1.1	68.7	31.3
WMYG	Pitts	8.7	14.4	8	41	57	2	64	36
KISW	Seattle	7.5	16.8	4	55	45	0	71	29
KXRX	Seattle	9.8	12.8	11	28	70	2	73	27
WRDU	Raleigh	8.0	15.7	15	58	42	0	51	49
KZRR	Albuq	9.6	13.1	4	38	62	0	83	17
WAPL	Apple	9.3	13.5	14	60	40	0	73	27
WIBA-F	Madison	7.1	17.7	11	34	64	2	74	26
KGOR-F	Omaha	7.4	17.1	8	48	49	3	43	57
KKFM	Col. Spgs	9.7	13.0	5	25	75	0	69	31
KILO	Col. Spgs	11.9	10.6	15	66	27	7	77	23
KGGO	Des M	11.5	11.0	20	48	52	0	63	37
KLAQ	El Paso	9.7	12.9	14	59	40	1	63	37
WKQQ	Lex	9.7	13.0	15	55	45	0	77	23
WPYX	Albany	9.6	13.1	9	47	50	3	66	34
WTUE	Dayton	12.5	10.0	19	47	53	0	70	30
WRNO	New Or	7.7	16.4	5	46	53	1	73	27
KUPD	Phoenix	9.4	13.4	11	53	47	0	60	40
WRXL	Rich	14.0	9.0	16	42	58	0	66	34
KISS	San Ant	11.1	11.3	14	63	37	0	77	23
WEZX	WB/Scran	15.7	8.0	15	40	57	3	73	27
KICT-F	Wichita	13.5	9.4	12	42	58	0	53	47
WHTT-F	Buff	11.0	11.5	7	38	59	3	62	38
WRFX	Char, NC	12.3	10.3	15	36	63	1	67	33
WFYV	Jkville	12.1	10.4	16	35	64	1	77	23
KATT	Okl C	8.7	14.4	11	42	58	0	74	26
KZAP	Sacra	8.2	15.4	11	29	71	0	71	29
KZEW	Dallas	7.4	17.0	4	37	62	1	75	25
KTXQ	Dallas	7.5	16.8	5	52	46	2	67	33
WKRR	Green-WS	12.0	10.5	15	44	56	0	70	30
WKDF	Nash	11.2	11.3	13	53	46	1	67	33
WHJY	Prov	10.0	12.6	12	45	53	2	67	33
WEBN	Cincl	9.5	13.2	13	53	47	0	68	32
KYYS	KC	10.8	11.7	7	48	52	0	60	40
WNOR A/F	Norfolk	11.6	10.8	11	47	53	0	72	28
KINK	Port O	8.8	14.3	8	7	92	1	52	48

AC/SOFT ROCK/OLDIES

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.0	15.7	8.1	18.3	74.6	7.1	40.8	59.2
WCBS-F	NY	7.7	16.3	6	11	83	6	56	44
WLTW	NY	9.1	13.9	6	11	68	21	42	58
WNBC	NY	5.7	22.1	4	9	73	18	62	38
WNSR	NY	7.2	17.5	6	18	75	7	39	61
KOST	LA	7.5	16.9	5	27	63	10	30	70
KRTH-F	LA	6.6	19.0	7	14	81	5	53	47
KBIG	LA	7.9	15.9	5	15	60	25	38	62
KIQQ	LA	7.1	17.7	7	7	76	17	33	67
WCLR	Chi	6.8	18.4	3	16	76	8	29	71
WFYR	Chi	5.6	22.4	4	17	77	6	59	41
WJMK	Chi	6.9	18.2	8	15	82	3	55	45
WLAK	Chi	8.2	15.3	5	10	64	26	32	68
WLS	Chi	5.8	21.9	8	6	72	22	51	49
KIOI	SF	6.1	20.5	4	30	63	7	40	60
KOIT A/F	SF	8.0	15.8	6	11	73	16	38	62
WNIC	Detroit	6.8	18.5	4	25	67	8	24	76
WOMC	Detroit	8.8	14.3	5	17	69	14	39	61
WKSG	Detroit	7.6	16.5	2	22	78	0	69	31
KCBQ-F	SD	6.8	18.5	9	19	79	2	61	39
KYXY-F	SD	8.2	15.4	8	7	85	8	29	71
WLTF	Cleve	8.7	14.4	9	32	64	4	34	66
WMJI	Cleve	8.9	14.2	11	12	83	5	46	54
WLEV	Allen	10.5	12.0	14	14	77	9	34	66
WROR	Boston	5.7	22.3	5	8	83	9	38	62
WSSH-F	Boston	8.7	14.4	11	6	63	31	32	68

AC/SOFT ROCK/OLDIES cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.0	15.7	8.1	18.3	74.6	7.1	40.8	59.2
KIIK	Daven	8.3	15.2	12	26	71	3	44	56
WCRZ	Flint	9.3	13.5	10	18	70	12	43	57
WDRC-F	Hart	8.4	14.9	13	15	76	9	54	46
WIOF-F	Hart	6.8	18.6	5	7	86	7	36	64
WKSZ	Phila	9.3	13.5	7	14	69	13	29	71
WMGK	Phila	7.6	16.6	3	16	77	7	37	63
WSNI	Phila	8.1	15.6	3	16	78	6	39	61
WHYN-F	Spg, MA	8.8	14.3	9	30	62	8	64	36
WJBR-F	Wilm, DE	12.4	10.1	6	17	72	11	40	60
WENS	Indy	7.8	16.1	7	34	64	2	50	50
WLHT	Gr. Rpds	8.0	15.8	3	18	82	0	39	61
KKMJ	Austin	9.5	13.2	11	27	59	14	35	65
KEYI A/F	Austin	6.9	18.3	5	21	64	15	30	70
WAJI	Ft. Wayne	11.8	10.7	16	15	80	5	43	57
WVOR	Roch	9.3	13.5	10	16	76	8	42	58
WWWM	Toledo	7.9	16.0	7	28	67	5	47	53
WWMX	Balt	6.8	18.6	4	23	76	1	39	61
KMJI	Denver	7.5	16.9	8	19	77	4	40	60
KXKL A/F	Denver	9.3	13.5	10	8	89	3	55	45
WMYU	Knox	9.9	12.7	13	31	65	4	43	57
WVEZ	Louis	9.5	13.3	9	16	63	21	36	64
WLTQ	Milw	9.4	13.4	5	17	76	7	31	69
WMYX	Milw	8.7	14.5	5	23	73	4	33	67
WSTF	Orlando	10.8	11.7	15	22	64	14	41	59
KSD	St. Louis	7.7	16.4	4	33	66	1	47	53
KYKY	St. Louis	7.0	18.0	7	19	80	1	26	74
KARA	San Jose	8.4	15.1	5	18	76	6	39	61
KEZR	San Jose	4.8	26.4	4	34	66	0	35	65
WLTT	Wash	6.7	18.9	4	13	87	0	40	60
WXTR	Wash	7.4	17.0	6	8	87	5	52	48
WFOX	Atl	6.8	18.4	13	10	90	0	48	52
WQXI-F	Atl	7.4	17.0	6	12	86	2	42	58
WSNY	Col, O	8.4	15.0	10	20	74	6	39	61
KFMK	Hous	9.8	12.9	13	6	94	0	50	50
KLTR	Hous	6.5	19.4	4	10	87	3	39	61
WAXY	Miami	8.8	14.3	7	21	68	11	40	60
WJQY	Miami	10.9	11.6	11	11	65	24	39	61
WLVE	Miami	7.1	17.8	5	11	83	6	32	68
WMXJ	Miami	8.8	14.3	9	13	74	13	51	49
KSTP-F	Minn	8.0	15.7	8	14	82	4	42	58
WLTE	Minn	7.3	17.3	4	24	70	6	33	67
WHTX	Pitts	7.2	17.4	9	14	75	11	50	50
KLCY	Salt Lake	9.7	13.0	11	18	82	0	41	59
WRAL	Raleigh	8.1	15.6	13	16	80	4	33	67
KWFM	Tucson	10.3	12.2	11	21	77	2	36	64
KKOB-F	Albuq	10.1	12.4	13	20	66	14	46	54
WMGN	Madison	10.0	12.6	6	23	76	1	35	65
WHNN	Sag-BC	8.2	15.4	6	19	80	1	40	60
WSBA-F	York	11.7	10.7	14	12	74	16	38	62
WXTC-F	Char, SC	7.5	16.7	13	19	69	12	33	67
WLMX	Chatt	12.5	10.1	8	21	75	4	39	61
KSPZ	Col. Spgs	8.5	14.8	13	21	78	1	39	61
KLYF	Des M.	8.8	14.3	13	14	78	8	40	60
WFMK	Lansing	6.3	20.1	5	31	69	0	31	69
KHLT	Lt. Rk	8.8	14.3	5	6	89	5	38	62
WKLI	Albany	7.9	15.9	9	19	74	7	37	63
WWSN	Dayton	9.5	13.3	9	11	82	7	30	70
WYMJ	Dayton	8.5	14.8	8	50	49	1	56	44
WFBC-F	Green-SP	8.5	14.7	9	12	75	13	49	51
KXFW	Hono	9.7	12.9	10	52	48	0	48	52

AC/SOFT ROCK/OLDIES Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.0	15.7	8.1	18.3	74.6	7.1	40.8	59.2
WLTS	New Or	8.9	14.2	10	22	73	5	36	64
KAMJ A/F	Phoenix	9.5	13.3	7	11	78	11	33	67
KKLT	Phoenix	8.4	15.0	9	15	85	0	36	64
WEZS	Rich	8.1	15.6	8	15	80	5	36	64
KMMX	San Ant	8.4	15.0	8	18	77	5	40	60
WYYY	Syra	7.7	16.4	10	30	66	4	38	62
WMGS	Scran/WB	7.8	16.2	5	12	66	22	45	55
WMJJ	Birm	10.5	12.0	13	21	72	7	43	57
WBUF	Buff	8.8	14.4	6	7	78	15	31	69
WEZC	Char, NC	8.4	15.1	12	10	82	8	43	57
WWMG	Char, NC	11.7	10.7	12	18	82	0	58	42
WAIV	Jkville	8.5	14.9	10	18	74	8	45	55
WIVY	Jkville	7.4	17.1	9	27	61	12	42	58
KXOA-F	Sacra	9.1	13.8	11	16	79	5	41	59
WRMF	W. Palm	10.4	12.1	20	22	60	18	42	58
WYFM	Young	9.8	12.9	9	16	80	4	45	55
KLUV	Dallas	7.1	17.7	7	10	90	0	49	51
KMGC	Dallas	5.7	22.0	3	25	74	1	38	62
KVIL A/F	Dallas	10.3	12.3	10	13	76	11	30	70
WMAG	Green-WS	9.7	13.0	11	11	84	5	37	63
WOJY	Green-WS	8.2	15.5	12	11	63	26	36	64
WLAC-F	Nash	9.2	13.7	10	14	80	6	39	61
WSNE	Prov	9.0	14.0	4	18	77	5	33	67
WUSA	Tampa	8.8	14.4	6	4	86	10	41	59
WFLZ	Tampa	9.9	12.7	8	10	71	19	31	69
KUDL	KC	6.8	18.5	5	18	82	0	30	70
WLTY	Norfolk	8.2	15.4	8	18	72	10	44	56
WWDE	Norfolk	9.8	12.8	10	19	74	7	40	60
KGW	Port O	6.3	20.0	13	20	68	12	50	50

BTFL/EZ

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.2	11.2	16.1	3.8	42.0	54.2	39.8	60.2
WPAT A/F	NY	10.5	12.1	11	2	33	65	40	60
KJOI	LA	10.1	12.5	9	1	44	65	42	58
WLOO	Chi	11.2	11.2	12	4	43	53	38	62
KABL A/F	SF	9.3	13.5	13	3	30	67	42	58
WHBC-F	Canton	11.8	10.7	24	6	44	50	36	64
WSWT	Peoria	12.0	10.5	18	11	46	43	35	65
KBEE	Modesto	12.8	9.8	22	10	33	57	42	58
WJOI	Detroit	11.0	11.5	11	5	43	52	40	60
KJQY	SD	11.9	10.6	20	4	37	59	43	57
WDOK	Cleve	8.5	14.8	5	8	54	38	43	57
WQAL	Cleve	12.6	10.0	18	3	28	69	33	67
WFMZ	Allen	13.6	9.3	20	3	39	58	43	57
WJIB	Boston	10.6	11.9	11	2	39	59	41	59
WEZN	Bridge	11.7	10.8	15	3	35	62	34	66
WRCH	Hart	9.8	12.8	11	6	45	49	42	58
WEAZ	Phila	11.1	11.3	11	2	37	61	40	60
KDUO	River-SB	11.9	10.6	23	3	31	66	46	54
WXTZ	Indy	10.9	11.6	17	0	47	53	37	63
WQLR	Kala	10.5	12.0	10	0	40	60	44	56
WOOD-F	Gr. Rpds	8.9	14.1	11	1	42	57	35	65
WEZV	Ft. Wyne	11.4	11.1	10	3	34	63	40	60
WLQR	Toledo	10.4	12.1	20	7	41	52	39	61
KBEZ	Tulsa	10.2	12.3	18	4	42	54	35	65
WLIF	Balt	12.8	9.8	16	4	41	55	37	63
KOSI	Denver	10.7	11.8	14	6	45	49	39	61

BTFL/EZ Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.2	11.2	16.1	3.8	42.0	54.2	39.8	60.2
WEZK	Knox	11.8	10.7	18	5	43	52	42	58
WEZW	Milw	10.6	11.9	7	7	49	44	39	61
WSSP	Orl	10.0	12.6	21	3	37	60	39	61
KEZK	St. Lou	10.3	12.2	9	1	45	54	42	58
WGAY	Wash	10.9	11.6	12	7	42	51	41	59
WSRS	Worc	11.2	11.3	13	3	59	38	34	66
WPCH	Atl	10.6	11.9	19	8	52	40	38	62
WBNS-F	Col, O	18.5	10.5	17	5	45	50	44	56
KODA	Hous	9.6	13.2	9	2	59	39	54	46
WLYF	Miami	12.7	9.9	21	1	30	69	42	58
WAYL-F	Minn	9.8	12.9	10	3	36	61	39	61
WSHH	Pitts	10.5	12.0	10	2	40	58	41	59
KSFI	Salt Lake	9.4	13.4	14	8	42	50	35	65
KBRD	Seattle	9.8	12.9	11	1	38	61	26	74
KJYK	Tucson	12.2	10.3	26	2	31	67	36	64
WHP-F	Harris	10.5	12.0	7	7	63	30	37	63
KVLY	Mc-Brown	11.5	11.0	29	3	42	55	28	72
KESY-F	Omaha	13.0	9.7	17	1	46	53	37	63
WGER	Sag-BC	13.0	9.7	16	0	54	46	49	51
WDXZ	Char, SC	14.5	8.7	17	0	56	44	43	57
WWLV	Dayt. Bh	12.4	10.2	22	0	25	75	38	62
KXTZ	L. Vegas	11.5	11.0	29	3	47	50	41	59
KEZQ-F	Lt. Rk	11.0	11.4	22	10	43	47	31	69
WMEZ	Pensa	11.8	10.7	19	11	38	51	61	39
WOKQ	Ports/Dvr	11.8	10.7	19	10	70	20	59	41
KXLY-F	Spokane	11.3	11.1	17	2	52	46	45	55
WHIO-F	Dayton	11.6	10.9	13	2	42	56	42	58
KUMU A/F	Hono	11.8	10.6	16	12	62	26	54	46
WBYU	New Orl	13.2	9.5	16	4	42	54	42	58
KMEO A/F	Phoenix	13.8	9.9	23	2	27	71	36	64
KQXT	San Ant	10.1	12.5	12	6	37	57	44	56
WJYE	Buff	9.6	13.1	9	2	41	57	41	59
WEAT-F	W. Palm	10.9	11.6	23	0	23	77	47	53
WKBN-F	Young	9.7	13.0	12	4	34	62	33	67
KMEZ A/F	Dallas	11.5	10.9	6	2	44	54	38	62
WWBA	Tampa	14.9	8.4	20	1	20	79	40	60
KMBR	KC	11.7	10.8	16	1	49	50	40	60
WFOG-F	Norfolk	11.1	11.4	19	2	40	58	42	58
KXL-F	Port O	10.0	12.7	14	1	43	56	35	65

MOR/VARIETY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.8	14.2	12.0	3.2	44.6	52.2	43.1	56.9
WGN	Chi	9.0	13.9	8	2	39	59	43	57
KNBR	SF	6.7	18.8	7	5	58	37	57	43
WAKR	Akron	8.1	15.6	14	2	38	60	36	64
WHBC	Canton	8.5	14.9	20	3	32	65	34	66
WMBD	Peoria	8.3	15.1	10	3	39	58	47	53
WJR	Detroit	9.6	13.1	9	3	46	51	47	53
KFMB	SD	8.1	15.6	10	3	70	27	51	49
WBZ	Boston	8.8	14.4	8	3	40	57	34	66
WHDH	Boston	8.4	15.1	5	3	51	66	41	59
WICC	Bridge	9.7	13.0	10	5	54	41	35	65
WTIC	Hart	11.8	10.7	17	3	34	63	38	62
WELI	N. Haven	10.5	12.0	13	1	38	61	39	61
WIBC	Indy	10.3	12.2	14	3	46	51	38	62
WKZO	Kala	7.6	16.6	13	6	45	49	44	56
WOOD	Gr. Rpds	9.7	13.0	14	2	52	46	32	68

MOR/VARIETY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.8	14.2	12.0	3.2	44.6	52.2	43.1	56.9
WOWO	Ft. Wyne	7.9	16.0	14	4	52	44	52	48
WHAM	Roch	7.8	16.2	12	2	50	48	50	50
WSPD	Toledo	7.9	16.0	18	2	32	66	30	70
KRMG	Tulsa	9.9	12.8	20	0	52	48	48	52
WHAS	Louis	9.9	12.8	16	3	50	47	44	56
WTMJ	Milw	9.8	12.9	14	2	35	63	38	62
WMAL	Wash	8.9	14.2	9	2	45	53	49	51
WSB	Atl	10.3	12.3	15	4	43	53	47	53
WTVN	Col, O	10.3	12.2	15	6	49	45	47	53
WCCO	Minn	10.7	11.8	16	3	36	61	44	56
KDKA	Pitts	9.6	13.1	11	3	30	67	40	60
KSL	Salt Lake	6.6	19.2	13	6	56	38	52	48
KOMO	Seattle	7.0	18.0	8	2	58	40	54	46
KKOB	Albuq	10.5	12.0	9	4	60	36	55	45
WHP	Harris	10.1	12.5	17	2	19	79	35	65
WIBA	Madison	7.3	17.2	11	5	54	41	46	54
KFAB	Omaha	12.1	10.4	20	3	46	51	46	54
WSGW	Sag-BC	13.4	9.4	18	1	32	67	36	64
WSBA	York	7.6	16.5	6	5	52	43	33	67
WGY	Albany	10.4	12.1	17	2	32	68	36	64
WHIO	Dayton	9.8	12.9	16	3	34	63	39	61
KSSK	Hono	10.7	11.8	20	4	76	20	49	51
WRVA	Rich	10.6	11.9	18	4	39	57	34	66
WSYR	Syra	8.7	14.6	18	3	32	65	36	64
WARM	WB/Scran	6.9	18.1	13	7	32	61	38	62
WBEN	Buff	7.8	16.2	11	4	37	59	50	50
WBT	Char, NC	10.0	12.6	11	2	44	54	38	62
WKBN	Young	9.7	12.9	7	4	32	64	43	57
WSJS	Green-WS	8.5	14.9	13	2	47	51	41	59
WLW	Cinci	8.8	14.2	9	8	55	37	61	39
WKRC	Cinci	7.9	15.9	12	2	48	50	44	56
KMBZ	KC	7.4	17.0	4	3	39	58	47	53
KEX	Port O	7.9	16.0	9	1	59	40	51	49

COUNTRY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		10.5	12.0	19.9	13.2	62.7	24.1	47.4	52.6
WYNY	NY	9.0	13.9	9	8	69	23	46	54
KLAC	LA	7.8	16.1	13	0	57	43	58	42
KZLA-F	LA	7.9	16.0	9	5	69	26	49	51
WUSN	Chi	4.4	13.6	10	13	65	22	48	52
KSAN	SF	8.3	15.2	13	13	72	15	45	55
KUZZ	Bakersf	13.0	9.7	36	3	62	35	58	42
KMIX-F	Modesto	12.0	10.5	22	21	60	19	44	56
WWWW	Det	9.9	12.7	16	11	63	26	47	53
KSON-F	SD	10.0	12.5	15	21	62	17	48	52
WGAR-F	Cleve	10.0	12.5	18	12	77	11	57	43
WBOX	Boston	8.4	15.0	12	11	70	19	51	49
WLLR	Daven-RI	10.5	11.9	21	18	56	26	35	65
WXTU	Phila	9.3	13.6	13	12	62	26	53	47
WFMS	Indy	13.7	9.2	27	12	73	15	47	53
WCUZ-F	Gr. Rpds	9.5	13.2	13	7	76	17	51	49
KASE	Austin	11.7	10.8	18	20	59	21	50	50
WBEE	Roch	10.9	11.6	17	13	67	20	41	59
WKKO-F	Toledo	10.0	12.6	16	10	67	23	42	58
KVOO	Tulsa	9.5	13.3	29	0	34	66	49	51
KWEN	Tulsa	10.3	12.2	15	25	65	10	47	53
WPOC	Balt	11.4	11.1	18	7	51	42	47	53
KYGO	Denver	10.6	11.9	15	10	69	21	52	48
KLZ	Denver	10.2	12.4	12	16	52	32	55	45
WIVK A/F	Knox	16.1	7.8	28	16	65	19	43	57
WAMZ	Louis	12.4	10.2	24	12	67	21	43	57

COUNTRY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 24-54	% 55+	%M	%F
National Mean:		10.5	12.0	19.9	13.2	62.7	24.1	47.4	52.6
WMIL	Milw	10.6	11.9	21	9	76	15	49	51
WWKA	Orl	13.2	9.6	34	10	68	22	53	47
WIL-F	St. Lou	9.4	13.4	14	12	61	27	45	55
[illegible] A/F	Wash	12.0	10.5	20	14	67	19	51	49
[illegible]X-F	Atl	10.6	11.9	24	17	64	19	47	53
WYAY-F	Hous	10.0	12.6	18	23	68	9	52	48
KIKK-F	Hous	11.4	11.1	16	19	68	13	48	52
KILT-F	Hous	9.4	13.4	12	11	72	17	50	50
WKQS	Miami	8.7	14.5	11	13	61	26	50	50
KEEY	Minn	8.2	15.4	11	16	70	14	52	48
WDSY	Pitts	10.7	11.8	15	23	57	20	49	51
KKAT	Salt Lake	10.6	11.9	17	31	62	7	51	49
KMPS A/F	Seattle	10.9	11.5	19	6	73	21	63	37
KRPM-F	Seattle	12.3	10.2	22	25	48	27	55	45
WQDR	Raleigh	9.6	13.1	21	14	70	16	43	57
KIIM	Tucson	9.9	12.7	17	15	66	19	39	61
KRST	Albuq	10.1	12.4	17	19	71	10	52	48
WCOS-F	Col, SC	11.8	10.6	26	14	64	22	49	51
WRKZ	Harris	10.1	12.5	18	10	54	36	56	44
WTSO	Madison	8.6	14.6	16	3	55	42	59	41
KTXF	Mc-Brown	10.9	11.5	12	24	66	10	35	65
WOW	Omaha	10.1	11.4	8	6	54	40	59	41
WPOR A/F	Port M	11.9	10.6	29	4	64	32	58	42
WKCQ	Sag-BC	9.3	13.6	20	12	68	20	38	62
WYNK A/F	Baton Rg	9.1	13.9	13	10	69	21	41	59
KYKR	Beau	11.7	10.8	21	17	67	16	42	58
WEZL	Char, SC	10.9	11.6	27	18	59	23	55	45
WUSY	Chatt	11.4	11.1	16	13	71	16	45	55
KOUL	Corp. Ch	11.4	11.1	18	24	52	24	36	64
KSO	Des M	12.2	10.4	20	0	58	42	52	48
KHEY-F	El Paso	10.9	11.5	13	30	58	12	45	65
WRNS	Green-NB	13.4	9.4	35	22	60	18	50	50
WTCR-F	Hunting	14.1	9.7	23	16	62	22	44	56
WITL A/F	Lansing	12.4	10.2	23	10	68	22	50	50
KFMS A/F	Las Vegas	11.1	11.4	30	9	73	18	48	52
KSSN	Lt. Rk	14.4	8.8	30	17	64	19	49	51
WVLK-F	Lex	9.9	12.7	21	11	74	15	34	66
KLLL	Lubbock	11.3	11.2	24	15	67	18	40	60
WKSJ A/F	Mobile	13.2	9.6	27	8	66	26	50	50
WOWW	Pensa	11.1	11.4	19	10	55	35	57	43
KRMD A/F	Shreve	11.0	11.5	17	17	56	27	44	56
KDRK	Spokane	11.4	11.1	19	7	67	26	53	47
WGNA	Albany	10.2	12.4	12	8	66	26	59	41
WESC A/F	Green-SP	11.0	11.4	29	15	58	27	44	56
KDEO	Hono	9.3	13.5	20	12	76	18	40	60
WGKX	Memphis	10.2	12.4	22	13	70	17	41	59
KNIX A/F	Phoenix	12.4	10.2	22	12	65	23	49	51
WTVR-F	Rich	9.2	13.7	17	11	72	17	54	46
KAJA	San Ant	8.2	15.4	8	32	60	8	42	58
KKYX	San Ant	8.6	14.7	15	4	32	64	48	52
WRRB	Syra	9.7	13.0	24	10	47	43	43	57
KFDI	Wichita	8.8	14.3	27	0	19	81	39	61
WZZK A/F	Birm	12.7	10.0	23	14	66	20	51	49
WYRK	Buff	10.7	11.8	16	9	65	26	49	51
WLVK	Char, NC	9.7	13.2	18	22	64	14	49	51
WSOC-F	Char, NC	10.4	12.1	25	12	60	28	44	56
WQIK-F	Jkville	12.4	10.2	23	10	57	33	54	46
WXBQ	JC/King	11.1	11.4	22	12	72	16	44	56
KXXY A/F	Okl C	12.8	9.9	23	20	60	20	40	60
KRAK-F	Sacra	10.0	12.7	16	7	78	15	60	40

COUNTRY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		10.5	12.0	19.9	13.2	62.7	24.1	47.4	52.6
WIRK	W. Palm	11.3	11.2	27	13	57	30	54	46
WQXK	Young	12.0	10.5	20	9	70	21	43	57
WBAP	Dallas	9.5	13.3	16	4	45	51	56	44
KPLX	Dallas	10.0	12.6	15	15	68	17	46	54
KSCS	Dallas	7.8	16.2	10	24	60	16	43	57
WTQR	Green-WS	11.7	10.8	22	15	58	27	53	47
WSM-F	Nash	9.9	12.7	18	9	70	21	45	55
WSIX-F	Nash	11.7	10.7	24	15	64	21	23	77
WQYK	Tampa	12.6	10.0	22	14	51	35	50	50
WDAF	KC	12.4	10.2	23	5	46	49	42	58
KFKF A/F	KC	10.1	12.0	15	20	68	12	48	52

NEWS/TALK

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.2	15.4	9.4	2.3	38.8	58.9	49.3	50.7
WABC	NY	6.1	20.7	2	3	42	55	47	53
WCBS	NY	6.1	20.5	7	3	35	62	50	50
WFAN	NY	5.8	21.8	3	8	61	31	78	22
WINS	NY	6.1	20.6	9	5	43	52	43	57
WOR	NY	9.6	13.2	6	0	25	75	28	72
KABC	LA	11.3	11.1	9	0	37	63	42	58
KFWB	LA	6.1	20.8	9	3	40	57	53	47
KNX	LA	5.9	21.3	6	3	43	54	52	48
WBBM	Chi	7.1	17.7	11	1	39	60	50	50
KCBS	SF	6.6	19.2	7	2	45	53	54	46
KGO	SF	8.4	15.0	10	2	50	48	50	50
WWJ	Detroit	7.2	17.5	6	3	46	51	56	44
WXYT	Detroit	11.2	11.3	5	1	40	59	35	65
KSDO	SD	9.3	13.6	12	3	43	54	53	47
WERE	Cleve	8.5	15.2	8	1	17	82	46	54
WWWE	Cleve	7.5	16.9	5	3	39	58	49	51
WEEI	Boston	7.1	17.7	8	4	35	61	52	48
WRKO	Boston	12.4	10.2	6	2	37	61	42	58
WOC	Daven-RI	12.9	9.7	16	6	36	58	40	60
WPOP	Hart	6.5	19.5	5	0	42	58	51	49
KYW	Phila	6.5	19.4	9	3	41	56	48	52
WCAU	Phila	6.0	21.0	5	3	38	59	59	41
WBAL	Balt	8.8	14.3	11	1	29	70	33	67
KOA	Denver	7.1	17.7	6	6	55	39	57	43
KMOX	St. Lou	11.7	10.8	16	5	39	56	49	51
WTOP	Wash	6.2	20.8	6	2	56	42	57	43
WWRC	Wash	10.4	12.1	5	1	24	75	34	66
WGST	Atl	6.8	18.6	7	1	51	48	59	41
KTRH	Hous	8.1	15.6	11	1	42	57	59	41
WINZ	Miami	9.3	13.5	6	1	46	53	63	37
WIOD	Miami	6.7	18.8	10	2	40	58	54	46
WNWS	Miami	9.9	12.8	10	0	17	83	34	66
KIRO	Seattle	8.9	14.2	12	4	45	51	56	44
WPTF	Raleigh	10.0	12.6	14	3	40	57	57	43
WHO	Des M	9.4	13.4	11	0	41	59	46	54
KTAR	Phoenix	7.9	15.9	15	3	40	57	57	43
WOAI	San Ant	8.7	14.4	12	1	48	51	60	40
KTOK	Okl C	7.9	15.9	11	2	40	58	47	53
KFBK	Sacra	9.8	12.8	13	0	53	47	50	50
WJNO	W. Palm	9.8	12.9	13	0	31	69	32	68
KRLD	Dallas	6.9	18.4	11	4	44	52	55	45
KMJ	Fresno	9.0	13.9	18	4	34	62	48	52
WHJJ	Prov	12.6	10.0	11	1	35	64	45	55
WFLA	Tampa	9.5	13.2	12	2	34	64	49	51
WCKY	Cinci	9.7	13.0	8	1	23	76	40	60
KCMO	KC	8.5	14.9	10	2	46	52	53	47
KXL	Port O	10.4	12.1	18	1	32	67	43	57

BLACK/URBAN

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		12.1	10.4	14.6	45.7	49.4	4.9	45.3	54.7
WBLS	NY	10.2	12.4	5	34	61	5	48	52
WQHT	NY	8.6	15.2	7	69	30	1	47	53
WRKS	NY	11.7	10.7	10	60	38	2	39	61
KPWR	LA	9.3	13.5	11	66	33	1	44	56
KJLH	LA	9.1	13.9	5	36	61	3	35	65
WBMX	Chi	8.0	15.8	5	54	43	3	48	52
WGCI-F	Chi	11.8	10.7	11	41	54	5	47	53
KSOL	SF	9.0	14.0	9	53	42	5	47	53
WJLB	Detroit	13.1	9.7	20	49	45	6	38	62
WZAK	Cleve	17.4	7.2	35	46	52	2	36	64
WILD	Boston	16.2	7.8	6	29	61	10	60	40
WUSL	Phila	13.1	9.6	13	57	40	3	42	58
WDAS-F	Phila	10.8	11.7	7	37	57	6	44	56
WTLC	Indy	12.4	10.1	27	35	52	13	38	62
WXYV	Balt	13.5	9.3	16	40	55	5	48	52
WLUM-F	Milw	9.0	14.1	16	54	44	2	46	54
KMJM	St. Lou	16.6	7.6	23	63	35	2	39	61
WDAY	Wash	8.2	15.4	8	68	32	0	49	51
WHUR	Wash	8.0	15.8	4	21	65	14	52	48
WKYS	Wash	10.7	11.7	6	33	65	2	45	55
WVEE	Atl	12.6	10.0	13	38	60	2	45	55
KMJQ	Hous	14.2	8.9	19	50	46	4	52	48
WEDR	Miami	15.0	8.4	23	47	47	6	51	49
WAMO-F	Pitts	12.3	10.3	24	37	59	4	43	57
WQOK	Raleigh	12.8	9.8	11	33	62	5	60	40
WWDM	Col, SC	16.9	7.5	21	47	50	3	48	52
WXOK	Bat. Rg	12.3	10.2	12	33	51	16	40	60
KHYS	Beau	14.9	8.4	23	43	48	9	37	63
WWWZ	Char, SC	10.4	12.1	6	42	54	4	46	54
WIKS	Green-NB	16.1	7.8	33	54	40	6	48	52
WBLX	Mobile	16.0	7.9	18	45	44	11	39	61
WQQK-F	Nash	12.2	10.3	20	45	49	6	37	63
KDKS	Shreve	14.4	8.8	21	45	54	1	43	57
WHRK	Memphis	11.0	11.4	12	50	44	6	44	56
KRNB	Memphis	9.3	13.6	5	56	44	0	53	47
WQUE A/F	New Orl	10.8	2.9	10	44	53	3	48	52
WPLZ-F	Rich	14.2	8.8	20	33	62	5	43	57
WKXX	Birm	9.6	3.3	7	53	46	1	43	57
WENN	Birm	10.4	12.1	9	34	54	12	53	47
WPEG	Char, NC	17.6	7.2	33	52	42	6	46	54
KKDA-F	Dallas	16.3	7.7	19	42	55	3	47	53
WMYK	Norfolk	9.4	13.4	9	51	47	2	46	54

NOSTALGIA

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		10.8	11.7	14.3	1.0	20.4	78.6	43.7	56.3
WNEW-A	NY	8.5	14.8	7	1	25	74	31	69
KMPC	LA	8.1	15.6	9	1	30	69	50	50
WJJD	Chi	13.0	9.7	12	2	16	82	39	61
CKLW	Detroit	9.4	13.5	10	0	20	80	54	46
KPOP	SD	10.0	12.6	15	2	18	80	49	51
WEST	Allen	15.9	7.9	23	0	15	85	38	62
WPEN	Phila	12.0	10.5	9	1	19	80	41	59
WMAS	Spg, MA	14.3	8.8	21	0	21	79	39	61
WTUX	Indy	10.5	12.0	21	2	15	83	43	57
WOKY	Milw	11.0	11.5	11	2	23	75	46	54
WRTH	St. Lou	11.7	10.7	13	2	10	88	41	59
KQUE	Hous	12.8	9.9	20	3	41	56	49	51
WJAS	Pitts	8.9	14.2	7	1	11	88	47	53
KIXI	Seattle	11.7	10.7	13	0	20	80	42	58
WWIW	New Orl	9.0	14.0	13	0	23	77	53	47
WNAK	WB/Scran	11.1	11.4	18	0	19	81	24	76
WECK	Buff	11.8	10.7	7	0	24	76	49	51
WGUL A/F	Tampa	15.7	8.0	28	1	17	82	51	49

RELIGION/GOSPEL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.3	15.3	13.8	12.7	52.3	35.0	35.8	64.2
WFME	NY	11.6	10.8	11	3	64	33	21	79
WWDJ	NY	9.3	13.5	4	0	60	40	21	79
WWRL	NY	12.3	10.2	9	5	53	42	13	87
KFSG	LA	7.2	17.4	17	11	66	23	28	72
WROL	Boston	7.0	18.1	12	0	14	86	32	68
WFUR-F	Gr. Rpds	7.1	17.8	13	0	35	65	31	69
WBGR	Balt	12.3	10.2	14	9	57	34	29	71
WRBS	Balt	9.5	13.3	11	8	52	40	43	57
WCBW	St. Lou	5.0	25.1	11	39	58	3	46	54
KHCB	Hous	7.9	15.9	17	0	62	38	48	52
KOMS	Seattle	8.1	15.6	17	48	49	3	31	69
WEMM	Hunting	7.5	16.9	17	0	48	52	35	65
WJMM	Lex	7.3	17.2	15	0	45	55	27	73
WDJC	Birm	6.0	21.0	9	14	47	39	18	82
KJIL	Okl C	8.9	14.1	23	26	55	19	45	55
KHVN	Dallas	13.0	9.7	10	13	53	34	29	71
KOJO	Dallas	10.6	11.9	26	26	67	7	43	57
WXRI	Norfolk	8.0	15.8	13	27	70	3	40	60

HISPANIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		12.4	10.3	16.6	13.7	61.5	24.8	44.5	55.5
WADO	NY	16.7	7.6	21	3	56	41	35	65
WKDM	NY	13.0	9.7	12	9	75	16	30	70
WSKQ	NY	13.2	9.5	13	6	78	16	55	45
KLVE-F	LA	10.5	11.9	13	23	62	15	33	67
KTNQ	LA	14.2	8.9	21	14	70	16	50	50
KSKQ	LA	10.2	12.3	10	36	52	12	52	48
WIND	Chi	8.1	15.6	20	14	66	20	43	57
WOJO	Chi	9.2	13.7	18	14	76	10	59	41
KBRG	SF	10.6	11.8	9	35	58	7	51	49
KWAC	Bakersf	19.1	6.6	16	26	67	7	51	49
KLAT	Hous	18.9	6.7	19	13	83	4	68	32
WAQI	Miami	12.9	9.8	15	2	49	49	42	58
WQMQ-F	Miami	15.2	8.3	16	10	75	15	38	62
WQBA	Miami	15.6	8.1	18	1	30	69	42	58
KGBT	Mc-Brown	12.4	10.2	22	9	48	43	32	68
KIWW	Mc-Brown	10.0	12.7	7	26	63	11	52	48
KUNO	Corp. Ch	19.9	6.3	30	2	32	66	35	65
KAMA	El Paso	15.0	8.4	22	5	51	44	26	74
KBNA A/F	El Paso	11.0	11.4	9	20	60	20	43	57
KONO	San Ant	6.4	19.8	9	12	81	19	57	43
KESS	Dallas	11.8	7.4	28	7	60	33	41	59

CLASSICAL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		7.5	16.9	5.8	4.3	52.6	43.1	48.5	51.5
WNCN	NY	6.6	19.2	5	4	64	32	56	44
WQXR A/F	NY	6.6	19.1	7	3	33	67	43	56
KFAC-F	LA	7.1	17.7	3	9	47	44	56	44
WFMT	Chi	8.2	15.4	4	2	50	48	52	48
WNIB	Chi	6.6	19.2	1	7	44	49	39	61
KDFC A/F	SF	6.3	19.9	4	4	71	25	56	44
KKHI A/F	SF	6.0	20.8	3	4	52	44	54	46
WQRS	Detroit	6.7	18.8	3	8	45	47	44	56
KFSD	SD	8.5	14.8	7	5	59	36	51	49
WCLV	Cleve	8.7	14.5	7	2	52	46	59	41

CLASSICAL Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		7.5	16.9	5.8	4.3	52.6	43.1	48.5	51.5
WCRB	Boston	6.5	19.5	3	5	50	45	39	61
WFLN	Phila	8.1	15.6	2	2	66	32	59	41
KVOD	Denver	8.3	15.1	5	6	61	33	43	57
WGMS A/F	Wash	7.6	16.5	6	3	61	36	44	56
WTMI	Miami	8.7	14.5	12	1	41	58	50	50
KING-F	Seattle	8.6	14.7	10	3	58	39	32	68
WRR	Dallas	5.8	21.6	2	4	62	34	52	48
WXCR	Tampa	11.8	10.7	13	2	30	68	46	54
KYTE-F	Port O	9.7	12.9	13	7	54	39	46	54

JAZZ/NEW AGE

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		7.2	17.4	4.3	12.4	80.0	7.6	54.4	45.6
KKGO	LA	6.4	19.8	8	3	70	27	54	46
KTWV	LA	7.4	17.0	2	9	85	6	50	50
WNUA	Chi	6.9	18.4	3	11	85	4	46	54
KJAZ	SF	6.5	19.3	4	3	83	14	61	39
KKSF	SF	8.6	14.7	3	16	80	4	63	37
WJZZ	Detroit	7.3	17.2	5	61	37	2	74	26
KIFM	SD	6.3	20.0	7	11	82	7	60	40
WLOQ	Orlan	8.9	14.2	6	8	85	7	64	36
WBMW	Wash	6.5	19.4	6	14	80	6	59	41
WXDJ	Miami	6.2	20.3	2	9	81	10	44	56
KEZX-F	Seattle	7.1	17.7	6	9	83	8	54	46
KNUA	Seattle	8.9	14.1	0	5	93	2	49	51
KLSK	Albuq	8.9	14.2	8	0	100	0	35	65
WAVH	Mobile	9.7	13.0	7	9	72	19	43	57
KOAI	Dallas	7.5	16.8	4	9	86	5	53	47
WHVE	Tampa	8.0	15.7	1	19	75	6	66	34
KCWV	KC	5.4	23.4	1	15	83	2	50	50

PUBLIC AND NONCOMMERCIAL STATIONS

(Based on Birch Data)

STATION/MARKET		12+ SHARE F87	12+ SHARE S87	12+ SHARE F86	12+ SHARE S86	12+ CUME RATING F87	12+ CUME RATING S87	12+ CUME RATING F86	12+ CUME RATING S86
WKSU	Akron	2.5	---	---	---	7.0	---	---	---
WMHT	Albany	1.4	2.0	2.7	1.7	5.4	4.5	6.2	4.5
KUNM	Albuquerque	1.6	---	---	---	4.4	---	---	---
WABE	Atlanta	1.1	2.3	2.0	1.4	2.7	5.0	5.5	3.3
KAZI	Austin	2.4	2.8	2.9	3.1	5.6	6.4	8.5	7.4
KMFA	Austin	2.1	1.8	3.2	3.0	6.3	4.6	9.0	6.7
KUT	Austin	3.2	2.4	3.1	2.9	9.0	7.6	8.8	7.3
WBJC	Baltimore	1.1	1.2	2.6	1.6	4.1	4.1	5.6	3.6
WEAA	Baltimore	1.2	.6	.8	.9	3.4	1.8	2.2	2.7
KLSU	Baton Rouge	.6	1.4	.8	2.2	3.4	4.6	3.9	5.6
WBRH	Baton Rouge	1.0	1.1	1.0	1.9	4.0	3.6	4.5	5.2
WRKF	Baton Rouge	2.2	2.0	2.4	2.6	7.1	5.2	6.5	5.2
WBHM	Birmingham	1.3	1.4	---	---	3.8	5.0	---	---
WBUR	Boston	2.1	1.8	1.6	1.1	6.7	4.7	5.1	5.1
WGBH	Boston	2.2	1.8	1.7	2.3	5.9	6.4	6.1	7.9
WEBR	Buffalo	1.3	2.0	1.6	3.1	5.7	6.5	5.1	7.4
WNED	Buffalo	1.8	2.1	2.4	2.8	4.1	5.7	4.3	6.5
WSCI	Charleston, S.C.	2.5	2.7	2.2	1.9	5.1	5.3	6.0	4.6
WFAE	Charlotte	2.1	2.6	1.7	1.7	5.5	5.5	5.3	5.3
WMBW	Chattanooga	2.2	1.4	2.3	---	6.0	4.2	5.3	---
WBEZ	Chicago	.9	1.3	.8	.9	3.3	3.5	2.6	2.8
WMBI-F	Chicago	1.3	1.3	.3	1.2	2.7	2.3	1.0	3.0
WGUC	Cincinnati	1.4	2.0	3.6	2.5	4.0	6.2	6.6	5.4
WXVU	Cincinnati	1.0	1.9	1.0	1.8	5.2	5.2	4.9	5.9
KCME	Colorado Springs	1.7	1.1	2.3	1.7	4.7	3.8	7.9	4.7
WLTR	Columbia, S.C.	1.9	1.5	1.5	2.6	4.2	6.1	4.0	5.3
WMHK	Columbia, S.C.	2.5	3.2	2.6	2.8	7.0	9.0	6.7	6.5
WOSU	Columbus, OH	2.3	.9	1.8	1.1	5.2	3.2	4.1	4.2
WOSU-F	Columbus, OH	2.3	2.4	2.2	2.8	5.5	7.6	5.3	5.5
KERA	Dallas	1.3	.5	.7	1.1	4.3	2.6	3.4	4.0
WDLM	Davenport	.8	1.1	1.6	1.4	3.9	4.1	3.8	3.5
KCFR	Denver	2.2	1.3	2.3	2.4	5.5	4.6	7.0	6.2
WOI-F	Des Moines	1.6	2.3	2.3	2.6	6.4	5.4	4.9	4.8
WDET	Detroit	.9	.9	1.4	1.0	3.2	2.9	2.2	3.4
KFSR	Fresno	.9	1.2	.9	2.7	2.9	3.6	3.5	4.4
KVPR	Fresno	1.5	1.6	2.4	2.3	4.2	4.1	3.5	5.5
WCSG	Grand Rapids	2.6	3.0	4.1	2.0	6.3	6.7	8.1	5.3
WVGR	Grand Rapids	1.7	2.9	2.4	1.5	4.2	6.0	5.6	4.7
WFDD	Greensboro	2.1	1.7	1.3	1.6	4.6	5.1	4.6	4.9
WITF	Harrisburg	4.2	2.7	---	---	9.6	7.7	---	---
WFCR	Hartford	1.7	.9	.8	1.0	4.7	2.7	3.1	1.6
KTSU	Houston	1.9	2.1	1.8	2.6	5.4	6.3	6.1	5.1
WIAN	Indianapolis	1.4	1.2	1.7	1.1	4.1	3.6	4.0	3.8
WKTZ	Jacksonville	5.9	6.4	4.4	5.9	9.5	10.1	10.1	10.6
WUOT	Knoxville	1.7	1.7	---	---	5.3	6.5	---	---
WKAR	Lansing	1.3	1.0	1.5	---	2.9	2.7	3.9	---
WKAR-F	Lansing	3.3	6.4	4.1	---	12.0	11.6	8.9	---
KCEP	Las Vegas	7.4	10.0	---	---	12.7	15.3	---	---
KNPR	Las Vegas	1.7	2.1	---	---	4.7	5.8	---	---
KUNV	Las Vegas	2.7	1.7	---	---	6.7	4.8	---	---
WBKY	Lexington	3.4	1.5	2.2	1.5	5.4	6.2	5.2	4.0
WEKU	Lexington	2.2	2.6	2.6	2.5	5.2	6.0	6.4	8.2
KABF	Little Rock	2.9	1.7	3.1	2.5	8.1	6.1	8.4	7.9
KLRE	Little Rock	1.3	1.9	1.9	1.2	3.7	4.0	5.1	4.9
KUSC	Los Angeles	1.2	1.2	1.0	1.5	3.6	3.0	3.2	3.8
WFPL	Louisville	1.7	2.3	---	---	4.6	5.4	---	---
WERN	Madison	5.8	5.4	5.4	4.5	12.0	10.8	13.2	10.7
WHA	Madison	3.9	2.9	3.7	3.7	6.9	7.5	8.2	7.6
WORT	Madison	2.5	3.8	4.6	4.1	7.5	10.2	14.3	11.0
WMCU	Miami	.9	1.2	.5	1.3	2.0	2.4	1.2	2.5

STATION/MARKET		12+ SHARE F87	S87	F86	S86	12+ CUME RATING F87	S87	F86	S86
WUWM	Milwaukee	1.6	.6	1.4	1.1	3.4	2.5	4.3	2.8
KSJN-F	Minneapolis	2.5	3.4	2.2	2.2	6.3	8.0	5.6	7.2
KTIS-F	Minneapolis	2.5	2.3	2.2	2.7	5.9	4.8	5.6	5.9
KAMB	Modesto	2.6	3.4	2.0	---	6.2	5.5	5.6	---
KUOP	Modesto	1.3	1.3	3.1	---	5.5	3.9	8.2	---
WVAS	Montgomery	2.0	3.4	---	---	5.1	8.4	---	---
WPLN	Nashville	2.1	2.1	1.8	---	5.9	6.0	5.3	---
WPKT	New Haven	1.9	2.4	2.5	2.2	4.7	5.7	3.8	4.4
WTUL	New Orleans	.5	.7	1.4	1.9	2.8	3.4	5.0	4.5
WWNO	New Orleans	1.3	1.9	2.3	2.2	4.8	4.4	4.7	4.8
WNYC-F	New York	.5	.4	.4	.5	1.9	1.6	2.0	1.9
WHRO	Norfolk	3.0	2.0	2.7	1.9	5.5	5.1	6.0	4.7
KCSC	Oklahoma City	.8	1.4	1.4	1.0	3.5	4.0	4.1	2.8
WMFE	Orlando	1.5	.9	1.9	2.0	5.3	3.3	6.0	5.2
WHYY	Philadelphia	1.3	1.1	1.3	1.0	4.1	4.4	3.2	3.4
WRTI	Philadelphia	1.2	.9	1.1	1.2	3.3	2.3	3.8	2.7
WQED	Pittsburgh	1.1	1.5	1.5	1.4	4.1	4.5	3.6	3.6
KMHD	Portland, OR	1.4	1.1	1.5	1.6	3.3	2.7	3.5	2.2
KOAP	Portland, OR	1.4	1.8	.8	1.0	3.8	4.8	3.4	3.4
KUNR	Reno	4.6	4.7	---	---	10.3	8.9	---	---
WCPE	Raleigh	1.7	1.7	1.6	1.8	4.7	4.2	5.5	4.7
WKNC	Raleigh	1.6	2.6	2.2	3.0	4.1	5.3	6.0	6.1
WSHA	Raleigh	.7	1.3	2.9	2.5	3.0	6.4	8.1	7.7
WUNC	Raleigh	5.3	4.2	4.7	3.6	11.8	11.7	12.7	10.6
WRFK	Richmond	3.3	2.0	2.8	---	10.2	6.2	7.8	---
WXXI	Rochester	3.6	4.2	2.8	3.6	8.7	9.7	8.9	9.3
KXPR	Sacramento	3.3	3.4	2.8	2.8	7.1	6.4	8.7	6.6
KWMU	St. Louis	.7	1.0	1.2	.5	2.5	2.8	3.3	2.3
KUER	Salt Lake	1.3	1.2	1.5	.8	5.5	3.3	4.5	4.5
KRTU	San Antonio	.5	.5	.4	.6	2.1	1.6	2.8	1.7
KQED	San Francisco	---	.9	.9	1.2	---	4.0	3.7	4.5
WVIA	Scranton/WB	1.6	1.1	2.1	1.9	4.2	2.6	3.9	4.1
KNHC	Seattle	1.3	1.0	.8	.9	2.8	2.6	2.6	3.1
KPLU	Seattle	1.4	.9	1.0	.4	3.7	3.6	3.2	1.9
KUOW	Seattle	1.0	1.5	1.3	1.9	4.6	4.2	3.3	4.7
KDAQ	Shreveport	1.5	.9	.5	1.5	3.8	3.4	4.4	3.1
WFCR	Springfield, MA	3.5	4.4	---	---	9.2	9.2	---	---
WAER	Syracuse	2.0	1.7	1.3	2.0	7.5	4.3	5.6	6.0
WCNY	Syracuse	2.7	2.2	4.8	2.8	5.3	5.4	8.6	5.8
WJPZ	Syracuse	3.6	4.7	2.8	2.1	11.0	9.9	7.7	4.9
WGTE	Toledo	2.5	2.3	2.1	1.0	6.7	4.6	5.4	3.5
KWGS	Tulsa	2.2	1.7	1.7	.8	5.4	5.4	4.0	4.3
WAMU	Washington	1.6	1.7	1.3	1.0	3.9	5.4	4.0	3.3
WETA	Washington	1.6	1.8	2.8	1.7	4.6	5.6	7.1	5.0
WXEL	West Palm	3.5	1.8	---	---	5.4	4.6	---	---
KMUW	Wichita	2.4	1.4	1.7	1.5	5.8	3.9	4.9	4.4
WYSU	Youngstown	1.4	1.1	1.2	1.0	3.3	1.9	4.3	2.4

NOTE: Based on Birch Quarterlies from Spring 86 to Fall 87, 12+ Share and 12+ Cume Rating (Broadcast Week)

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definitions pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-time subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 170 Arbitron Standard radio markets only. Markets without a full rating book are not included.

The MSA (Metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ population which is using radio from 6 AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730/53.5%
Sample Target: 647
Standard Error: .721
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" line is a bit complex but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary

The sample target shows the number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The standard error is based on Arbitron's method of estimating the reliability of their ratings. I have carried the formula through the first step.

The % below line figure indicates the percentage of total radio listenting earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and saleability of local radio.

Est. 1987 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1988 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in this market is estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October 1987.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1987 gross revenue. This data is extracted from the 1988 edition of Duncan's Radio Market Guide.

12+ METRO 1/4/SHARE	SUM 86	SPG 86	WIN 86	FAL 85	4 BOOK Avg.	BIRCH Share	12+ TSA 1/4/CUME	12+ METRO CUME/ METRO CUME RATING	SPG 86	FAL 85
1. WAAA-F 301/11.3	11.1	11.7	10.4	10.7	11.1	10.6	1. WAAA-F 363/4908	1. WBBB 4314/21.2	22.3	23.8

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6A-MID). The audience figures are in hundreds. The ratings and shares are always percentages.

Reading from left to right: WAAA has 30,100 listeners per quarter hour in the metro. This earns the station an 11.3% share of audience during the latest rating period. The share for the last four rating books follows (in some smaller markets the last two books are listed). The next column shows the average of the last four books. This figure is provided only for those markets with quarterly measurement. Next is the Birch share for those markets which Birch surveys. The Birch share is the latest quarterly report.

In the TSA (total survey area) WAAA-F has a total audience of 36,300 per quarter hour and a weekly cume audience of 490,800.

WBBB has the highest 12+ Metro cume audience with a weekly total of 431,400. WBBB's Metro cume rating is 21.2%. That means that 21.2% of this market's population (12+) listens to WBBB for five minutes or more during a given week Historical cume ratings follow.

The number of stations listed on these tables varies according to market size and according to the number of stations in the market.

If a station is simulcasting, this symbol "+" will appear next to the call letters where applicable. Whether I labeled the simulcasting station as AM or FM depended upon which band received the greatest amount of listening.

12+ FM SHARE (METRO): 59.64% (833 of 1401) (FAL 86: 57.41%)

These figures show how well FM radio is doing in the market - at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6A-MID, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR AVG.

The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+: Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-10A
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
SAT MID: Total persons, 12+, Saturday, Metro, 10A-3P

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking.

FORMATS	AM	FM	TOTAL	%
Country	153 (3)	176 (2)	329 (5)	13.9

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, $73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. It's power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilitie's data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - directional daytimer
DA-1 - directional day and night - 1 pattern
DA-2 - directional day and night - 2 patterns
DA-N - directional at night only
DA-D - directional during the day only

WAAA-F programs a CHR format.
Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		US 1	US 1
SBN	Sheridan		US 2	US 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

NOTE: The name of the General Manager is listed in the Spring Report only.

The spot rate is now calculated in two different ways. For those stations which make their rate cards accessible, I based the rate on an 18 spot per week schedule with equal distribution throughout the primary dayparts. TAP plans were used only if the spots could be equally distributed.

If there is an asterisk next to the rate, it means that I had to estimate the station's rate. The rate listed is not the national rate but my estimate of the station's unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. The estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold, and other factors. Remember that these estimates are marked with an asterisk (*).

I believe that these estimates are generally quite close. However, I can not guarantee their accuracy.

Following the spot rate, the station's national representative can be found in parenthesis. Next is the group ownership, if there is any.

On the two page market reports four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES:	The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.
FORMAT CHANGES:	This table should probably be called "major format changes". It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.
STATION SALES:	This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases I had to estimate the sale price.
MISCELLANEOUS COMMENTS:	These are various comments and observations which come to my mind as I process that data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments".

AKRON

Arbitron Rank/Pop (12+): 64/537,000

MSA Rank/Pop: 75/642,400
Cleveland ADI
Average Person Ratings: 16.8
Market TSL: 22.0 hours

Stations: 29/8
Diaries: 1079/498:1/59.0%
Sample Target: 930
% Below Line: 71.3
% Not Listed: 11.3

1987 Revenue: $12,700,000
HH Inc.: $32,062
Retail $: 4.0 Bil
Pop per Station: 67,125
#1 Biller: WKDD-F $3,300,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WKDD-F	93/10.3	11.5	10.2	9.0	7.9		11.0
2. WAKR	68/ 7.6	9.3	8.9	8.9	11.5		7.6
3. WMMS-F	64/ 7.1	9.7	10.1	12.3	9.9		11.9
4. WONE-F	56/ 6.2	5.0	6.0	6.3	6.7		5.1
5. WMJI-F	50/ 5.6	6.0	4.9	4.9	4.3		5.4
WZAK-F	50/ 5.6	2.3	2.2	2.3	3.7		5.8
7. WLTF-F	46/ 5.1	4.9	4.3	4.5	4.2		4.7
8. WNIR-F	39/ 4.3	6.4	4.4	6.1	6.4		4.1
9. WDBN-F	37/ 4.1	4.3	4.4	4.7	3.9		2.3
10. WDOK-F	30/ 3.3	3.6	4.1	2.9	3.8		2.4
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WKDD-F	153/2295
2. WMMS-F	125/1870
3. WHBC-F	102/1043
4. WONE-F	93/1132
5. WMJI-F	86/1312
6. WAKR	69/1150
7. WDBN-F	67/ 792
8. WZAK-F	65/ 561
9. WGAR-F	58/ 763
WLTF-F	58/1096
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WKDD-F	1223/22.8	24.6	24.7
2. WMMS-F	1123/20.9	24.1	24.6
3. WAKR	1060/19.7	22.8	22.5
4. WMJI-F	741/13.8	16.6	16.3
5. WLTF-F	728/13.6	12.9	12.3
6. WONE-F	703/13.1	11.0	10.8
7. WNIR-F	574/10.7	10.6	10.2
8. WDOK-F	494/ 9.2	8.6	9.0
9. WWWE	371/ 8.3	10.7	10.1
10. WPHR-F	440/ 8.2	4.9	3.4
11. WQAL-F	438/ 8.2	9.2	6.4
12. WDBN-F	414/ 7.7	9.2	8.9
13.			
14.			
15.			

12+ FM SHARE (METRO): 80.45% (642 of 798) (FAL 86: 78.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKDD-F	1. WKDD-F	1. WKDD-F	1. WMJI-F	1. WMJI-F	1. WAKR	1. WAKR	1. WKDD-F	1. WKDD-F>	1. WKDD-F	1. WKDD-F>
WZAK-F	2. WMMS-F	2. WMMS-F	2. WONE-F	2. WONE-F	2. WNIR-F	2. WKDD-F	2. WONE-F	2. WONE-F	2. WZAK-F	2. WMMS-F
3.	3. WONE-F>	3. WONE-F	3. WMMS-F	3. WLTF-F	3. WDBN-F	3. WMMS-F	3. WLTF-F	3. WMMS-F	3. WMMS-F	3. WMJI-F
4.	4. WLTF-F	4. WMJI-F	4. WKDD-F	WMMS-F	4. WSLR	4. WMJI-F	4. WAKR	4. WAKR	4. WONE-F	4. WZAK-F
5.	5. WMJI-F	5. WLTF-F	WLTF-F	5. WKDD-F	5. WMJI-F	5.	5. WNIR-F	5. WZAK-F	5.	5. WAKR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKDD-F>	1. WKDD-F>	1. WKDD-F	1. WKDD-F>	1. WMJI-F
2. WMMS-F	2. WLTF-F	2. WLTF-F	2. WLTF-F	2. WLTF-F
3.	WMMS-F	3. WONE-F	WMJI-F	3. WKDD-F
4.	4. WONE-F	4. WMJI-F	4. WMMS-F	4. WAKR
5.	5. WZAK-F	WMMS-F	5. WONE-F	WONE-F
				WMMS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F>	1. WMMS-F	1. WONE-F	1. WONE-F	1. WONE-F
2. WKDD-F	2. WONE-F	2. WMMS-F	2. WMMS-F>	2. WMJI-F
3. WRQK-F	3. WKDD-F	3. WMJI-F	3. WKDD-F	3. WMMS-F
4. WONE-F	4. WRQK-F	4. WKDD-F	4. WMJI-F	4. WKDD-F
5. WZAK-F	5. WMJI-F	5. WRQK-F	5. WRQK-F	5. WLTF-F
				6. WAKR

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		100 (2)	100 (2)	12.5	15.9
AOR/CLASSIC		153 (4)	153 (4)	19.2	21.9
AC/OLDIES/SOFT ROCK	6 (1)	96 (2)	102 (3)	12.8	10.9
MOR/VARIETY/FULL	68 (1)		68 (1)	8.5	10.9
COUNTRY	28 (2)	42 (2)	70 (4)	8.8	10.9
BLACK/URBAN		71 (2)	71 (2)	8.9	3.5
BTFL MUSIC/EZ		109 (4)	109 (4)	13.7	14.8
NEWS/TALK	29 (1)	39 (1)	68 (2)	8.5	8.4
NOSTALGIA	5 (1)		5 (1)	0.6	1.3
RELIGION/GOSPEL	15 (2)	7 (1)	22 (3)	2.8	0.4
SPANISH					
CLASSICAL		11 (1)	11 (1)	1.4	0.8
JAZZ/NEW AGE/ECLECTIC		14 (1)	14 (1)	1.8	---
UNKNOWN/OTHERS	5 (1)		5 (1)	0.6	0.4
			798 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCUE	1150	Cuyahoga Falls	.6/1.2
WHLO	640	Akron	1.6/3.7
WHBC-F	94.1	Canton	2.1/3.7
WHOT-F	101.1	Youngstown	.8/1.6
WQXK-F	105.1	Salem	2.1/2.7
WRQK-F	106.9	Canton	2.1/5.0
WTOF	900	Canton	.1/ .3
WTOF-F	98.1	Canton	.8/1.8

See Cleveland for more about the following stations:

WCLV-F	1.2/3.0	WNWV-F	1.6/3.3
WGAR	.2/2.9	WPHR-F	2.3/8.2
WGAR-F	2.6/6.7	WQAL-F	2.6/8.2
WHK	.7/3.0	WRMR	.6/1.6
		WWWE	3.2/8.3

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N)	, MOR	MBS,$ 48.00*	(Mc-Guild)	DKM
WHLO, 640, 1 KW/500 W (DA-1)	, RELIGION	,$ 12.00*	(---)	
WSLR, 1350, 5 KW (DA-1)	, COUNTRY	ABC-E,$ 35.00	(Katz)	New Barnstable
WDBN-F, 94.9, 118 KW @ 310,	BTFL/EZ	,$ 36.00	(---)	(MEDINA)
WKDD-F, 96.5, 50 KW @ 450,	CHR	,$ 64.00*	(Katz)	New Barnstable
WNIR-F, 100.1, 3 KW @ 333,	TALK	CBS,$ 27.00*	(S. Katz)	(KENT)
WONE-F, 97.5, 13 KW @ 890,	AOR	,$ 44.00*	(Mc-Guild)	DKM

Other ranked stations - See Cleveland or Canton

MISCELLANEOUS COMMENTS WAKR, WONE-F sold by DKM to Summit for $16,400,000 (est)...

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ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 52/729,600

MSA Rank/Pop: 60/844,000
ADI # 52
Average Person Ratings: 17.2
Market TSL: 22.3 hours

Stations: 20/20
Diaries: 1128/647:1/50.6%
Sample Target: 1060
% Below Line: 0
% Not Listed: 11.8

1987 Revenue: $17,500,000
HH Inc.: $35,494
Retail $: 5.8 Bil
Pop per Station: 36,480
#1 Biller: WGY $3,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WGY	175/14.1	9.4	10.7	10.8	9.5	11.3	10.9
2. WPYX-F	131/10.6	13.0	10.8	10.0	11.2	11.1	14.9
3. WROW-F	112/ 9.0	10.5	11.1	10.8	9.4	10.4	8.1
4. WFLY-F	106/ 8.6	8.7	8.4	7.8	8.9	8.4	10.3
5. WTRY	87/ 7.0	5.2	4.0	4.5	3.2	5.2	5.3
6. WGNA-F	78/ 6.3	4.6	5.8	4.3	4.7	5.3	5.6
7. WGFM-F	76/ 6.1	7.1	7.8	8.5	8.0	7.4	7.7
8. WQBK	72/ 5.8	5.4	5.3	6.0	4.3	5.6	5.1
WKLI-F	72/ 5.8	6.0	6.1	6.5	6.7	6.1	6.5
10. WQBK-F	47/ 3.8	3.8	2.6	3.1	3.6	3.3	6.5
11. WROW	41/ 3.3	3.9	3.6	3.2	3.4	3.5	1.4
12. WABY	31/ 2.5	1.2	1.9	2.7	3.9	2.1	2.5
13. WPTR	23/ 1.9	1.6	3.7	2.5	3.4	2.4	1.6
14.							
15.							

12+ TSA	1/4/CUME
1. WGY	236/3037
2. WPYX-F	195/2570
3. WROW-F	159/1817
4. WGNA-F	147/1644
5. WFLY-F	142/2321
6. WGFM-F	113/2232
7. WTRY	89/1135
8. WKLI-F	86/1323
9. WQBK	74/ 789
10. WQBK-F	56/1001
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WGY	2112/29.2	25.2	25.7
2. WPYX	1715/23.7	22.5	23.8
3. WFLY-F	1689/23.4	23.3	23.6
4. WGFM-F	1526/21.1	23.4	23.4
5. WROW-F	1244/17.2	17.5	15.3
6. WKLI-F	1142/15.8	13.8	15.9
7. WTRY	1084/15.0	11.9	11.4
8. WGNA-F	967/13.4	10.9	8.7
9. WQBK-F	876/12.1	9.0	10.4
10. WQBK	757/10.5	9.7	9.4
11. WROW	593/ 8.2	9.2	9.3
12. WPTR	496/ 6.9	9.0	8.4
13. WABY	357/ 4.9	3.9	6.5
14.			
15.			

12+ FM SHARE (METRO): 58.83% (643 of 1093) (FAL 86: 64.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFLY-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F	1. WTRY	1. WGYX >	1. WGY >	1. WROW-F	1. WGY	1. WGY >	1. WPYX-F
2. WGFM-F>	2. WFLY-F	2. WFLY-F	2. WTRY	2. WPYX-F	2. WROW-F>	2. WPYX-F>	2. WGY	2. WROW-F	2. WFLY-F	2. WGNA-F
3. WPXX-F>	3. WGFM-F	3. WTRY	3. WKLI-F	3. WGY	3. WQBK-F	3. WROW-F	3. WPYX-F	3. WPYX-F	3. WPYX-F	3. WGY
4.	4. WQBK-F	4. WKLI-F	4. WGY	4. WKLI-F	4. WGNA-F	4. WFLY-F	4. WTRY	4. WTRY	4. WROW-F	4. WFLY-F
5.	5. WKLI-F	5. WGFM-F	5. WGNA-F	5. WGNA-F	5. WTRY	5. WTRY	5. WKLI-F	5. WQBK	5. WGFM-F	5. WROW-F
		6. WGY	6. WFLY-F	WROW-F			6. WGNA-F	6. WFLY-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPYX-F	1. WPYX-F	1. WPXX-F	1. WPYX-F	1. WROW-F	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>
2. WFLY-F>	2. WFLY-F	2. WKLI-F	2. WFLY-F	2. WGY	2. WFLY-F	2. WQBK-F	2. WTRY	2. WTRY	2. WGNA-F
3. WGFM-F>	3. WGFM-F	3. WGFM-F	3. WKLI-F	WTRY	3. WQBK-F	3. WFLY-F	3. WKLI-F	3. WFLY-F	WTRY
4. WQBK-F	4. WKLI-F>	4. WFLY-F	4. WGFM-F	4. WKLI-F	4. WGFM-F	4. WGFM-F	4. WQBK-F	4. WQBK-F	4. WKLI-F
5. WKLI-F	5. WQBK-F	5.	5. WTRY	5. WFLY-F	5.	WTRY	5. WGFM-F	5. WGNA-F	5. WGY
			6. WGY			6. WKLI-F	WGNA-F	WKLI-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		182 (2)	182 (2)	16.7	19.4
AOR/CLASSIC		184 (3)	184 (3)	16.8	17.6
AC/OLDIES/SOFT ROCK	87 (1)	72 (1)	159 (2)	14.5	11.3
MOR/VARIETY/FULL	233 (4)		233 (4)	21.3	16.8
COUNTRY	23 (1)	78 (1)	101 (2)	9.2	9.3
BLACK/URBAN					
BTFL MUSIC/EZ		118 (2)	118 (2)	10.8	13.4
NEWS/TALK	72 (1)		72 (1)	6.6	6.0
NOSTALGIA	31 (1)		31 (1)	2.8	4.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	4 (1)	9 (2)	13 (3)	1.2	1.7
			1093 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	1.0/1.9
WCSS	1490	Amsterdam	.4/1.3
WEQX-F	102.7	Manchester	.5/2.4
WHRL-F	103.1	Albany	.5/2.7
WQQY-F	102.3	Saratoga Springs	.3/1.0
WVKZ-F	96.7	Claton Park	.4/2.7
WWWD	1240	Schenectady	.3/2.0

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN,$ 16.00*	(Durpetti)	
WGY , 810, 50 KW	, MOR	NBC,$115.00	(Eastman)	
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	ABC-C,US 2,$ 32.00*	(Katz)	
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS,ABC-T,$ 40.00*	(HNWH)	
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 40.00*	(Christal)	Wilkes-Schwartz
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBC,ABC-D,$ 37.00*	(Mc-Guild)	
WHAZ, 1330, 1 KW (DAYS)	, RELIGION	ABC-E,$ 16.00	(---)	
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C,$ 57.00*	(Katz)	
WGFM-F, 99.5, 10 KW @ 930, CHR		Source,$ 65.00*	(Eastman)	
WGNA-F, 107.7, 9 KW @ 980, COUNTRY		ABC-E,$ 52.00*	(Republic)	
WHRL-F, 103.1, 1.5 KW @ 400, BTFL/EZ		MBS,$ 20.00	(Christal)	
WKLI-F, 100.9, 3 KW @ 300, AC		US 1,$ 59.00*	(Durpetti)	
WPYX-F, 106.5, 11 KW @ 910, AOR		ABC-R,$ 75.00*	(Mc-Guild)	
WQBK-F, 103.9, 3 KW @ 300, AOR		CBS-R,$ 32.00*	(HNWH)	
WROW-F, 95.5, 8 KW @ 1020, BTFL/EZ		,$ 66.00*	(Christal)	Wilkes-Schwartz

MISCELLANEOUS COMMENTS WWWD sold for $160,000...

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ALBUQUERQUE

Arbitron Rank/Pop (12+): 80/428,200

MSA Rank/Pop: 100/479,000
ADI # 56
Average Person Ratings: 17.3
Market TSL: 23.3 hours

Stations: 24/23
Diaries: 1006/426:1/57.5%
Sample Target: 800
% Below Line: 0.7
% Not Listed: 6.9

1987 Revenue: $17,000,000
HH Inc.: $29,141
Retail $: 3.3 Bil
Pop per Station: 18,617
#1 Biller: KKOB $3,400,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KKOB-F	99/13.1	11.0	15.1	13.6	11.1		11.3
2. KKOB	84/11.1	12.7	12.9	13.4	12.6		9.6
3. KRST-F	75/ 9.9	7.1	5.4	7.0	7.1		8.4
4. KKSS-F	54/ 7.1	4.1	2.0	2.1	.5		8.8
5. KZRR-F	51/ 6.7	6.1	4.4	4.1	3.9		8.4
6. KFMG-F	45/ 6.0	8.4	7.8	7.4	7.9		7.2
7. KKJY-F	42/ 5.6	5.6	5.0	5.8	6.8		3.4
8. KNMQ-F	36/ 4.8	6.2	8.5	7.3	9.4		5.1
9. KIVA-F	35/ 4.6	3.9	1.8	2.6	3.6		6.6
10. KHFM-F	21/ 2.8	2.3	3.7	3.0	3.2		3.4
11. KMGA-F	20/ 2.6	2.8	2.6	2.9	2.2		2.4
12. KXKS	17/ 2.2	2.5	2.5	1.9	3.1		1.7
KDEF-F	17/ 2.2	2.3	2.9	3.8	3.1		2.5
KLSK-F	17/ 2.2	1.9	1.6	2.4	1.7		2.6
15. KIDI-F	16/ 2.1	---	---	---	---		1.4
16. KRZY	14/ 1.9	2.9	3.7	3.0	3.2		3.0
17. KQEO	13/ 1.7	2.3	2.5	3.0	2.2		2.0

12+ TSA	1/4/CUME
1. KKOB-F	131/1764
2. KKOB	121/1679
KRST-F	121/1520
4. KNMQ-F	77/1123
5. KKSS-F	73/ 846
6. KFMG-F	67/1065
7. KZRR-F	64/ 863
8. KIVA-F	62/1013
9. KKJY-F	56/ 663
10. KHFM-F	37/ 425
11. KMGA-F	32/ 608
12. KLSK-F	29/ 413
13. KNYN-F	24/ 311
14. KDEF	19/ 226
15. KIDI-F	18/ 161
KRZY	18/ 309

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KKOB-F	1232/28.3	23.1	29.8
2. KKOB	1008/23.1	26.2	28.9
3. KRST-F	932/21.4	17.4	13.4
4. KFMG-F	757/17.4	16.3	19.8
5. KNMQ-F	694/15.9	17.5	21.9
6. KZRR-F	666/15.3	14.5	12.3
7. KKSS-F	648/14.9	12.6	9.9
8. KIVA-F	638/14.3	12.2	9.3
9. KKJY-F	471/10.8	13.7	13.0
10. KMGA-F	400/ 9.2	10.5	8.9
11. KHFM-F	308/ 7.1	5.7	8.1
12. KRZY	270/ 6.2	7.0	8.5
13. KLSK-F	241/ 5.5	5.4	6.4
14. KQEO	228/ 5.2	9.0	9.1
15. KDEF	203/ 4.7	5.1	4.9
16. KZIA-F	140/ 3.2	4.2	3.5
KIDI-F	140/ 3.2	---	---

12+ FM SHARE (METRO): 74.43% (524 of 704) (FAL 86: 68.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIVA-F+	1. KKOB-F	1. KKOB-F>	1. KKOB-F	1. KKOB-F	1. KKOB >	1. KKOB	1. KKOB-F	1. KKOB-F>	1. KKSS-F	1. KKOB-F
2. KKSS-F	2. KZRR-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KKOB-F	2. KKOB-F>	2. KRST-F	2. KRST-F	2. KIVA-F+	2. KRST-F
3. KNMQ-F>	3. KRST-F	3. KZRR-F	3. KKOB >	3. KKOB >	3. KKJY-F	3. KRST-F	3. KKOB >	3. KKOB	3. KKOB-F	3. KKJY-F
4.	4. KFMG-F	4. KKOB	4. KZRR-F	4. KZRR-F	4. KRST-F>	4. KZRR-F	4. KKJY-F	4. KKSS-F	4. KRST-F	4. KFMG-F
5.	5. KKSS-F	5. KFMG-F	5.	5. KFMG-F	5.	5. KKSS-F	5. KZRR-F	5. KZRR-F	5. KFMG-F	KKOB-F
		6. KKSS-F							KKOB	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKOB-F	1. KKOB-F>	1. KKOB-F>	1. KKOB-F>	1. KKOB-F>	1. KFMG-F	1. KZRR-F>	1. KZRR-F	1. KZRR-F	1. KRST-F
2. KKSS-F>	2. KKSS-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KZRR-F	2. KFMG-F	2. KKOB-F	2. KRST-F	2. KKOB
3. KFMG-F	3. KRST-F	3. KKOB	3. KKSS-F>	3. KKOB >	3. KNMQ-F	3. KKOB-F>	3. KRST-F	3. KKOB-F	KZRR-F
4. KIVA-F+	4. KNMQ-F	4. KKSS-F	4. KFMG-F	4. KKSS-F	4. KKSS-F	KRST-F	4. KFMG-F	4. KFMG-F	4. KKOB-F>
KNMQ-F	5. KFMG-F	KNMQ-F	KNMQ-F	5. KLSK-F	5. KRST-F	5. KKOB	5. KKOB	KKOB	5. KFMG-F
KRST-F						KKSS-F			

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		125 (3)	125 (3)	17.8	14.4
AOR/CLASSIC		96 (2)	96 (2)	13.6	13.5
AC/OLDIES/SOFT ROCK	16 (2)	119 (2)	135 (4)	19.2	24.0
MOR/VARIETY/FULL	84 (1)		84 (1)	11.9	14.3
COUNTRY	14 (1)	80 (2)	94 (3)	13.4	10.9
BLACK/URBAN					
BTFL MUSIC/EZ		42 (1)	42 (1)	6.0	6.5
NEWS/TALK	9 (1)	8 (1)	17 (2)	2.4	1.1
NOSTALGIA	17 (1)		17 (1)	2.4	3.2
RELIGION/GOSPEL	10 (1)		10 (1)	1.4	
SPANISH	30 (3)	16 (1)	46 (4)	6.5	5.2
CLASSICAL		21 (1)	21 (1)	3.0	4.1
JAZZ/NEW AGE/ECLECTIC		17 (1)	17 (1)	2.4	
UNKNOWN/OTHERS					2.8
			704 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KABQ	1350	Albuquerque	1.3/3.4
KKIM	1000	Albuquerque	1.3/2.5
KLTN	1240	Albuquerque	.4/2.0
KZIA	1580	Albuquerque	1.2/3.2
KZIA-F	101.7	Rio Rancho	1.1/3.2
KZSS	610	Albuquerque	.4/2.3
KNYN-F	95.5	Santa Fe	.7/2.3

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N)	, SPANISH		,$ 25.00*	(Caballero)	
KAMX, 1520, 1 KW (DAYS)	, ? ?		,$ 14.00	(---)	
KDEF, 1150, 5 KW/500 W (DA-N)	, NOSTALGIA		,$ 16.00*	(---)	
KKIM, 1000, 10 KW (DAYS)	, RELIGION		,$ 15.00	(Market 4)	
KKOB, 770, 50 KW (DA-N)	, MOR	ABC-I,NBC-T,	$ 63.00*	(Mc-Guild)	Price
KQEO, 920, 1 KW/500 W (DA-N)	, OLDIES	ABC-E,	$ 24.00*	(Katz)	Penn
KRZY, 1450, 1 KW (DA-1)	, COUNTRY	MBS,	$ 28.00*	(Durpetti)	Wagon Train
KXKS, 1190, 1 KW (DAYS)	, SPANISH		,$ 22.00*	(Caballero)	
KZIA, 1580, 10 KW/45 W	, NEWS/TALK	NBC,CBS,	$ 20.00*	(Masla)	
KZSS, 610, 5 KW (DA-N)	, OLDIES	ABC-D,	$ 21.00*	(Republic)	
KFMG-F, 107.9, 22 KW @ 4130, AOR		ABC-C,	$ 46.00*	(HNWH)	
KHFM-F, 96.3, 15 KW @ 4110, CLASSICAL			,$ 35.00*	(CMBS)	
KKJY-F, 100.3, 23 KW @ 4107, BTFL/EZ			,$ 40.00*	(Torbet)	
KKOB-F, 93.3, 22 KW @ 4150, AC			,$ 70.00*	(Mc-Guild)	Price
KMGA-F, 99.5, 20 KW @ 4134, AC		US 2,	$ 34.00*	(Katz)	Penn
KRST-F, 92.3, 23 KW @ 4110, COUNTRY			,$ 50.00	(Durpetti)	Wagon Train
KZIA-F, 101.7, 3 KW @ 99, TALK		CBS,ABC-T,	$ 20.00*	(Masla)	
KZRR-F, 94.1, 22 KW @ 4130, AOR		Source,	$ 41.00*	(Republic)	
KIVA-F, 105.1, 100 KW @ 1973, CHR			,$ 30.00*	(Banner)	Daytona (SANTA FE)
KKSS-F, 97.3, 100 KW @ 1900, CHR			,$ 31.00*	(Torbet)	SunGroup (SANTA FE)
KLSK-F, 104.1, 100 KW @ 1970, JAZZ/CLASS			,$ 27.00*	(Masla)	(SANTA FE)
KNMQ-F, 105.9, 100 KW @ 1936, CHR		ABC-C,	$ 47.00*	(Christal)	(SANTA FE)

MISCELLANEOUS COMMENTS KHFM-F sold for $850,000...

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ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/560,700

MSA Rank/Pop: 73/657,300
Philadelphia ADI
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 31/14
Diaries: 984/570:1/58.6%
Sample Target: 930
% Below Line: 13.8
% Not Listed: 11.0

1987 Revenue: $13,800,000
HH Inc.: $32,916
Retail $: 4.4 Bil
Pop per Station: 40,050
#1 Biller: WLEV-F $2,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WFMZ-F	132/13.4	10.8	15.7	13.9	15.0	13.5	10.0
2. WZZO-F	122/12.4	11.5	10.9	11.3	10.3	11.5	14.2
3. WLEV-F	107/10.9	11.1	9.7	10.3	9.9	10.5	10.0
4. WQQQ-F	84/ 8.5	9.8	8.8	11.1	8.8	9.6	12.6
5. WAEB-F	65/ 6.6	7.5	8.0	4.0	4.8	6.5	11.3
6. WAEB	56/ 5.7	4.9	6.5	6.4	5.6	5.9	5.3
7. WEST	55/ 5.6	2.2	3.4	5.5	3.7	4.2	3.0
8. WKAP	46/ 4.7	7.4	4.6	6.1	4.8	5.7	3.0
9. WXKW	43/ 4.4	4.2	2.2	2.6	3.1	3.4	2.2
10. WYSP-F	22/ 2.2	3.4	2.5	2.4	3.3	2.6	2.8

12+ TSA	1/4/CUME
1. WFMZ-F	154/1514
2. WZZO-F	132/1513
3. WLEV-F	126/1554
4. WQQQ-F	93/1617
5. WAEB-F	73/1168
6. WAEB	56/ 798
7. WEST	55/ 435
8. WKAP	47/ 558
9. WXKW	44/ 572
10. WYSP-F	31/ 565

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WQQQ-F 1316/23.3	25.1	24.3
2. WLEV-F 1283/22.8	23.1	24.0
3. WZZO-F 1243/22.1	22.4	24.6
4. WFMZ-F 1225/21.7	23.8	21.1
5. WAEB-F 1033/18.3	15.4	13.6
6. WAEB 792/14.1	13.9	16.4
7. WXKW 553/ 9.8	6.7	6.2
8. WKAP 545/ 9.7	9.0	8.5
9. WEST 435/ 7.7	5.3	6.2
10. KYW 415/ 7.4	7.1	6.2

12+ FM SHARE (METRO): 71.15% (624 of 877) (FAL 86: 73.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQQQ-F>	1. WZZO-F>	1. WZZO-F	1. WLEV-F>	1. WLEV-F>	1. WFMZ-F>	1. WFMZ-F	1. WZZO-F	1. WFMZ-F	1. WZZO-F>	1. WFMZ-F
2. WZZO-F	2. WLEV-F	2. WLEV-F>	2. WZZO-F	2. WFMZ-F	2. WLEV-F	2. WLEV-F	2. WFMZ-F	2. WZZO-F	2. WFMZ-F	2. WLEV-F
3. WAEB-F	3. WQQQ-F	3. WQQQ-F	3. WQQQ-F	3. WZZO-F	3. WEST	WZZO-F	3. WLEV-F>	3. WLEV-F	3. WRNJ	3. WAEB-F
4.	4. WAEB-F	4. WAEB-F	4. WAEB	4. WQQQ-F	4. WKAP	4. WAEB	4. WQQQ-F	4. WQQQ-F	4. WLEV-F	4. WQQQ-F
5.	5.	5. WAEB	5. WFMZ-F>	5. WAEB	5. WAEB	5. WQQQ-F	5. WAEB-F	5. WAEB-F	5. WAEB-F	5. WXKW
										6. WZZO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAEB-F	1. WLEV-F	1. WLEV-F>	1. WLEV-F>	1. WLEV-F>
WZZO-F	2. WZZO-F	2. WZZO-F	2. WZZO-F	2. WFMZ-F
3. WQQQ-F>	3. WAEB-F	3. WQQQ-F	3. WQQQ-F	3. WZZO-F
4. WLEV-F	4. WQQQ-F	4. WAEB-F	4. WAEB-F>	4. WQQQ-F
5.	5.	5.	5. WFMZ-F	5. WAEB
				WAEB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZZO-F>	1. WZZO-F>	1. WZZO-F>	1. WZZO-F>	1. WLEV-F
2.	2. WQQQ-F	2. WQQQ-F	2. WLEV-F	2. WZZO-F
3.	3. WAEB-F	3. WLEV-F	3. WQQQ-F	3. WFMZ-F
4.	WLEV-F	4. WAEB-F	4. WAEB	4. WQQQ-F
5.	5. WYSP-F	5.	5. WAEB-F	5. WAEB

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		162 (4)	162 (4)	18.5	11.4
AOR/CLASSIC		164 (5)	164 (5)	18.7	17.4
AC/OLDIES/SOFT ROCK	63 (2)	121 (3)	184 (5)	21.0	24.0
MOR/VARIETY/FULL	15 (2)		15 (2)	1.7	2.0
COUNTRY	43 (1)	16 (1)	59 (2)	6.7	7.4
BLACK/URBAN		8 (1)	8 (1)	0.9	1.5
BTFL MUSIC/EZ		141 (3)	141 (3)	16.1	18.0
NEWS/TALK	32 (4)		32 (4)	3.6	3.9
NOSTALGIA	101 (2)		101 (2)	11.5	9.5
RELIGION/GOSPEL		9 (1)	9 (1)	1.0	0.6
SPANISH					---
CLASSICAL		3 (1)	3 (1)	0.3	0.6
JAZZ/NEW AGE/ECLECTIC					---
UNKNOWN/OTHERS	9 (1)		9 (1)	1.0	3.7
			877 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.0/4.4
WGPA	1100	Bethlehem	.4/1.7
WLSH	1410	Lansford	1.1/1.1
WRNJ	1000	Hackettstown, NJ	.9/1.4
WYNS	1160	Lehighton	.7/2.0

See New York for more about these stations:

WABC	.4/2.5	WPLJ-F	.6/2.4
WNEW-F	.3/1.1	WXRK-F	.9/2.0
WOR	.7/2.9		

See Philadelphia for more about these stations:

KYW	1.1/7.4	WOGL-F	.5/1.1
WEAZ-F	.5/2.7	WUSL-F	.8/2.1
WFLN-F	.3/1.7	WXTU-F	1.6/3.7
WMGK-F	.9/3.2	WMMR-F	.8/3.9
WBYO-F	107.5	Boyertown	.9/3.5
WKRZ-F	98.5	Scranton	.7/1.8
WWSH-F	97.9	Hazleton	.4/1.4

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	CBS,ABC-I,$ 33.00*	(Katz)	CRB
WEEX, 1230, 1 KW	, TALK	MBS,ABC-T,NBC-T,$ 15.00	(Eastman)	Wilkes-Schwartz
WEST, 1400, 1 KW	, NOSTALGIA	CBS,$ 24.00*	(Katz)	Eastern
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	ABC-E,$ 18.00	(Roslin)	
WXKW, 1470, 5 KW (DA-2)	, COUNTRY	NBC,$ 15.00*	(Republic)	
WAEB-F, 104.1, 50 KW @ 500, CHR		,$ 47.00*	(Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 870, BTFL/EZ		,$ 45.00*	(Christal)	
WLEV-F, 96.1, 50 KW @ 500, AC		,$ 60.00*	(Mc-Guild)	Eastern
WQQQ-F, 99.9, 50 KW @ 450, CHR		,$ 53.00*	(Eastman)	Wilkes-Schwartz
WZZO-F, 95.1, 13 KW @ 630, AOR		,$ 59.00*	(Banner)	Holt

Other ranked stations - See Philadelphia

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ANCHORAGE

Arbitron Rank/Pop (12+): 153/197,700

MSA Rank/Pop: 175/249,900
NO ADI
Average Person Ratings: 14.8
Market TSL: 20.0 hours

Stations: 16/15
Diaries: 629/314:1/52.9%
Sample Target: 550
% Below Line: 0.7
% Not Listed: 10.7

1987 Revenue: $8,500,000
HH Inc.: $43,680
Retail $: 2.8 Bil
Pop per Station: 13,180
#1 Biller: KFQD $1,500,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KGOT-F	59/20.4	16.2	13.8	17.1	11.7		
2. KPXR-F	33/11.4	7.4	4.4	3.5	2.3		
3. KWHL-F	32/11.1	13.3	12.5	12.3	13.7		
4. KYAK	21/ 7.3	5.0	6.3	9.4	10.1		
5. KFQD	18/ 6.2	8.8	11.9	11.9	9.4		
6. KASH-F	13/ 4.5	8.3	3.8	5.5	---		
KHAR	13/ 4.5	3.8	5.6	6.8	6.8		
KKLV-F	13/ 4.5	5.3	6.6	6.1	5.2		
9. KENI	11/ 3.8	3.2	4.7	4.2	6.8		
KENI-F	11/ 3.8	4.7	6.3	8.1	8.5		
11. KNIK-F	10/ 3.5	5.9	6.3	4.8	7.2		
KXDZ-F	10/ 3.5	---	---	---	---		
13.							

12+ TSA	1/4/CUME
1. KGOT-F	66/754
2. KPXR-F	36/553
3. KWHL-F	35/464
4. KFQD	27/491
5. KYAK	22/314
6. KENI	19/311
7. KKLV-F	18/255
8. KENI-F	16/294
9. KHAR	14/234
10. KASH-F	13/247
11.	
12.	
13.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KGOT-F	655/33.4	27.2	29.6
2. KPXR-F	540/27.6	20.4	15.1
3. KWHL-F	401/20.5	21.7	25.0
4. KFQD	308/15.7	18.2	20.3
5. KENI-F	243/12.4	10.5	10.9
6. KENI	236/12.0	12.0	12.9
7. KAYK	232/11.8	12.6	13.7
8. KASH-F	225/11.5	12.4	10.1
9. KBYR	206/10.5	10.4	10.6
10. KKLV-F	204/10.4	12.1	13.8
11. KHAR	185/ 9.4	8.0	8.7
12. KNIK-F	155/ 7.9	11.2	10.3
13. KXDZ-F	147/ 7.5	---	---

12+ FM SHARE (METRO): 70.16% (181 of 258) (FAL 86: 62.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KGOT-F>	1. KGOT-F>	1. KGOT-F>	1. KGOT-F>	1. KGOT-F>	1. KHAR	1. KGOT-F>	1. KGOT-F>	1. KGOT-F>	1. KGOT-F>	1. KGOT-F>
2. KPXR-F>	2. KWHL-F	2. KWHL-F	2. KFQD	2. KFQD	KYAK	2. KPXR-F	2. KPXR-F	2. KWHL-F	2. KWHL-F	2. KWHL-F
3. KWHL-F	3. KPXR-F>	3. KPXR-F>	KWHL-F	KWHL-F	3. KFQD >	3. KWHL-F	3. KYAK	3. KPXR-F	3. KPXR-F	3. KPXR-F
4.	4.	4. KFQD	4. KPXR-F	4. KPXR-F	4. KENI	4. KYAK	4. KWHL-F	4. KFQD	4.	4. KYAK >
5.	5.	5. KYAK	5. KKLV-F	KYAK	KNIX-F	5. KFQD	5.	5. KASH-F	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGOT-F	1. KGOT-F>	1. KGOT-F>	1. KGOT-F>	1. KGOT-F>	1. KWHL-F	1. KWHL-F	1. KGOT-F	1. KWHL-F	1. KGOT-F
2. KPXR-F	2. KPXR-F	2. KKLV-F	2. KPXR-F	2. KFQD	2. KGOT-F	2. KGOT-F>	KWHL-F>	2. KGOT-F	2. KWHL-F
3. KWHL-F	3. KWHL-F	KPXR-F	3. KWHL-F	3. KENI-F	KPXR-F	3. KPXR-F>	3. KPXR-F	3. KPXR-F	3. KFQD-F
4.	4.	KWHL-F	4. KFQD	KKLV-F	4.	4.	4. KENI-F	4. KYAK	KYAK
5.	5.	5.	5. KENI-F	KPXR-F	5.	5.	KFQD	5. KFQD-F	5. KPXR-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		92 (2)	92 (2)	35.7	21.2
AOR/CLASSIC		43 (2)	43 (2)	16.7	21.9
AC/OLDIES/SOFT ROCK	26 (2)	13 (1)	39 (3)	15.1	29.2
MOR/VARIETY/FULL	11 (1)		11 (1)	4.3	
COUNTRY	24 (2)	13 (1)	37 (3)	14.3	12.8
BLACK/URBAN					
BTFL MUSIC/EZ	13 (1)	10 (1)	23 (2)	8.9	13.9
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (2)	10 (1)	13 (3)	5.0	1.1
			258 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KASH	1080	Anchorage	1.0/3.7
KCFA	1020	Eagle River	.3/2.5
KABN	830	Big Lake	.7/2.7

RADIO STATIONS

KASH, 1080, 10 KW (DA-1)	, COUNTRY	ABC-E,$ NA	(MMR)	Comm. Pacific
KBYR, 700, 1 KW	, OLDIES/AC	CBS,$ 15.00	(Roslin)	
KENI, 550, 5 KW (DA-1)	, MOR/AC	NBC,ABC-I,$ 23.00	(Katz)	
KFQD, 750, 50 KW	, AC	,$ 46.00	(Mc-Guild)	
KHAR, 590, 5 KW (DA-1)	, BTFL/EZ	,$ 20.00*	(Eastman)	
KYAK, 650, 50 KW/25 KW (DA-2)	, COUNTRY	MBS,$ 27.00*	(Christal)	Olympic
KASH-F, 107.5, 100 KW @ 295,	COUNTRY	ABC-E,$ 32.00*	(MMR)	Comm. Pacific
KENI-F, 100.5, 25 KW @ 178,	CLASSIC (?)	,$ 33.00*	(Katz)	
KGOT-F, 101.3, 26 KW @ -66,	CHR	MBS,$ 54.00*	(Christal)	Olympic
KKLV-F, 104.1, 55 KW @ 61,	AC	APR,$ 28.00	(Eastman)	
KNIK-F, 105.3, 60 KW @ 260,	BTFL/EZ	CBS,$ 24.00	(Roslin)	
KPXR-F, 102.1, 25 KW @ 165,	CHR	,$ 25.00*	(Masla)	Ingstad
KWHL-F, 106.5, 50 KW @ -99,	AOR	,$ 48.00	(Mc-Guild)	
KXDZ-F, 103.1, 3 KW @ 300,	? ?	,$ NA	(---)	

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APPLETON - OSHKOSH

Arbitron Rank/Pop (12+): 132/248,300

MSA Rank/Pop: 149/307,200
Green Bay ADI
Average Person Ratings: 15.8
Market TSL: 20.8 hours

Stations: 20/14
Diaries: 795/312:1/65.9%
Sample Target: 630
% Below Line: 16.3
% Not Listed: 9.0

1987 Revenue: $6,900,000
HH Inc.: $33,022
Retail $: 1.7 Bil
Pop per Station: 17,736
#1 Biller: WAPL-F $1,500,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WAPL-F	59/14.8	14.3	14.2	14.9	11.6		23.6
2. WIXX-F	38/ 9.5	11.9	8.6	8.2	8.8		11.4
3. WROE-F	36/ 9.0	10.1	8.6	8.4	7.2		5.2
4. WHBY	34/ 8.5	6.3	7.6	5.8	7.7		6.4
5. WMGV-F	25/ 6.3	4.0	4.7	3.4	4.7		4.8
6. WYNE	20/ 5.0	9.3	5.6	7.2	8.0		3.9
7. WAHC-F	19/ 4.8	2.1	3.2	4.1	4.7		1.6
8. WKFX-F	18/ 4.5	4.5	3.4	5.3	4.1		4.8
WNAM	18/ 4.5	4.0	4.7	4.8	5.2		2.5
WQWM	18/ 4.5	6.1	5.6	1.4	1.7		4.3
11. WOSH	17/ 4.3	3.2	4.7	3.4	3.3		4.3
12. WRJQ	16/ 4.0	1.1	.7	4.1	4.1		3.9

12+ TSA	1/4/CUME
1. WAPL-F	151/1598
2. WIXX-F	129/2150
3. WDUZ-F	58/ 609
4. WGEE	45/ 611
5. WROE-F	43/ 548
6. WHBY	36/ 590
7. WMGV-F	35/ 560
8. WQWM	32/ 540
9. WKFX-F	26/ 556
10. WAHC-F	23/ 228
WTMJ	23/ 438
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WAPL-F	796/31.5	27.6	28.5
2. WIXX-F	703/27.8	28.2	27.2
3. WHBY	524/20.7	16.8	18.3
4. WMGV-F	435/17.2	14.2	13.5
5. WROE-F	393/15.5	18.8	19.0
6. WKFX-F	337/13.3	14.6	14.3
7. WQWM	311/12.3	13.4	16.1
8. WNAM	276/10.9	11.4	13.7
9. WYNE	261/10.3	15.1	13.3
10. WOSH	234/ 9.2	8.6	10.8
11. WAHC-F	186/ 7.3	6.0	13.3
12.			

12+ FM SHARE (METRO): 59.07% (215 of 364) (FAL 86: 52.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIXX-F	1. WAPL-F>	1. WAPL-F>	1. WAPL-F>	1. WAPL-F>	1. WROE-F	1. WAPL-F	1. WAPL-F>	1. WAPL-F>	1. WAPL-F>	1. WAPL-F
2. WAPL-F	2. WIXX-F>	2. WIXX-F	2. WIXX-F	2. WIXX-F	2. WHBY >	2. WHBY	2. WROE-F>	2. WIXX-F	2. WIXX-F>	2. WROE-F
3. WKFX-F	3. WMGV-F>	3. WMGV-F	3. WQWM	3. WQWM	3. WOSH	3. WIXX-F	3. WHBY	3. WROE-F	3. WHBY >	3. WIXX-F>
4.	4. WAHC-F	4. WQWM	4. WAHC-F	4. WHBY	4. WRJQ	4. WROE-F	WIXX-F	4. WMGV-F	4. WKFX-F	4. WHBY
5.	WYNE	5. WAHC-F	WMGV-F	WMGV-F	5. WQWM	5. WMGV-F	5. WQWM	5. WHBY	WMGV-F	5. WQWM
						WOSH				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPL-F	1. WAPL-F>	1. WAPL-F	1. WAPL-F	1. WAHC-F	1. WAPL-F>	1. WAPL-F>	1. WAPL-F>	1. WAPL-F>	1. WAPL-F>
2. WMGV-F	2. WMGV-F	2. WAHC-F	2. WMGV-F	2. WAPL-F	2. WIXX-F	2. WIXX-F>	2. WIXX-F	2. WIXX-F	2. WQWM
3. WIXX-F	3. WIXX-F>	WMGV-F	3. WIXX-F>	WMGV-F	3.	3. WMGV-F	3. WMGV-F	3. WQWM	3. WIXX-F>
4.	4. WAHC-F	WIXX-F	4. WAHC-F	WROE-F	4.	WYNE	4. WHBY	4. WYNE	4. WHBY
5.	5. WKFX-F	5.	5.	WIXX-F	5.	5.	WYNE	5. WAHC-F	WYNE
	WQWM							WMGV-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	15.4	16.3
AOR/CLASSIC		59 (1)	59 (1)	16.2	15.3
AC/OLDIES/SOFT ROCK	38 (3)	25 (1)	63 (4)	17.3	19.2
MOR/VARIETY/FULL	56 (4)		56 (4)	15.4	9.2
COUNTRY	30 (2)	22 (2)	52 (4)	14.3	17.4
BLACK/URBAN					
BTFL MUSIC/EZ		45 (2)	45 (2)	12.4	12.6
NEWS/TALK					0.5
NOSTALGIA	25 (2)		25 (2)	6.9	5.3
RELIGION/GOSPEL		8 (1)	8 (1)	2.1	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.6
			364 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLKE	690	Oshkosh	.5/3.0
WMBE	1530	Chilton	2.3/1.5
WDUZ-F	98.5	Green Bay	2.3/5.8
WGEE	1360	Green Bay	2.5/7.1
WGN	720	Chicago	.5/2.4
WJLW-F	95.9	DePere	.8/1.5
WTMJ	620	Milwaukee	.8/3.7

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS,$ 35.00	(Eastman)	Woodward
WNAM, 1280, 5 KW/1 KW (DA-1)	, AC	ABC-I,$ 17.00*	(Masla)	
WOSH, 1490, 1 KW	, MOR	NBC,$ 17.00*	(HNWH)	Midwest Family
WQWM, 1050, 1 KW/500 W (DA-2)	, OLDIES	,$ 25.00	(Katz)	
WYNE, 1150, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 28.00	(Torbet)	
WAHC-F, 96.7, 3 KW @ 293,	COUNTRY	ABC-I,$ 13.00	(Masla)	
WAPL-F, 105.7, 100 KW @ 500,	AOR	,$ 35.00	(Eastman)	Woodward
WKFX-F, 104.9, 1 KW @ 480,	CHR	ABC-R,$ 20.00	(Katz)	Win Com
WMGV-F, 103.9, 2.5 KW @ 355,	AC	Source,$ 21.00*	(HNWH)	Midwest Family
WROE-F, 94.3, 3 KW @ 300,	BTFL/EZ	APR,$ 24.00	(Republic)	

Other ranked stations - See Green Bay

MISCELLANEOUS COMMENTS WYNE sold to Fox Valley for $935,000... WRJQ sold by Fox Valley for $203,000...

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ATLANTA

Arbitron Rank/Pop (12+): 13/2,073,200

MSA Rank/Pop: 11/2,611,500
ADI # 12
Average Person Ratings: 17.1
Market TSL: 22.8 hours

Stations: 22/21
Diaries: 1884/1100:1/47.7%
Sample Target: 1690
% Below Line: 0.5
% Not Listed: 6.8

1987 Revenue: $98,900,000
HH Inc.: $36,517
Retail $: 21.1 Bil
Pop per Station: 98,724
#1 Biller: WQXI A/F $12,600,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WVEE-F	344/9.4	10.5	11.0	9.8	9.6	10.2	12.2
2. WPCH-F	324/8.9	8.9	7.4	9.2	8.3	8.6	5.4
3. WSB	315/8.6	8.4	7.7	8.1	7.9	8.2	5.3
4. WKLS-F	276/7.6	9.6	8.3	6.9	8.7	8.1	11.3
5. WSB-F	254/6.9	6.1	5.8	6.7	5.2	6.4	5.2
6. WKHX-F	246/6.7	4.9	7.2	6.8	6.7	6.4	7.5
7. WARM-F	223/6.1	5.6	3.3	3.1	2.5	4.5	6.8
WQXI-F	223/6.1	5.6	5.1	6.1	6.7	5.7	6.6
9. WZGC-F	201/5.5	6.9	8.5	8.2	7.8	7.3	7.6
10. WYAY-F	184/5.0	4.9	8.0	7.0	5.9	6.2	8.5
11. WFOX-F	167/4.6	4.9	3.9	4.8	4.3	4.6	3.3
12. WAOK	157/4.3	2.7	3.2	2.3	2.7	3.1	2.5
13. WEKS-F	128/3.5	2.2	3.5	2.8	3.6	3.0	4.8
14. WGST	94/2.6	3.4	2.6	3.9	2.6	3.1	2.4
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WPCH-F	381/4693
2. WVEE-F	379/4022
3. WSB	346/4298
4. WYAY-F	341/3771
5. WKHX-F	340/4131
6. WKLS-F	333/3986
7. WSB-F	284/4204
8. WARM-F	267/3761
9. WZGC-F	247/4215
10. WQXI-F	239/4131
11. WFOX-F	231/3961
12. WAOK	159/1476
13. WEKS-F	149/2126
14. WGST	94/1799
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WSB	3871/18.1	17.6	21.2
2. WPCH-F	3865/18.1	16.7	17.8
3. WQXI-F	3786/17.7	17.2	19.1
4. WSB-F	3725/17.5	16.8	15.5
5. WZGC-F	3437/16.1	21.6	19.7
6. WVEE-F	3433/16.1	17.7	16.7
7. WKLS-F	3218/15.1	17.7	16.8
8. WARM-F	3138/14.7	10.2	10.1
9. WFOX-F	3079/14.4	12.5	12.9
10. WKHK-F	2938/13.8	14.3	12.8
11. WYAY-F	2325/10.9	13.6	11.8
12. WGST	1750/ 8.2	7.8	8.9
13. WEKS-F	1741/ 8.2	8.1	8.5
14. WAOK	1428/ 6.7	5.6	5.5
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 79.19% (2610 of 3296) (FAL 86: 79.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WARM-F	1. WVEE-F	1. WVEE-F	1. WVEE-F	1. WVEE-F	1. WSB	1. WSB >	1. WPCH-F>	1. WVEE-F	1. WVEE-F	1. WVEE-F
2. WZGC-F>	2. WKLS-F	2. WKLS-F	2. WQXI-F	2. WQXI-F	2. WPCH-F>	2. WVEE-F	2. WSB	2. WPCH-F	2. WKLS-F	2. WKHX-F
3. WKLS-F	3. WQXI-F	3. WQXI-F	3. WSB-F	3. WSB-F	3. WKHX-F	3. WQXI-F	WSB-F	3. WKLS-F	3. WARM-F	3. WKLS-F
4. WVEE-F>	4. WSB-F	WSB-F	4. WFOX-F	4. WPCH-F	4. WSB-F	4. WPCH-F	4. WVEE-F	4. WKHX-F	4. WSB	4. WPCH-F
5. WEKS-F	5. WARM-F	5. WKHX-F	WKHX-F	5. WKHX-F	5. WAOK	5. WSB-F	5. WKLS-F	5. WSB-F	5. WZGC-F	5. WSB-F
6. WKHX-F	6. WKHX-F	6. WFOX-F	6. WPCH-F	6. WFOX-F	6. WYAY-F	6. WKHX-F	6. WKHX-F	6. WARM-F	6. WSB-F	6. WARM-F
7. WSB-F	7. WZGC-F	WPCH-F	7. WKLS-F	7. WSB	7.	7. WYAY-F	WQXI-F	7. WSB	7. WQXI-F	7. WSB
8.	8. WFOX-F	8. WYAY-F	8.	8. WKLS-F	8.	8. WARM-F	8. WYAY-F	8. WQXI-F	8.	8. WZGC-F
9.	9. WYAY-F	9.	9.	9. WYAY-F	9.	9.	9. WFOX-F	9. WZGC-F	9.	9.
10.	10. WPCH-F	10.	10.	10.	10.	10.	10.	10. WFOX-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVEE-F>	1. WVEE-F>	1. WQXI-F	1. WVEE-F	1. WSB-F
2. WZGC-F	2. WQXI-F	2. WVEE-F	2. WSB-F	2. WVEE-F
3. WKLS-F	3. WSB-F>	3. WSB-F>	3. WQXI-F>	3. WQXI-F
4. WSB-F	4. WARM-F	4. WARM-F	4. WPCH-F	4. WPCH-F
5. WARM-F	5. WKHX-F	WFOX-F	5. WKHX-F	5. WKHX-F
6. WEKS-F	6. WKLS-F	WKHX-F	6. WFOX-F	6. WFOX-F
7. WKHX-F	7. WFOX-F	7. WYAY-F	7. WARM-F	7. WYAY-F
WQXI-F	8. WZGC-F	8. WPCH-F	8. WYAY-F	8. WAOK
9.	9. WYAY-F	9.	9.	9.
10.	10. WPCH-F	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKLS-F>	1. WKLS-F>	1. WKLS-F	1. WKLS-F>	1. WVEE-F
2. WVEE-F	2. WVEE-F>	2. WVEE-F	2. WVEE-F>	2. WKLS-F
3. WARM-F	3. WQXI-F	3. WQXI-F>	3. WQXI-F	3. WQXI-F
4. WYAY-F	4. WARM-F	4. WEKS-F	4. WSB-F	4. WSB
5. WZGC-F	5. WSB-F	WKHK-F	5. WKHX-F	5. WFOX-F
6. WSB-F	6.	6. WFOX-F	6. WFOX-F	6. WKHX-F
7.	7.	7. WSB-F	7. WYAY-F	7. WPCH-F
8.	8.	8. WPCH-F	8.	8. WSB-F
9.	9.	9.	9.	9. WYAY-F
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		424 (2)	424 (2)	12.9	11.6
AOR/CLASSIC		276 (1)	276 (1)	8.4	9.8
AC/OLDIES/SOFT ROCK	17 (1)	644 (3)	661 (4)	20.0	19.2
MOR/VARIETY/FULL	315 (1)		315 (1)	9.6	8.9
COUNTRY	29 (1)	430 (2)	459 (3)	13.9	15.6
BLACK/URBAN	175 (2)	492 (3)	667 (5)	20.2	19.5
BTFL MUSIC/EZ		324 (1)	324 (1)	9.8	9.3
NEWS/TALK	114 (2)		114 (2)	3.5	4.0
NOSTALGIA					
RELIGION/GOSPEL	11 (1)		11 (1)	0.3	0.8
SPANISH					
CLASSICAL	25 (1)		25 (1)	0.8	0.9
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		20 (1)	20 (1)	0.6	0.4
			3296 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEC	860	Atlanta	.3/ .9
WCNN	680	N. Atlanta	.5/2.9
WGKA	1190	Atlanta	.7/ .7
WIGO	1340	Atlanta	.5/2.0
WKHX	101.5	Marietta	.8/2.5
WMKJ-F	96.7	Newnan	.5/2.0
WQXI	94.1	Smyrna	.5/1.9
WVFJ-F	93.3	Manchester	.5/1.8

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION		,$ 25.00	(---)	Forus	
WAOK, 1380, 5 KW	, BLACK/GOSPEL	NBN,NBC,	$ 60.00*	(Mc-Guild)	DKM	
WCNN, 680, 50 KW/10 KW (DA-1)	, TALK	CNN,US 2,	$ 45.00*	(HNWH)		
WFOM, 1230, 1 KW	, RELIGION		,$ 13.00	(---)		(MARIETTA)
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL		,$ 40.00	(CMBS)		
WGST, 920, 5 KW/1 KW	, NEWS	CBS,MBS,	$ 90.00*	(Katz)	Jacor	
WGUN, 1010, 50 KW (DAYS)	, RELIGION		,$ 21.00	(---)	Rivers	
WIGO, 1340, 1 KW	, BLACK	SBN,	$ 50.00	(---)	Brunson	
WKHX, 590, 5 KW (DA-N)	, COUNTRY		,$ 64.00*	(Republic)	Cap Cities/ABC	
WKLS, 970, 5 KW (DAYS)	, AOR		,$ NA	(Katz)	Taft	
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES		,$ NA	(Banner)	Jeff-Pilot	
WSB , 750, 50 KW	, MOR	ABC-T,	$190.00*	(Christal)	Cox	
WYZE, 1480, 5 KW (DAYS)	, BLACK/GOSPEL		,$ 16.00	(---)	Buck	

FM STATIONS

WARM, 99.7, 100 KW @ 1000, CHR		,$122.00	(Eastman)	Susquehanna	
WEKS, 104.1, 60 KW @ 1200, BLACK	CBS-R,	$ 59.00	(Durpetti)	Zapis	(LA GRANGE)
WFOX, 97.1, 100 KW @ 1566, AC		,$150.00	(MMR)	Shamrock	
WKHX, 101.5, 100 KW @ 900, COUNTRY		,$174.00*	(Republic)	Cap Cities/ABC	
WKLS, 96.1, 100 KW @ 950, AOR	ABC-R,	$190.00*	(Katz)	Taft	
WPCH, 94.9, 100 KW @ 987, BTFL/EZ		,$180.00*	(Katz)	Jacor	
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP		,$300.00*	(Banner)	Jeff-Pilot	
WSB , 98.5, 100 KW @ 919, AC		,$160.00*	(Christal)	Cox	
WVEE, 103.3, 100 KW @ 1022, URBAN	US 1,	$175.00*	(Mc-Guild)	DKM	
WYAY, 106.7, 100 KW @ 1400, COUNTRY		,$158.00*	(MMR)	New City	
WZGC, 92.9, 100 KW @ 910, CHR		,$177.00	(HNWH)	First Media	
WMKJ, 96.7, 3 KW @ 300, BLACK		,$ 25.00*	(Masla)	Media Comm	(NEWNAN)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WPGC A/F: From First Media to Cook Inlet for $18,000,000 (Est) + Tax Cert.
WQXI-A: Sold by Jefferson-Pilot for $1,650,000 (Hepburn)
WAOK/WVEE-F: From DKM to Summit for $50,000,000 (Est)
WDCT: From Universal to Marsh for $2,200,000 (Est).

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AUSTIN

Arbitron Rank/Pop (12+): 59/594,100

MSA Rank/Pop: 66/756,700
ADI # 71
Average Person Ratings: 16.0
Market TSL: 21.3 hours

Stations: 22/16
Diaries: 1088/546:1/53.0%
Sample Target: 880
% Below Line: 4.7
% Not Listed: 15.3

1987 Revenue: $23,400,000
HH Inc.: $34,055
Retail $: 5.0 Bil
Pop per Station: 37,131
#1 Biller: KASE-F $4,700,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KASE-F	135/13.5	15.3	16.7	15.2	14.6	15.2	17.2
2. KKMJ-F	111/11.1	8.6	8.8	8.3	6.8	9.2	8.0
3. KLBJ-F	76/ 7.6	7.1	8.3	8.7	10.4	7.9	10.0
4. KBTS-F	71/ 7.1	9.3	9.1	7.7	---	8.3	11.1
5. KHFI-F	68/ 6.8	6.0	6.7	10.5	13.8	7.5	9.4
6. KEYI A/F	58/ 5.8	6.7	7.1	9.7	11.5	7.3	4.7
7. KLBJ	47/ 4.7	6.6	4.3	5.4	4.7	5.3	4.4
8. KVET	45/ 4.5	3.4	2.9	2.1	2.7	3.2	2.7
9. KQFX-F	43/ 4.3	.8	.6	---	---	1.9	2.5
10. KPEZ-F	42/ 4.2	6.1	5.5	6.2	6.8	5.5	6.9
11. KAPT-F	35/ 3.5	4.7	3.5	---	---	3.9	2.6
12. KOKE	27/ 2.7	3.5	3.9	3.7	3.2	3.5	2.0

12+ TSA	1/4/CUME
1. KASE-F	194/2294
2. KBTS-F	131/2032
3. KKMJ-F	116/1585
4. KLBJ-F	90/1578
5. KHFI-F	81/1308
6. KEYI A/F	65/1124
7. KLBJ	55/ 977
8. KVET	51/ 785
9. KQFX-F	43/ 808
10. KPEZ-F	42/ 845
KAPT-F	42/ 814
12. KOKE	34/ 412

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KKMJ-F	1466/23.4	20.3	18.3
2. KASE-F	1456/23.3	25.8	27.5
3. KBTS-F	1246/19.9	20.5	---
4. KLBJ-F	1224/19.6	21.0	25.8
5. KHFI-F	1206/19.3	22.4	28.8
6. KEYI A/F	1061/17.0	20.2	27.9
7. KLBJ	813/13.0	11.6	13.2
8. KPEZ-F	798/12.8	13.8	15.9
9. KQFX-F	727/11.6	1.8	---
10. KAPT-F	686/11.0	6.9	---
11. KVET	653/10.4	7.0	9.2
12. KOKE	355/ 5.7	4.9	7.0

12+ FM SHARE (METRO): 76.83% (650 of 846) (FAL 86: 81.52%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KHFI-F	1. KLBJ-F	1. KASE-F	1. KASE-F>	1. KASE-F	1. KASE-F>
2. KBTS-F>	2. KKMJ-F	2. KKMJ-F	2. KKMJ-F	2. KKMJ-F>	2. KKMJ-F
3. KLBJ-F	3. KASE-F	3. KLBJ-F	3. KLBJ-F	3. KLBJ-F	3. KVET
4. KAPT-F	4. KBTS-F	4. KBTS-F	4. KEYI-F+	4. KEYI-F+	4. KLBJ-F
5. KASE-F	5. KHFI-F	5. KEYI-F+	5. KPEZ-F	5. KPEZ-F	5. KOKE
	KPEZ-F	KHFI-F			
	KQFX-F				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KASE-F>	1. KKMJ-F	1. KASE-F	1. KBTS-F	1. KASE-F>
2. KKMJ-F	2. KASE-F	2. KKMJ-F	2. KASE-F	2. KKMJ-F
3. KLBJ	3. KLBJ-F	3. KLBJ-F	3. KKMJ-F	3. KLBJ-F
4. KLBJ-F	4. KEYI-F+	4. KBTS-F>	4. KHFI-F	4. KBTS-F
5. KEYI-F+	5. KBTS-F	5. KHFI-F	5. KLBJ-F	5. KHFI-F
6. KHFI-F	6. KHFI-F		6. KEYI-F+	
7. KVET				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKMJ-F	1. KKMJ-F>	1. KKMJ-F>	1. KKMJ-F	1. KKMJ-F
2. KHFI-F	2. KASE-F	2. KASE-F	2. KASE-F>	2. KASE-F>
3. KASE-F	3. KEYI-F+	KEYI-F+	3. KEYI-F+	3. KEYI-F+
KBTS-F	4. KHFI-F	4. KAPT-F	KHFI-F	4. KHFI-F
5. KLBJ-F	5. KBTS-F	KQFX-F	5. KBTS-F	5. KQFX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLBJ-F	1. KLBJ-F>	1. KLBJ-F>	1. KLBJ-F	1. KASE-F
2. KBTS-F	2. KASE-F	2. KPEZ-F	2. KASE-F>	2. KLBJ-F>
3. KKMJ-F	3. KBTS-F	3. KASE-F	3. KKMJ-F	3. KKMJ-F
4. KASE-F>	4. KKMJ-F	4. KQFX-F	4. KBTS-F	4. KPEZ-F
5. KAPT-F	KPEZ-F	5.	5. KPEZ-F	5. KLBJ

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		174 (3)	174 (3)	20.6	18.0
AOR/CLASSIC		124 (3)	124 (3)	14.7	22.4
AC/OLDIES/SOFT ROCK	4 (1)	208 (3)	212 (4)	25.1	24.2
MOR/VARIETY/FULL					
COUNTRY	45 (1)	135 (1)	180 (2)	21.3	23.8
BLACK/URBAN					
BTFL MUSIC/EZ	27 (1)	5 (1)	32 (2)	3.8	
NEWS/TALK	66 (2)		66 (2)	7.8	6.8
NOSTALGIA					4.0
RELIGION/GOSPEL					0.9
SPANISH	39 (4)		39 (4)	4.6	
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	15 (1)	4 (1)	19 (2)	2.2	
			846 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELG	1440	Elgin	2.1/2.2
KTAE	1260	Taylor	1.5/1.7
KTXZ	1560	W. Lake Hills	.5/1.3
KISS-F	99.5	San Antonio	.6/1.5
KONO	860	San Antonio	.5/1.5
KQXT-F	101.9	San Antonio	.5/1.1
KSAH	720	Universal City	.8/1.1
KSSR-F	107.1	Bastrop	.4/1.2
WOAI	1200	San Antonio	1.9/5.2

RADIO STATIONS

KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	MBS,CBS,NBC-T,	$ 44.00*	(Eastman)	
KOKE, 1370, 5 KW/500 W (DA-2)	, BTFL		$ 30.00	(Torbet)	
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,	$ 41.00*	(Katz)	
KAPT-F , 94.7, 100 KW @ 1154,	CONTEMP		$ NA	(---)	(LULING)
KBTS-F , 93.3, 100 KW @ 1983,	CHR		$ 65.00*	(Durpetti)	(KILLEEN)
KEYI-F+, 103.5, 100 KW @ 1260,	AC		$ 90.00*	(Torbet)	Hicks
KHFI-F , 98.3, 1.3 KW @ 418,	CHR		$ 70.00	(Christal)	Encore
KKMJ-F , 95.5, 100 KW @ 1000,	AC		$ 75.00*	(CBS)	Keymarket
KLBJ-F , 93.7, 100 KW @ 1050,	AOR		$ 83.00*	(Eastman)	
KPEZ-F , 102.3, 3 KW @ 300,	CLASSIC AOR		$ 55.00*	(HNWH)	Clear Channel
KASE-F , 100.7, 33 KW @ 1190,	COUNTRY		$110.00*	(Katz)	
KQFX-F , 96.5, 29 KW @ ?? ,	CLASSIC HITS		$ 20.00*	(Banner)	Capitol-Johnson

MISCELLANEOUS COMMENTS KGTN (Georgetown) changes calls to KQFX and format to Classic Hits (August)... KBTS-F (Killeen) sold by Duffy to Genesis for $11,000,000 (E)...

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BAKERSFIELD

Arbitron Rank/Pop (12+): 87/390,400

MSA Rank/Pop: 95/508,900
ADI # 145
Average Person Ratings: 15.3
Market TSL: 21.5 hours

Stations: 32/22
Diaries: 838/466:1/44.9%
Sample Target: 740
% Below Line: 10.7
% Not Listed: 12.1

1987 Revenue: $12,100,000
HH Inc.: $34,984
Retail $: 3.0 Bil
Pop per Station: 17,745
#1 Biller: KUZZ $1,800,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KUZZ	89/14.4	15.1	13.0	13.5	11.2		
2. KKXX-F	60/ 9.7	11.8	14.4	15.1	15.1		
3. KQXR-F	49/ 7.9	8.2	9.1	8.5	6.9		
4. KWAC	40/ 6.5	3.5	7.2	3.7	7.9		
5. KGFM-F	39/ 6.3	7.1	4.9	10.3	7.2		
6. KAFY	33/ 5.3	2.3	4.9	2.9	2.1		
7. KERN	29/ 4.7	2.6	4.0	3.1	2.9		
8. KLLY-F	28/ 4.5	4.2	4.0	2.6	3.1		
9. KKRV-F	19/ 3.1	.3	---	---	---		
10. KLOS-F	17/ 2.7	3.2	---	2.1	1.5		
11. KBOS-F	16/ 2.6	2.3	1.1	.5	.5		
12. KIWI-F	14/ 2.3	2.7	1.1	1.5	---		
13. KGEO	13/ 2.1	4.0	5.6	5.0	4.3		

12+ TSA	1/4/CUME
1.	
2.	
3.	THIS MARKET'S
4.	METRO AND TSA
5.	ARE THE SAME.
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KKXX-F	1044/25.8	26.3	29.7
2. KUZZ	863/21.3	22.2	20.9
3. KQXR-F	737/18.2	20.1	20.3
4. KGFM-F	405/10.0	13.6	11.4
5. KLLY-F	401/ 9.9	10.8	8.5
6. KAFY	312/ 7.7	4.2	7.2
7. KERN	301/ 7.4	8.0	8.7
8. KGEO	284/ 7.0	10.4	12.1
9. KWAC	264/ 6.5	4.5	8.9
10. KLOS-F	201/ 5.0	4.9	---
11. KIWI-F	182/ 4.5	5.0	4.5
12. KBOS-F	154/ 3.8	4.2	1.9
13. KOST	149/ 3.7	3.0	1.7

12+ FM SHARE (METRO): 54.04% (294 of 544) (FAL 86: 55.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKXX-F	1. KKXX-F>	1. KUZZ	1. KUZZ >	1. KUZZ	1. KUZZ >	1. KUZZ >	1. KUZZ >	1. KUZZ	1. KKXX-F>	1. KUZZ
2. KQXR-F	2. KLLY-F	2. KKXX-F	2. KLLY-F	2. KWAC	2. KGFM-F	2. KKXX-F	2. KGFM-F	2. KKXX-F	2. KQXR-F	2. KKXX-F>
3. KBOS-F	KQXR-F	3. KQXR-F	KQXR-F	3. KLLY-F	3. KERN	3. KQXR-F	3. KKXX-F	3. KQXR-F>	KUZZ	3. KQXR-F
4.	4. KWAC	4. KWAC	4. KKXX-F	KQXR-F	4. KAFY	4. KWAC	4. KQXR-F	4. KWAC	4. KAFY	4. KGFM-F
5.	5. KLOS-F	5. KLLY-F	5. KWAC	5. KAFY	5. KWAC	5. KGFM-F	5. KWAC	5. KGFM-F	5. KWAC	5. KWAC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKXX-F>	1. KKXX-F>	1. KUZZ	1. KKXX-F	1. KUZZ >	1. KKXX-F	1. KKXX-F	1. KLLY-F>	1. KUZZ >	1. KUZZ >
2. KQXR-F	2. KQXR-F	2. KWAC	2. KQXR-F	2. KGFM-F	2. KQXR-F	KLLY-F	2. KKXX-F	2. KKXX-F	2. KLLY-F
3. KAVS-F	3. KWAC	3. KKXX-F	KUZZ	3. KQXR-F	3. KWAC	3. KLOS-F	3. KLOS-F	KLLY-F	3. KWAC
KLOS-F	4. KUZZ	4.	4. KWAC	KWAC	KLOS-F	4. KQXR-F	4. KUZZ	4. KQXR-F	4. KQXR-F
5.	5. KGEO	5.	5. KGFM-F	5. KKXX-F	5.	5. KWAC	5.	5. KWAC	5. KKXX-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		133 (4)	133 (4)	24.4	29.2
AOR/CLASSIC		24 (2)	24 (2)	4.4	2.9
AC/OLDIES/SOFT ROCK	18 (2)	65 (5)	83 (7)	15.3	16.2
MOR/VARIETY/FULL	38 (3)		38 (3)	7.0	5.5
COUNTRY	89 (1)	8 (2)	98 (3)	18.0	19.1
BLACK/URBAN					---
BTFL MUSIC/EZ		39 (1)	39 (1)	7.2	5.7
NEWS/TALK	7 (2)		7 (2)	1.3	---
NOSTALGIA	3 (1)		3 (1)	0.6	0.6
RELIGION/GOSPEL		8 (2)	8 (2)	1.5	2.9
SPANISH	79 (3)		79 (3)	14.5	14.2
CLASSICAL		14 (1)	14 (1)	2.6	1.2
JAZZ/NEW AGE/ECLECTIC		3 (1)	3 (1)	0.6	---
UNKNOWN/OTHERS	18 (2)		18 (2)	3.3	2.5
			544 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAVS-F	97.7	Mojave	1.3/2.1
KDNO-F	98.5	Deland	.5/1.4
KERI	1180	Wasco	1.1/2.9
KFIO-F	104.9	Ridgecrest	1.0/1.4
KHIS-F	96.5	Bakersfield	.8/3.1
KLYD-F	97.7	Shafter	1.1/2.3
KPMC	1560	Bakersfield	.8/3.0
KTKR	1310	Taft	1.8/1.7
KTPI-F	103.1	Tehachapi	.5/1.6
KVLI	1140	Lake Isabella	.6/1.6
KXEM	1590	McFarlanc	1.0/1.2
KFI	640	Los Angeles	.5/2.0
KIBS-F	100.7	Bishop	.8/1.6
KMJ	580	Fresno	.6/2.3
KMPC	710	Los Angeles	.5/1.5
KNX	1070	Los Angeles	.5/3.3
KOST-F	103.5	Los Angeles	1.3/3.7
KRTH-F	101.1	Los Angeles	.6/3.0
KTWV-F	94.7	Los Angeles	.5/1.7

RADIO STATIONS

KAFY, 970, 1 KW	, SPANISH	UPI,$ 27.00	(Caballero)		
KERN, 1410, 1 KW	, MOR	ABC-I,$ 19.00	(HNWH)	Brandon	
KGEO, 1230, 1 KW	, OLDIES	CBS-R,$ 25.00	(Mc-Guild)		
KPMC, 1560, 10 KW (DA-2)	, VARIETY	CBS,MBS,$ 17.00	(Masla)		
KUZZ, 550, 5 KW (DA-2)	, COUNTRY	,$ 43.00*	(Katz)	Owens	
KVLI, 1140, 1 KW (DAYS)	, MOR	MBS,$ 12.00	(Western)		(LAKE ISABELLA)
KWAC, 1490, 1 KW	, SPANISH	,$ 26.00	(Lotus)		
KGFM-F, 101.5, 5 KW @ 1280,	BTFL/EZ	,$ 32.00	(Mc-Guild)		
KHIS-F, 96.5, 50 KW @ 550,	RELIGION	,$ NA	(---)		
KIWI-F, 92.1, 3 KW @ 269,	CLASSICAL	,$ 30.00	(CMBS)		
KKXX-F, 107.9, 6 KW @ 1340,	CHR	,$ 48.00*	(Katz)	Owens	
KLLY-F, 95.3, 2 KW @ 346,	AC	APR,$ 24.00	(Torbet)	Buckley	
KLYD-F, 97.7, 3 KW @ 300,	AOR (?)	US 1,$ 21.00*	(Torbet)		
KQXR-F, 94.1, 5 KW @ 1312,	CHR	ABC-E,$ NA	(HNWH)	Brandon	

MISCELLANEOUS COMMENTS KLYD-F (Shafter) sold to Rick Dames for $975,000 (Chapman)...

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BALTIMORE

Arbitron Rank/Pop (12+): 16/1,943,300

MSA Rank/Pop: 15/2,290,000
ADI # 22
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 34/21
Diaries: 2549/762:1/50.4%
Sample Target: 1700
% Below Line: 12.5
% Not Listed: 10.7

1987 Revenue: $59,300,000
HH Inc.: $34,570
Retail $: 15.1 Bil
Pop per Station: 92,538
#1 Biller: WBSB-F $9,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WLIF-F	339/9.8	8.9	9.8	10.5	10.0	9.8	7.6
2. WXYV-F	302/8.7	7.4	5.7	6.3	7.2	7.0	10.9
3. WBSB-F	278/8.0	8.9	9.7	9.0	7.2	8.9	9.2
4. WPOC-F	228/6.6	6.6	5.9	4.8	5.7	6.0	5.5
5. WBAL	219/6.3	7.8	6.7	8.4	8.6	7.3	6.0
6. WIYY-F	159/4.6	5.6	5.0	5.1	4.7	5.1	6.7
7. WWMX-F	152/4.4	4.1	3.3	4.5	4.4	4.1	2.9
8. WQSR-F	119/3.4	2.8	3.0	2.1	2.7	3.2	2.5
9. WFBR*	118/3.4	3.2	3.2	3.3	3.3	3.3	3.2
10. WGHT-F	103/3.0	2.4	2.5	3.2	3.1	2.8	2.5
11. WWDC-F	102/2.9	2.1	2.6	3.3	2.7	2.7	3.4
12. WGRX-F	93/2.7	1.9	1.8	2.3	1.9	2.2	3.1
13. WBGR	88/2.5	2.3	3.2	3.1	2.5	2.8	2.2
14. WYST-F	87/2.5	2.5	2.1	2.9	3.3	2.5	2.3
15. WCAO	81/2.3	2.2	4.1	3.4	2.9	3.0	2.1
16. WITH	73/2.1	2.7	2.6	2.1	3.0	2.4	1.8
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WLIF-F	359/3571
2. WXYV-F	316/3015
3. WBSB-F	310/4331
4. WPOC-F	274/3150
5. WBAL	234/3332
6. WIYY-F	170/2845
7. WWMX-F	160/3031
8. WGRX-F	127/1861
9. WQSR-F	124/1687
10. WFBR*	122/1625
11. WWDC-F	113/1963
12. WGHT-F	103/1784
13. WYST-F	93/1703
14. WBGR	90/ 924
15. WCAO	86/1470
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WBSB-F	3896/19.9	22.4	19.1
2. WLIF-F	3333/17.1	17.2	19.0
3. WBAL	3139/16.1	17.4	19.5
4. WPOC-F	2524/12.9	12.5	13.8
5. WWMX-F	2831/14.5	12.2	14.1
6. WXYV-F	2922/14.4	12.5	14.5
7. WIYY-F	2600/13.3	13.8	13.1
8. WWDC-F	1802/ 9.2	9.6	8.2
9. WGRX-F	1390/ 7.1	6.7	5.2
10. WGHT-F	1777/ 9.1	6.8	8.3
11. WYST-F	1599/ 8.2	7.4	10.4
12. WQSR-F	1607/ 8.2	8.1	8.8
13. WFBR*	1589/ 8.1	8.5	10.4
14. WCAO	1355/ 6.9	8.3	7.5
15. WRQX-F	1241/ 6.4	6.2	5.5
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 73.78% (2288 of 3101) (FAL 86: 68.64%)

* WFBR was determined by Arbitron to have engaged in a Special station activity.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBSB-F>	1. WXYV-F>	1. WXYV-F	1. WXYV-F	1. WXYV-F	1. WLIF-F>	1. WBAL	1. WLIF-F>	1. WLIF-F	1. WXYV-F	1. WLIF-F
2. WXYV-F	2. WBSB-F	2. WBSB-F	2. WBSB-F	2. WLIF-F	2. WBAL	2. WBSB-F	2. WPOC-F	2. WXYV-F	2. WBSB-F	2. WXYV-F
3. WWDC-F	WIYY-F	3. WIYY-F	3. WWMX-F	3. WBSB-F	3. WPOC-F>	3. WLIF-F	3. WXYV-F	3. WBSB-F	3. WLIF-F	3. WBSB-F
4. WEBB	4. WWMX-F	4. WWMX-F	4. WQSR-F	4. WPOC-F	4. WFBR	WXYV-F	4. WBSB-F	4. WPOC-F	WFBR	4. WPOC-F
5. WGHT-F	5. WWDC-F	5. WPOC-F	5. WPOC-F	5. WWMX-F	5. WBSB-F	5. WPOC-F>	5. WBAL	5. WIYY-F	5. WGHT-F	5. WIYY-F
6. WIYY-F	6. WGRX-F	6. WQSR-F	6. WIYY-F	6. WQSR-F	WXYV-F	6. WWDC-F	6. WWMX-F	6. WWMX-F	6. WBAL	6. WBAL
7. WGRX-F	7. WGHT-F	7. WLIF-F	WLIF-F	7. WIYY-F	7. WCAO	7. WIYY-F	7. WIYY-F	7. WBAL	WIYY-F	WQSR-F
8. WWIN	8.	8. WWDC-F	8.	8.	8.	8.	WQSR-F	8.	8.	8. WWMX-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBSB-F	1. WBSB-F	1. WXYV-F	1. WBSB-F	1. WXYV-F
2. WXYV-F>	2. WXYV-F>	2. WBSB-F	2. WXYV-F>	2. WBSB-F
3. WGHT-F	3. WWMX-F	3. WWMX-F>	3. WWMX-F	3. WLIF-F
4. WIYY-F	4. WGHT-F	4. WIYY-F	4. WLIF-F	4. WPOC-F
WWMX-F	5. WIYY-F>	WPOC-F	WPOC-F	5. WWMX-F>
6. WLIF-F	6. WPOC-F	WQSR-F	6. WGHT-F	6. WQSR-F
7.	7. WLIF-F	7. WGHT-F	7. WQSR-F	7. WBGR-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIYY-F	1. WXYV-F	1. WXYV-F>	1. WXYV-F	1. WXYV-F
2. WXYV-F	2. WIYY-F>	2. WIYY-F	2. WIYY-F	2. WQSR-F
3. WWDC-F	3. WWDC-F	3. WWDC-F	3. WWDC-F	3. WLIF-F
4. WGRX-F>	4. WGRX-F>	4. WGRX-F	4. WQSR-F	4. WIYY-F
5. WBSB-F	5. WWMX-F	WWMX-F	5. WGRX-F	5. WBSB-F
6. WGHT-F	6. WBSB-F	6. WHFS-F	6. WBSB-F	WPOC-F
7. WEBB	7. WHFS-F	7. WQSR-F	7. WWMX-F	WWMX-F
8.	8.	8. WBSB-F	8.	8. WWDC-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		360 (3)	360 (3)	11.6	14.9
AOR/CLASSIC		408 (4)	408 (4)	13.2	11.3
AC/OLDIES/SOFT ROCK	10 (1)	396 (5)	406 (6)	13.1	10.8
MOR/VARIETY/FULL	12 (1)		12 (1)	0.4	4.1
COUNTRY	81 (1)	242 (2)	323 (3)	10.4	10.2
BLACK/URBAN	117 (2)	470 (4)	587 (6)	18.9	18.2
BTFL MUSIC/EZ		351 (2)	351 (2)	11.3	11.7
NEWS/TALK	432 (5)		432 (5)	13.9	10.8
NOSTALGIA	73 (1)		73 (1)	2.4	3.3
RELIGION/GOSPEL	88 (1)	51 (1)	139 (2)	4.5	4.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		10 (1)	10 (1)	0.3	
			3101 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBEY-F	103.1	Grasonville	.3/ .8
WCBM	680	Baltimore	1.2/4.2
WEBB	1360	Baltimore	1.8/5.0
WRBS-F	95.1	Baltimore	1.5/3.5
WWIN	1400	Baltimore	1.5/5.6
WYST	1010	Baltimore	.3/1.2
WASH-F	97.1	Washington	.7/2.9
WAVA-F	105.1	Arlington	.5/2.6
WGAY-F	99.5	Washington	.3/1.0
WHFS-F	99.1	Annapolis	1.6/4.5
WHUR-F	96.3	Washington	1.2/4.9
WLTT-F	94.7	Bedhesda	.4/2.0
WMAL	630	Washington	.3/1.5
WMZQ-F	98.7	Washington	.4/2.0
WPGC-F	95.5	Morningsive	.7/3.5
WRQX-F	107.3	Washington	1.9/6.4
WTOP	1500	Washington	1.2/5.1
WWRC	980	Washington	.3/ .9

RADIO STATIONS

AM STATIONS

WBAL, 1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E,$110.00*	(HNWH)	Hearst
WBGR, 860,	2.5 KW (DAYS,DA)	, GOSPEL	UPI,$ 40.00	(Roslin)	Mortenson
WBMD, 750,	1 KW (DAYS)	, RELIGION	,$ 12.00	(---)	
WCAO, 600,	5 KW (DA-1)	, COUNTRY	NBC,$ 95.00*	(Mc-Guild)	DKM
WCBM, 680,	10 KW/5 KW (DA-2)	, TALK	UPI,ABC-T,$ 60.00	(Katz)	Resort
WEBB, 1360,	5 KW/1.7 KW (DA-1)	, BLACK	SBN,$ 39.00*	(---)	Brunson
WFBR, 1300,	5 KW (DA-1)	, TALK	CBS,NBC-T,$ 75.00*	(Republic)	
WITH, 1230,	1 KW	, NOSTALGIA	MBS,$ 40.00	(Groskin)	
WJRO, 1590,	1 KW (DA-2)	, BTFL (?)	,$ 14.00	(---)	
WWIN, 1400,	1 KW	, BLACK	NBN,$ 38.00*	(MMR)	Mediacomm
WYST, 1010,	1 KW (DAYS)	, OLDIES	APR,$ 31.00	(MMR)	United

FM STATIONS

WBSB, 104.3,	50 KW @	422, CHR	ABC-C,$140.00	(Banner)	Scripps-Howard	
WGRX, 100.7,	20 KW @	715, CLASSIC AOR	ABC-F,$ 52.00	(Durpetti)	Shamrock-Lynett	(WESTMINSTER)
WIYY, 97.9,	10 KW @	950, AOR	ABC-R,$110.00*	(HNWH)	Hearst	
WLIF, 101.9,	14 KW @	960, BTFL/EZ	,$155.00*	(Christal)	JAG	
WPOC, 93.1,	16 KW @	870, COUNTRY	ABC-D,$130.00	(Eastman)	Nationwide	
WQSR, 105.7,	50 KW @	300, OLDIES	US 1,CBS-R,$ 50.00*	(Banner)		
WRBS, 95.1,	50 KW @	500, RELIGION	,$ 17.00	(---)		
WGHT, 95.9,	3 KW @	300, URBAN/CHR	,$ 60.00*	(MMR)	Mediacomm	
WWMX, 106.5,	29 KW @	620, AC	,$ 85.00*	(Katz)	Capitol (WRAL)	
WXYV, 102.7,	50 KW @	400, URBAN	,$105.00	(Mc-Guild)	DKM	
WYST, 92.3,	10 KW @	709, AC	APR,$ 80.00*	(MMR)	United	

Other ranked stations - See Washington

CALL LETTER CHANGES

FORMAT CHANGES

WCBM is now classified as Talk

STATION SALES

WCAO/WXYV-F sold by DKM to Summit for $22,700,000 (E)

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BATON ROUGE

Arbitron Rank/Pop (12+): 78/450,000

MSA Rank/Pop: 91/562,000
ADI # 91
Average Person Ratings: 15.0
Market TSL: 20.5 hours

Stations: 22/14
Diaries: 956/471:1/50.9%
Sample Target: 820
% Below Line: 11.4
% Not Listed: 9.5

1987 Revenue: $11,100,000
HH Inc.: $31,027
Retail $: 3.4 Bil
Pop per Station: 32,143
#1 Biller: WFMF-F $2,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WXOK	84/12.4	9.8	10.4	9.4	9.8	10.5	8.8
2. WYNK A/F	73/10.8	11.0	13.4	14.7	16.1	12.5	11.7
WFMF-F	73/10.8	8.5	10.1	8.3	8.8	9.4	13.4
4. WGGZ-F	67/ 9.9	11.0	9.1	11.0	8.9	10.3	12.8
KQXL-F	67/ 9.9	8.5	10.1	8.3	8.8	9.2	10.1
6. WKJN-F	45/ 6.7	6.9	9.2	7.0	6.4	7.4	7.5
7. WJBO	42/ 6.2	5.6	4.0	3.4	4.2	4.8	4.5
8. WQXY A/F	37/ 5.5	6.8	7.2	5.4	6.8	6.2	5.8
9. WLUX	25/ 3.7	4.1	1.8	2.0	2.1	2.9	3.1
10. KDEA-F	22/ 3.3	2.6	2.1	2.8	2.4	2.7	1.7

12+ TSA	1/4/CUME
1. WYNK A/F	163/1896
2. WGGZ-F	134/2420
3. WFMF-F	112/2008
4. WKJN-F	108/1334
5. WXOK	104/1090
6. KQXL-F	82/ 96[illegible]
7. KDEA-F	70/ 86[illegible]
8. WCKW-F	58/ 644
9. WQXY A/F	50/1057
10. WQVE A/F	49/ 633

12+ METRO CUME/ METRO CUME RATING		SPG 87	FA 86
1. WFMF-F	1323/29.4	30.7	31.8
2. WGGZ-F	1201/26.7	25.6	27.[illegible]
3. WYNK A/F	1012/22.5	21.4	25.7
4. WXOK	858/19.1	18.6	19.4
5. KQXL-F	793/17.6	16.4	16.9
6. WQXY A/F	742/16.5	18.7	14.3
7. WKJN-F	655/14.6	14.8	13.0
8. WJBO	625/13.9	11.2	14.2
9. KDEA-F	336/ 7.5	5.2	4.7
10. WCKW-F	241/ 5.4	3.6	4.0

12+ FM SHARE (METRO): 69.93% (428 of 612) (FAL 86: 69.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGGZ-F	1. WGGZ-F	1. WXOK-F	1. WYNK-F+	1. WYNK-F	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+	1. WFMF-F	1. KQXL-F	1. KQXL-F>
2. WFMF-F	2. KQXL-F	2. WFMF-F	2. WXOK-F	2. WXOK-F	2. WJBO	2. WXOK-F	2. WXOK-F	2. WYNK-F+	2. WGGZ-F	2. WGGZ-F
KQXL-F	WFMF-F	3. KQXL-F	3. WFMF-F	3. WFMF-F	3. WXOK-F	3. WFMF-F	3. WFMF-F	3. KQXL-F	3. WXOK-F	3. WXOK-F
4. WXOK-F	WXOK-F>	4. WYNK-F+	4. KQXL-F	4. KQXL-F	4. WKJN-F	4. WGGZ-F	4. WQXL-F	4. WGGZ-F	4. WFMF-F	4. WFMF-F
5.	5. WQXY-F+	5. WGGZ-F	5. WKJN-F	5. WKJN-F	5. KDEA-F	5. WKJN-F	5. WGGZ-F	5. WXOK-F	5. WJBO	5. WKJN-F
				6. WGGZ-F			6. WKJN-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFMF-F	1. WXOK-F	1. WXOK-F>	1. WXOK-F	1. WYNK-F+
WGGZ-F	2. WFMF-F	2. KQXL-F	2. WYNK-F+	2. WXOK-F>
3. KQXL-F>	WGGZ-F	3. WFMF-F	3. WFMF-F	3. WFMF-F
4. WQXY-F+	4. KQXL-F	WGGZ-F	4. KQXL-F	4. KQXL-F
WXOK-F	5. WQXY-F+	5. WQXY-F+	WGGZ-F	5. [illegible]XY-F+
				6. [illegible]GZ-F
				WKJN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFMF-F	1. WGGZ-F	1. WGGZ-F	1. KQXL-F	1. WYNK-F+
2. KQXL-F	2. KQXL-F	2. KQXL-F	WFMF-F	2. KQXL-F
WGGZ-F	3. WFMF-F	3. WLUX	3. WXOK-F	3. WFMF-F
WXOK	4. WXOK-F>	4. WFMF-F	4. WGGZ-F	4. WXOK-F
5.	5. WCKW-F	WXOK	5. WYNK-F+	5. WKJN-F
				6. WGGZ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		140 (2)	140 (2)	22.9	24.4
AOR/CLASSIC		16 (1)	16 (1)	2.6	2.2
AC/OLDIES/SOFT ROCK	7 (2)	35 (1)	42 (3)	6.9	10.4
MOR/VARIETY/FULL	14 (1)		14 (1)	2.3	
COUNTRY	6 (1)	112 (2)	118 (3)	19.3	25.0
BLACK/URBAN	84 (1)	86 (3)	170 (4)	27.8	24.9
BTFL MUSIC/EZ		25 (2)	25 (2)	4.1	3.3
NEWS/TALK	48 (2)		48 (2)	7.8	5.1
NOSTALGIA					0.9
RELIGION/GOSPEL	25 (1)		25 (1)	4.1	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		14 (3)	14 (3)	2.3	0.5
			612 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIBR	1300	Baton Rouge	.7/4.9
WQCK-F	92.7	Clinton	.4/2.1
WTKL	1260	Baton Rouge	2.1/3.4
KAJN-F	102.9	Crowley	.4/1.5
WBYU-F	95.7	New Orleans	.4/1.7
WCKW-F	92.3	Laplace	2.4/5.4
WQUE-F	93.3	New Orleans	2.2/3.5
WWL	870	New Orleans	.9/3.5
WXLT-F	94.1	McComb	1.2/3.6
WYLD-F	98.5	New Orleans	.6/1.7

RADIO STATIONS

WIBR, 1300, 5 KW/1KW (DA-N)	, OLDIES	,$ 20.00*	(Katz)	
WJBO, 1150, 5 KW (DA-1)	, NEWS/TALK	CBS,NBC-T,$ 23.00	(HNWH)	
WLUX, 1550, 5 KW (DAYS)	, RELIGION	UPI,$ 10.00	(---)	Swaggert
WTKL, 1260, 1 KW (DAYS)	, MOR	ABC-C,NBN,$ 16.00	(Masla)	
WXOK, 1460, 5 KW/1 KW (DA-N)	, BLACK	NBC,$ 32.00	(Banner)	
WQXL-F, 106.3, 3 KW @ 300,	BLACK	SBN,ABC-F,$ 36.00	(Masla)	(NEW ROADS)
WFMF-F, 102.5, 100 KW @ 560,	CHR	,$ 73.00*	(HNWH)	
WGGZ-F, 98.1, 100 KW @ 1550,	CHR	CBS-R,$ 70.00*	(Katz)	
WKJN-F, 103.3, 100 KW @ 1045,	COUNTRY	,$ 56.00	(Torbet)*	Sterling
WQXY-F, 100.7, 100 KW @ 750,	AC	,$ 50.00	(Christal)	Encore
WYNK-F, 101.5, 100 KW @ 403,	COUNTRY	ABC-E,$ 80.00	(Katz)	Narragansett

KSMB, KDEA - See Lafayette WCKW - See New Orleans

MISCELLANEOUS COMMENTS WQXY A/F sold by Encore for $5,000,000...

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BEAUMONT - PORT ARTHUR

Arbitron Rank/Pop (12+): 106/322,900

MSA Rank/Pop: 121/395,000
ADI # 124
Average Person Ratings: 15.7
Market TSL: 21.3 hours

Stations: 19/16
Diaries: 862/376:1/50.7%
Sample Target: 710
% Below Line: 4.3
% Not Listed: 7.0

1987 Revenue: $7,400,000
HH Inc.: $33,427
Retail $: 2.6 Bil
Pop per Station: 20,181
#1 Biller: KYKR-F $1,250,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KZZB-F	67/13.3	11.1	14.5	10.4	12.2		15.7
2. KHYS-F	65/12.9	15.0	12.7	11.9	14.1		17.8
3. KYKR-F	63/12.5	13.4	12.1	11.7	11.0		7.9
4. KLVI	38/ 7.6	4.5	6.5	6.2	7.0		4.6
KIOC-F	38/ 7.6	4.9	6.7	4.9	5.6		8.8
6. KQXY-F	35/ 7.0	6.9	7.9	9.6	6.8		5.7
7. KAYD-F	34/ 6.8	6.7	3.6	4.9	4.8		7.7
8. KKMY-F	32/ 6.4	5.5	4.2	7.4	6.0		4.4
9. KWIC-F	22/ 4.4	7.7	6.5	7.0	7.8		10.2
10. KALO	15/ 3.0	2.4	1.2	2.1	.8		1.7
KTRH	15/ 3.0	2.2	3.6	4.2	6.0		2.5

12+ TSA	1/4/CUME
1. KHYS-F	87/ 739
2. KZZB-F	70/ 965
3. KYKR-F	69/ 843
4. KIOC-F	45/ 740
5. KAYD-F	44/ 567
KLVI	44/ 659
7. KQXY-F	43/ 511
8. KKMY-F	32/ 383
9. KWIC-F	28/ 454
10. WTRH	21/ 341
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KZZB-F	846/26.4	23.5	26.4
2. KYKR-F	680/21.2	23.4	19.8
3. KLVI	560/17.5	12.0	19.0
4. KHYS-F	548/17.1	17.6	17.0
5. KIOC-F	522/16.3	13.9	15.5
6. KAYD-F	500/15.6	12.1	11.3
7. KQXY-F	372/11.6	13.8	13.9
8. KKMY-F	359/11.2	9.9	11.0
9. KWIC-F	345/10.5	12.6	13.0
10. KTRH	272/ 8.5	7.1	9.4
11. KALO	190/ 5.9	5.3	4.0

12+ FM SHARE (METRO): 78.85% (369 of 468) (FAL 86: 80.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZZB-F>	1. KHYS-F	1. KYKR-F	1. KYKR-F	1. KYKR-F>	1. KYKR-F	1. KYKR-F	1. KYKR-F	1. KZZB-F	1. KHYS-F	1. KHYS-F
2. KHYS-F>	2. KZZB-F>	2. KHYS-F	2. KHYS-F	2. KHYS-F	2. KLVI	2. KZZB-F	2. KQXY-F	2. KHYS-F	2. KZZB-F>	2. KZZB-F
3. KIOC-F	3. KIOC-F	3. KZZB-F>	3. KZZB-F	3. KZZB-F	3. KQXY-F>	3. KLVI	3. KZZB-F	3. KYKR-F>	3. KYKR-F	3. KYKR-F
4.	4. KWIC-F+	4. KIOC-F	4. KKMY-F	4. KKMY-F	4.	4. KHYS-F	4. KHYS-F	4. KIOC-F	4. KIOC-F	4. KAYD-F
5.	KYKR-F	5. KKMY-F	5. KAYD-F	5. KAYD-F	5.	5. KIOC-F	5. KAYD-F	5. KAYD-F	5. KAYD-F	5. KQXY-F
		6. KAYD-F					6. KIOC-F	6. KQXY-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KHYS-F	1. KYKR-F	1. KIOC-F>	1. KHYS-F	1. KHYS-F	1. KYKR-F	1. KYKR-F>
2. KZZB-F	2. KZZB-F>	KZZB-F	KZZB-F	2. KZZB-F	2. KAYD-F	2. KIOC-F	2. KWIC-F+	2. KHYS-F	2. KHYS-F
3. KYKR-F	3. KYKR-F	3. KKMY-F	3. KYKR-F	3. KHYS-F	KZZB-F	3. KWIC-F+	3. KYKR-F	3. KZZB-F	3. KKMY-F
4. KWIC-F	4. KIOC-F	4. KIOC-F	4. KKMY-F	4. KKMY-F	4. KHYS-F	4. KZZB-F	4. KZZB-F	4. KIOC-F	KZZB-F
5.	KKMY-F	KYKR-F	5. KIOC-F	5. KAYD-F	5.	5. KYKR-F	5.	5. KAYD-F	5. KLVI
	6. KWIC-F+							KKMY-F	KWIC-F+

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		105 (2)	105 (2)	22.4	16.0
AOR/CLASSIC		22 (1)	22 (1)	4.7	8.2
AC/OLDIES/SOFT ROCK		32 (1)	32 (1)	6.8	12.0
MOR/VARIETY/FULL					1.3
COUNTRY	42 (2)	99 (3)	141 (5)	30.1	26.0
BLACK/URBAN	15 (1)	70 (2)	85 (3)	18.2	17.3
BTFL MUSIC/EZ		35 (1)	35 (1)	7.5	8.7
NEWS/TALK	15 (1)		15 (1)	3.2	4.4
NOSTALGIA	14 (1)		14 (1)	3.0	1.1
RELIGION/GOSPEL	11 (2)	6 (1)	17 (3)	3.6	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2(1)		2 (1)	0.4	
			468 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDLF	1150	Port Neches	.8/1.5
KDVE	1510	Nederland	1.4/2.8
KOGT	1600	Orange	.8/3.3
KOLE	1340	Port Arthur	.4/3.2
KTFA-F	92.1	Groves	1.2/3.5
KIKK-F	95.7	Houston	.4/1.1
KMJQ-F	102.1	Clear Lake City	1.0/5.0

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-2)	, BLACK	,$ 18.00* (HNWH)	Clear Channel	
KAYC, 1450, 1 KW	, NOSTALGIA	SMN,$ 17.00 (Mc-Guild)		
KLVI, 560, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 35.00* (Katz)	Hicks	
KAYD-F, 97.5, 100 KW @ 482,	COUNTRY	,$ 25.00* (Mc-Guild)		
KHYS-F, 98.5, 100 KW @ 485,	URBAN	CBS-R,$ 42.00* (HNWH)	Clear Channel	
KIOC-F, 106.1, 100 KW @ 1060,	CHR	,$ 27.00* (Republic)		
KKMY-F, 104.5, 100 KW @ 400,	AC	,$ 24.00* (Eastman)		
KQZY-F, 94.1, 100 KW @ 647,	BTFL/EZ	NBC,$ 27.00* (Christal)		
KTFA-F, 92.1, 3 KW @ 300,	AC	,$ 17.00 (---)		(GROVES)
KWIC-F, 107.9, 100 KW @ 392,	AOR	ABC-R,$ 32.00* (Banner)		
KYKR-F, 93.3, 100 KW @ 500,	COUNTRY	,$ 54.00* (Katz)	Hicks	
KZZB-F, 95.1, 100 KW @ 500,	CHR	,$ 36.00* (Christal)		

KTRH - See Houston

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BIRMINGHAM

Arbitron Rank/Pop (12+): 47/764,400

MSA Rank/Pop: 56/927,000
ADI # 49
Average Person Ratings: 17.5
Market TSL: 23.5 hours

Stations: 24/20
Diaries: 1234/619:1/48.3%
Sample Target: 1080
% Below Line: 2.5
% Not Listed: 8.6

1987 Revenue: $23,000,000
HH Inc.: $27,914
Retail $: 5.1 Bil
Pop per Station: 38,220
#1 Biller: WZZK A/F $5,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WZZK A/F	228/17.1	18.0	16.4	16.8	17.1	17.1	17.2
2. WMJJ-F	146/10.9	8.0	11.8	8.4	7.3	9.8	8.5
3. WAPI-F	135/10.1	11.0	11.6	12.7	15.5	11.4	11.7
4. WKXX-F	132/ 9.9	12.6	10.9	6.9	7.2	10.1	17.2
5. WENN-F	123/ 9.2	9.8	8.7	12.8	9.8	10.1	9.4
6. WERC	79/ 5.9	4.6	4.1	6.2	5.4	5.2	5.1
7. WAPI	91/ 5.3	4.1	4.1	4.0	4.6	4.4	1.9
8. WAGG	52/ 3.9	5.1	5.2	2.9	5.5	4.3	4.8
WLTB-F	52/ 3.9	3.9	3.6	4.6	4.1	4.0	4.1
10. WATV	47/ 3.5	3.9	3.3	5.1	4.8	4.0	3.6
11. WJLD	32/ 2.4	1.9	1.9	1.9	2.4	2.0	1.2
12. WDJC-F	22/ 1.6	2.6	3.2	1.8	2.3	2.3	3.1
13.							
14.							
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WZZK A/F	405/4303
2. WENN-F	203/2104
3. WAPI-F	196/3193
4. WMJJ-F	181/2293
5. WKXX-F	160/2299
6. WQEN	95/1078
7. WERC	80/1040
8. WAPI	73/ 917
9. WLTB-F	69/1098
10. WRSA	66 510
11. WAGG	53/ 500
12. WATV	48/ 758
WDJC-F	48/ 950
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WZZK A/F	2269/29.7	30.8	32.6
2. WAPI-F	2036/26.7	24.4	30.8
3. WMJJ-F	1745/22.9	20.7	17.0
4. WKXX-F	1738/22.8	22.8	23.7
5. WENN-F	1489/19.5	17.1	17.9
6. WERC	1017/13.3	9.5	13.2
7. WCTB-F	862/11.3	9.9	10.8
8. WAPI	849/11.1	7.3	9.9
9. WATV	737/ 9.7	7.7	10.7
10. WJLD	500/ 6.6	5.0	7.6
11. WVOK	497/ 6.5	8.2	8.2
12. WAGG	486/ 6.4	7.2	8.3
13. WDJC-F	462/ 6.1	8.6	8.0
14.			
15.			
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 70.70% (864 of 1222) (FAL 86: 69.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKXX-F	1. WMJJ-F	1. WZZK-F+>	1. WZZK-F+	1. WZZK-F+>	1. WZZK-F+>	1. WZZK-F+>	1. WZZK-F+>	1. WZZK-F	1. WKXX-F	1. WZZK-F+>
2. WAPL-F>	2. WAPI-F	2. WMJJ-F>	2. WMJJ-F>	2. WMJJ-F>	2. WAPI	2. WMJJ-F	2. WMJJ-F	2. WAPI-F>	2. WENN-F>	2. WKXX-F
3. WENN-F>	WZZK-F+	3. WKXX-F	3. WENN-F	3. WENN-F	3. WERC	3. WAPI-F	3. WAPI-F	3. WKXX-F+	3. WAPI-F	3. WENN-F
4.	4. WKXX-F>	4. WAPI-F	4. WKXX-F	4. WKXX-F	4. WMJJ-F	4. WKXX-F	4. WKXX-F	4. WMJJ-F>	4. WZZK-F+	4. WMJJ-F
5.	5. WENN-F	5. WENN-F	5. WAPI-F	5. WAPI-F	5. WENN-F	5. WENN-F	5. WAPI	5. WENN-F	5. WMJJ-F	5. WAPI-F
6.	6.	6.	6.	6.	6.	WERC	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAPI-F	1. WMJJ-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+
WKXX-F	2. WKXX-F	2. WZZK-F+	2. WMJJ-F>	2. WMJJ-F>
3. WMJJ-F	3. WZZK-F+	3. WKXX-F	3. WKXX-F	3. WKXX-F
4. WENN-F	4. WAPI-F	4. WENN-F	4. WAPI-F	4. WENN-F
5.	5. WENN-F	5. WAPI-F	5. WENN-F	5. WAPI-F
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPI-F	1. WAPI-F	1. WZZK-F+	1. WZZK-F+>	1. WZZK-F+>
2. WKXX-F	2. WZZK-F+	2. WAPI-F	2. WMJJ-F	2. WMJJ-F
3. WENN-F	3. WKXX-F	WMJJ-F	3. WAPI-F	3. WENN-F
4. WZZK-F+	WMJJ-F	4. WKXX-F	4. WENN-F	4. WAPI-F
5. WMJJ-F	5. WENN-F	5. WENN-F	5. WKXX-F	5. WERC
6.	6.	6.	6.	6. WKXX-F
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		156 (3)	156 (3)	12.8	8.3
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	15 (1)	198 (2)	213 (3)	17.4	12.6
MOR/VARIETY/FULL					
COUNTRY	33 (2)	211 (1)	244 (3)	20.0	21.4
BLACK/URBAN	79 (2)	255 (2)	334 (4)	27.3	18.8
BTFL MUSIC/EZ		8 (1)	8 (1)	0.6	0.4
NEWS/TALK	79 (1)		79 (1)	6.4	5.9
NOSTALGIA	71 (1)		71 (1)	5.8	5.0
RELIGION/GOSPEL	72 (3)	22 (1)	94 (4)	7.7	8.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	9 (2)	14 (2)	23 (4)	1.9	1.9
			1222 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARF	1240	Jasper	.3/1.4
WAYE	1220	Birmingham	1.0/2.5
WCRL	1570	Oneonta	.4/ .9
WCRT	1260	Birmingham	1.1/3.0
WKLD-F	97.7	Oneonta	.7/1.4
WVOK	690	Birmingham	1.2/6.5
WYDE	850	Birmingham	.5/2.7
WQEN-F	103.7	Gadsden	.3/1.9
WQSB-F	105.1	Albertville	.3/1.0
WRSA-F	96.9	Decatur	.6/1.2
WZBQ-F	102.5	Jasper	1.3/4.5

RADIO STATIONS

AM STATIONS

WAGG, 1320, 5 KW	, GOSPEL	NBN,$ 30.00	(HNWH)		
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,$ 28.00	(Christal)		
WATV, 900, 1 KW	, BLACK	ABC-E,$ 30.00*	(Roslin)		
WAYE, 1220, 1 KW/75 W	, RELIGION	,$ 15.00	(---)	Woods	
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN,$ 15.00	(---)		
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	,$ 40.00*	(Mc-Guild)	Sun Group	
WJLD, 1400, 1 KW	, BLACK	MBS,$ 24.00	(Masla)		
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS,$ 16.00	(Eastman)		
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	,$ 18.00	(---)	American General	

FM STATIONS

WAPI , 94.5, 100 KW @ 1214, CHR/AOR	ABC-C,$ 75.00*	(Christal)		
WDJC , 93.7, 100 KW @ 984, RELIGION	,$ 18.00	(---)	Crawford	
WENN , 107.7, 100 KW @ 640, BLACK	NBN,$ 60.00*	(HNWH)		
WKXX , 106.9, 100 KW @ 1114, URBAN/CHR	ABC-D,$ 54.00*	(Mc-Guild)		
WLTB , 99.5, 100 KW @ 870, SOFT AC	,$ 40.00*	(Eastman)		
WMJJ , 96.5, 100 KW @ 900, AC	,$ 90.00*	(Banner)	Capitol-Johnson	
WZZK+, 104.7, 100 KW @ 1300, COUNTRY	,$125.00*	(Katz)	New City	
WQEN , 103.7, 100 KW @ 1080, CHR	ABC-C,$ 38.00*	(Dora)		(GADSDEN)

STATION SALES

WYDE sold for $980,000... WVOK, WLTB-F sold by REBS to Signature for $7,650,000... WAGG, WENN-F: 85% sold for $3,400,000... WJLD sold for $515,000...

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BOSTON

Arbitron Rank/Pop (12+): 7/3,166,800

MSA Rank/Pop: 6/3,730,000
ADI # 6
Average Person Ratings: 17.3
Market TSL: 22.8 hours

Stations: 32/28
Diaries: 2459/1288:1/41.5%
Sample Target: 2170
% Below Line: 3.1
% Not Listed: 11.9

1987 Revenue: $104,300,000
HH Inc.: $41,506
Retail $: 31.8 Bil
Pop per Station: 113,100
#1 Biller: WBCN-F $16,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WBCN-F	407/7.4	7.3	7.1	6.8	7.1	7.2	11.2
2. WBZ	404/7.3	7.1	8.7	9.0	8.4	8.0	6.6
3. WXKS-F	387/7.0	8.1	8.8	8.9	8.0	8.2	10.4
4. WRKO	383/6.9	6.4	6.9	7.0	5.6	6.8	4.6
5. WJIB-F	312/5.7	6.3	5.7	6.7	6.8	6.1	4.0
6. WEEI	288/5.2	4.9	4.6	5.1	4.5	5.0	2.8
7. WZOU-F	285/5.2	4.3	4.7	3.6	3.5	4.5	7.9
8. WHDH	284/5.2	4.6	5.7	5.8	6.0	5.3	3.1
9. WSSH-F	245/4.4	4.4	4.7	4.9	4.8	4.6	4.0
10. WZLX-F	242/4.4	4.0	4.5	4.1	3.4	4.3	5.5
11. WROR-F	178/3.2	4.2	3.8	3.8	3.8	3.8	3.6
12. WILD	163/3.0	2.8	2.3	1.7	1.4	2.5	2.9
13. WODS-F	160/2.9	1.5	1.4	1.3	.9	1.8	2.3
14. WMJX-F	159/2.9	2.9	3.5	4.0	3.2	3.3	1.8
15. WVBF-F	149/2.7	2.7	2.5	3.1	2.9	2.8	1.8
16. WBOS-F	125/2.3	1.9	2.2	1.6	2.8	2.0	3.5
17. WAAF-F	109/2.0	1.9	2.7	1.8	2.4	2.1	4.1
18. WXKS	87/1.6	1.7	1.8	1.4	1.7	1.6	.3
19. WFNX-F	80/1.5	1.4	.6	1.2	.8	1.2	1.7
20. WCRB-F	76/1.4	1.8	1.4	1.6	1.9	1.6	1.5
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WBZ	559/8234
2. WBCN-F	526/7047
3. WRKO	468/4927
4. WXKS-F	450/7439
5. WZOU-F	409/6355
6. WSSH-F	378/5280
7. WJIB-F	363/4586
8. WEEI	317/5889
9. WZLX-F	316/4276
10. WPRO-F	306/4385
11. WHDH	296/4674
12. WAAF-F	253/4426
13. WROR-F	250/5345
14. WODS-F	248/4070
15. WHJY-F	237/3124
16. WBOS-F	199/2815
17. WVBF-F	196/3273
18. WMJX-F	194/3743
19. WILD	165/1324
20. WSNE-F	136/2020
21. WCRB-F	124/2016
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME	RATING	SPG 87	FAL 86
1. WXKS-F	6027/18.9	21.1	20.6
2. WBZ	5798/18.2	19.3	18.1
3. WBCN-F	5287/16.6	17.6	17.2
4. WEEI	5100/16.0	15.9	17.9
5. WZOU-F	4571/14.4	13.7	10.7
6. WHDH	4281/13.4	13.9	14.4
7. WROR-F	3965/12.5	13.6	13.1
8. WRKO	3901/12.3	17.4	14.4
9. WJIB-F	3720/11.7	13.1	13.8
10. WSSH-F	3537/11.1	12.8	12.3
11. WZLX-F	3295/10.3	10.4	10.7
12. WMJX-F	3266/10.3	12.3	11.7
13. WODS-F	2788/ 8.8	5.4	4.4
14. WVBF-F	2575/ 8.1	7.4	7.7
15. WAAF-F	2205/ 6.9	8.2	8.3
16. WBOS-F	1872/ 5.9	5.5	5.9
17. WCRB-F	1479/ 4.6	4.8	6.1
18. WILD	1266/ 4.0	4.3	2.9
19. WFNX-F	1125/ 3.5	2.7	2.8
20. WXKS	1101/ 3.5	4.0	3.7
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 62.82% (3050 of 4855) (FAL 86: 63.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZOU-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WRKO	1. WBZ >	1. WBCN-F	1. WBCN-F	1. WBZ >	1. WXKS-F
2. WZLX-F>	2. WXKS-F	2. WXKS-F>	2. WXKS-F	2. WBZ	2. WBZ	2. WBCN-F	2. WRKO	WRKO	2. WZOU-F	2. WBCN-F
3. WBCN-F	3. WZLX-F	3. WZLX-F>	3. WROR-F	WXKS-F	3. WJIB-F	3. WEEI	3. WJIB-F	3. WXKS-F	3. WXKS-F	3. WJIB-F
4. WAAF-F	4. WZOU-F	4. WZOU-F	WZLX-F	4. WSSH-F	4. WEEI	WXKS-F	4. WXKS-F	4. WJIB-F	4. WBCN-F	4. WZOU-F
5. WILD	5. WILD	5. WROR-F	5. WBZ	5. WZLX-F	5. WHDH	5. WRKO	5. WSSH-F	5. WZOU-F	5. WHDH	5. WZLX-F
6.	6. WVBF-F	6. WBZ	6. WSSH-F	6. WHDH	6. WSSH-F>	6. WHDH	6. WZLX-F	6. WZLX-F	6. WRKO	6. WVBF-F
7.	7. WMJX-F	WODS-F	7. WODS-F	WROR-F	7. WROR-F	7. WZLX-F	7. WHDH	7. WEEI	7. WEEI	7. WSSH-F
8.	8. WODS-F	WSSH-F	8. WHDH	8. WRKO	8.	8. WZOU-F	8. WEEI	WSSH-F	8. WJIB-F	8. WBZ
9.	WAAF-F	9. WMJX-F	9. WVBF-F	9.	9.	9. WROR-F	9.	9. WHDH	9.	9. WBOS-F
10.	10.	10. WROR-F	10.	10.	10.	10. WSSH-F+	10.	10.	10.	WILD

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXKS-F>	1. WXKS-F>	1. WBCN-F	1. WXKS-F>	1. WSSH-F
2. WZOU-F	2. WBCN-F>	2. WVBF-F	2. WBCN-F	2. WXKS-F
3. WBCN-F>	3. WZOU-F	3. WODS-F	3. WSSH-F	3. WBZ
4. WMJX-F	4. WVBF-F	WXKS-F	4. WROR-F	4. WROR-F
5. WAAF-F	WZLX-F	WZLX-F	5. WZOU-F	5. WHDH
6. WZLX-F	6. WODS-F	6. WROR-F	6. WBZ	6. WODS-F
7.	7. WMJX-F	7. WSSH-F	7. WODS-F	7. WBCN-F
8.	8. WROR-F	8. WHDH	8. WVBF-F	8. WJIB-F
9.	9. WSSH-F	9. WILD	WZLX-F	WVBF-F
10.	10.	10. WMJX-F	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>
2. WZLX-F>	2. WZLX-F	2. WILD	2. WZLX-F>	2. WZLX-F
3. WAAF-F	3. WXKS-F	3. WXKS-F	3. WXKS-F	3. WRKO
4. WXKS-F	4. WILD	4. WZLX-F	4. WILD	4. WBZ
5. WZOU-F	5. WAAF-F	5. WFNX-F	5. WEEI	5. WEEI
6.	6. WZOU-F	6. WEEI	6. WZOU-F	6. WHDH
7.	7. WFNX-F	WROR-F	7. WRKO	7. WILD
8.	8.	8.	8. WBZ	8. WXKS-F
9.	9.	9.	WODS-F	9. WROR-F
10.	10.	10.	10. WROR-F	10. WODS-F

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		691 (3)	691 (3)	14.2	13.4
AOR/CLASSIC		902 (6)	902 (6)	18.6	16.9
AC/OLDIES/SOFT ROCK	60 (2)	909 (6)	969 (8)	20.0	20.2
MOR/VARIETY/FULL	741 (4)		741 (4)	15.3	17.4
COUNTRY		125 (1)	125 (1)	2.6	3.2
BLACK/URBAN	163 (1)		163 (1)	3.4	1.6
BTFL MUSIC/EZ		312 (1)	312 (1)	6.4	8.0
NEWS/TALK	671 (2)		671 (2)	13.8	11.8
NOSTALGIA	87 (1)	35 (1)	122 (2)	2.5	3.3
RELIGION/GOSPEL	62 (2)		62 (2)	1.3	1.1
SPANISH					
CLASSICAL		76 (1)	76 (1)	1.6	2.2
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	21 (1)		21 (1)	0.4	0.8
			4855 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAP	980	Lowell	.5/1.4
WCGY-F	93.7	Lawrence	.7/3.0
WESX	1230	Salem	.5/1.1
WEZE	1260	Boston	.4/1.5
WJDA	1300	Quincy	.4/ .6
WMEX	1150	Boston	.7/2.7
WPLM-F	99.1	Plymouth	.6/3.1
WROL	950	Boston	.7/2.2
WSSH	1510	Boston	.4/1.4
WJJY-F	94.1	Providence	.5/1.4
WRRO-F	92.3	Providence	.3/1.4
WSNE-F	93.3	Bristol	.3/ .9

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, MOR	ABC-I,	$260.00*	(Group W)	Westinghouse	
WDLW, 1330, 5 KW (DA-2)	, COUNTRY		$ 40.00	(---)		
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS,	$107.00	(CBS)		
WEZE, 1260, 5 KW (DA-N)	, RELIGION		$ 20.00	(---)		
WHDH, 850, 50 KW (DA-2)	, MOR		$220.00*	(Durpetti)	Sconnix	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN,	$ 40.00	(Roslin)		
WKOX, 1200, 10 KW (DA-N)	, MOR/TALK	ABC-E,	$ 30.00	(Mc-Guild)	Fairbanks	(FRAMINGHAM)
WMEX, 1150, 5 KW (DA-2)	, OLDIES	Trans,AL`-E,	$ 60.00*	(Mc-Guild)	Greater Media	
WMRE, 1510, 50 KW (DA-2)	, NOSTALGIA		$ NA	(---)	Noble	
WRKO, 680, 50 KW (DA-2)	, TALK	MBS,NBC,NBC-T,	$145.00*	(Republic)	RKO	
WROL, 950, 5 KW (DAYS)	, RELIGION		$ NA	(---)		
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA		$ 55.00	(MMR)	Pyramid	

FM STATIONS

WBCN, 104.1, 19 KW @ 742,	AOR		$350.00*	(Torbet)	Infinity	
WBOS, 92.9, 17 KW @ 860,	COUNTRY	ABC-D,	$125.00	(Durpetti)	Sconnix	
WCGY, 93.7, 50 KW @ 403,	CLASSIC ROCK		$ 67.00	(Masla)	Curt Gowdy	
WCRB, 102.5, 11 KW @ 920,	CLASSICAL		$ 90.00	(---)		
WFNX, 101.7, 3 KW @ 170,	AOR		$ 54.00	(---)		
WHRB, 95.3, 3 KW @ 110,	CLASS/JAZZ		$ 22.00	(Roslin)		
WJIB, 96.9, 12 KW @ 1010,	BTFL/EZ		$170.00	(Mc-Guild)	NBC	
WMJX, 106.7, 12 KW @ 720,	AC		$140.00*	(Mc-Guild)	Greater Media	
WODS, 103.3, 12 KW @ 890,	OLDIES	CBS-R,	$100.00*	(CBS)	CBS	
WPLM, 99.1, 50 KW @ 430,	NOSTALGIA		$ 42.00	(---)		(PLYMOUTH)
WROR, 98.5, 8 KW @ 1191,	AC	US 1,	$175.00*	(Republic)	RKO	
WSSH, 99.5, 32 KW @ 600,	SOFT AC		$140.00*	(HNWH)	Noble	
WVBF, 105.7, 14 KW @ 954,	AC		$130.00*	(Banner)	Fairbanks	
WXKS, 107.9, 21 KW @ 710,	CHR		$270.00	(MMR)	Pyramid	
WZLX, 100.7, 50 KW @ 500,	CLASSIC AOR		$150.00*	(Christal)	First Media	
WZOU, 94.5, 5 KW @ 1140,	CHR		$138.00*	(Eastman)	Ardman	

WAAF - See Worcester

CALL LETTER CHANGES

WMRQ to WODS

FORMAT CHANGES

WODS: From Soft AOR to Oldies (Oct.)

STATION SALES

WZLX-F: From First Media to Cook Inlet for $17,000,000 (Est) (+ Tax Cert.)

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BRIDGEPORT

Arbitron Rank/Pop (12+): 91/374,600

MSA Rank/Pop: 107/417,000
New York ADI
Average Person Ratings: 17.6
Market TSL: 23.0 hours

Stations: 39/6
Diaries: 883/424:1/51.3%
Sample Target: 760
% Below Line: 57.8
% Not Listed: 7.5

1987 Revenue: $9,200,000
HH Inc.: $54,102
Retail $: 3.9 Bil
Pop per Station: 62,433
#1 Biller: WEZN-F $4,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WICC	103/15.5	17.4	17.1	16.3	19.6		
2. WEZN-F	89/13.4	13.9	15.4	16.5	15.1		
3. WEBE-F	69/10.4	8.0	7.0	3.4	3.0		
4. WKCI-F	67/10.1	8.8	11.4	9.8	8.5		
5. WPLR-F	51/ 7.7	7.7	6.4	7.0	6.5		
6. WCBS	26/ 3.9	3.9	3.1	4.2	4.4		
7. WADS	16/ 2.4	2.0	1.5	1.6	2.4		
8. WNBC	12/ 1.8	3.1	3.1	3.4	3.7		
WOR	12/ 1.8	1.5	2.2	1.2	.8		
WQHT-F	12/ 1.8	2.4	1.6	1.0	1.2		

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	THIS MARKET'S
5.	METRO AND TSA
	ARE THE SAME.
6.	
7.	
8.	
9.	
10.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WICC	1339/35.6	37.9	38.4
2. WKCI-F	990/26.0	24.4	27.4
3. WEBE-F	980/26.3	19.6	17.8
4. WEZN-F	959/25.5	26.5	27.0
5. WPLR-F	755/20.1	18.3	16.6
6. WCBS	540/14.3	13.9	13.5
7. WNBC	272/ 7.2	11.2	10.1
8. WRKI-F	226/ 6.0	8.1	7.7
9. WADS	218/ 5.8	4.2	4.6
10. WQHT-F	211/ 5.6	5.2	6.1

12+ FM SHARE (METRO): 62.97% (386 of 613) (FAL 86: 59.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKCI-F	1. WEBE-F	1. WEBE-F	1. WEBE-F	1. WICC	1. WICC	1. WICC >	1. WEZN-F>	1. WEZN-F	1. WKCI-F>	1. WEZN-F
2. WPLR-F	2. WPLR-F	2. WICC	2. WICC >	2. WEBE-F>	2. WEZN-F>	2. WEZN-F	2. WEBE-F	2. WICC	2. WICC	2. WEBE-F
3.	3. WKCI-F>	3. WKCI-F	3. WKCI-F	3. WEZN-F	3. WEBE-F	3. WKCI-F	3. WICC	3. WEBE-F	3. WEZN-F	3. WICC
4.	4. WICC	4. WPLR-F	4. WEZN-F	4. WKCI-F	4. WCBS	4. WEBE-F	4. WKCI-F	4. WKCI-F	4. WPLR-F	4. WKCI-F
5.	5.	5. WEZN-F	5. WPLR-F	5. WPLR-F	5.	5. WPLR-F	5. WPLR-F	5. WPLR-F	5. WEBE-F	5. WPLR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKCI-F	1. WEBE-F	1. WEBE-F>	1. WEBE-F	1. WEBE-F	1. WPLR-F>	1. WPLR-F>	1. WEBE-F	1. WPLR-F	1. WICC
2. WEBE-F	2. WKCI-F	2. WICC	2. WICC	2. WICC >	2. WKCI-F	2. WEBE-F>	2. WPLR-F	2. WEBE-F	2. WEBE-F>
3. WPLR-F	3. WPLR-F	WKCI-F	3. WKCI-F>	3. WEZN-F	3. WEBE-F	3. WKCI-F>	3. WICC	3. WICC	3. WPLR-F
4.	4. WICC	4. WPLR-F	4. WEZN-F	4. WKCI-F	4.	4. WICC	4.	4. WKCI-F>	4. WEZN-F
5.	5.	5.	5. WPLR-F	5.	5.	WXRK-F	5.	5.	WKCI-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		83 (5)	83 (5)	13.5	15.5
AOR/CLASSIC		73 (4)	73 (4)	11.9	11.4
AC/OLDIES/SOFT ROCK	20 (2)	90 (7)	110 (9)	17.9	14.6
MOR/VARIETY/FULL	110 (2)		110 (2)	17.9	19.4
COUNTRY		7 (1)	7 (1)	1.1	1.3
BLACK/URBAN		26 (3)	26 (3)	4.2	5.0
BTFL MUSIC/EZ		89 (1)	89 (1)	14.5	16.8
NEWS/TALK	71 (7)		71 (7)	11.6	8.8
NOSTALGIA	19 (3)		19 (3)	3.1	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		5 (1)	5 (1)	0.8	0.5
JAZZ/NEW AGE/ECLECTIC		2 (1)	2 (1)	0.3	
UNKNOWN/OTHERS	7 (2)		7 (2)	1.1	1.8
			613 (39)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDJZ	1530	Bridgeport	1.7/2.1
WFIF	1500	Milford	.5/ .9
WJBX	1450	Bridgeport	1.2/4.1
WAVZ	1300	New Haven	.8/1.5
WCFS	1260	Westport	.6/1.0
WDRC-F	102.9	Hartford	1.7/5.5
WJAZ-F	96.7	Stamford	.3/1.8
WKSS-F	95.7	Hartford	.3/2.0
WLYQ-F	95.9	Norwalk	.6/4.9
WRKI-F	95.1	Brookfield	1.5/6.0

See New York or Nassau-Suffolk for more information about the following:

WABC	1.2/4.9	WGSM	1.1/1.2	WNEW-F	.6/3.2
WALK-F	.9/4.7	WHTZ-F	.8/2.9	WNSR-F	.3/1.8
WBLI-F	.6/3.0	WINS	.5/2.4	WPLJ-F	.8/4.1
WBLS-F	.5/2.1	WLTW-F	.5/1.7	WQXR-F	.8/1.1
WCBS-F	.9/3.0	WMCA	.6/1.5	WRKS-F	1.7/4.0
WFAN	.3/2.7	WNEW	.5/1.7	WXRK-F	1.2/4.3
				WYNY-F	1.1/5.3

RADIO STATIONS

WADS, 690, 1 KW (DAYS,DA)	, TALK	APR,$ 20.00	(---)		
WDJZ, 1530, 5 KW (DAYS,DA)	, NOSTALGIA	APR,$ 28.00	(S. Katz)		
WICC, 600, 1 KW/500 W (DA-2)	, MOR	,$ 95.00*	(Christal)	Tribune Co.	
WJBX, 1450, 1 KW	, AC/OLDIES	,$ 25.00	(Roslin)		
WEZN-F, 99.9, 25 KW @ 680, BTFL/EZ		,$135.00	(Katz)	New City	
WEBE-F, 107.9, 50 KW @ 383, AC		,$ 85.00	(Banner)		
WRKI-F, 95.1, 50 KW @ 500, AOR		Source,$ 73.00	(Katz)	Home News	(BROOKFIELD)
WLYQ-F, 95.9, 3 KW @ 300, AC		,$ 42.00	(Christal)		(NORWALK)

Other ranked stations - See New York, New Haven or Hartford

MISCELLANEOUS COMMENTS WEBE-F (Westport) sold to ML Media for $12,000,000...

American Radio Fall 1987, Copyright 1988

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 35/1,006,500

MSA Rank/Pop: Buffalo - 51/952,500
ADI # 38 Niagara Falls - 198/212,400
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 24/21
Diaries: 1389/725:1/56.9%
Sample Target: 1290
% Below Line: 1.7
% Not Listed: 8.2

1987 Revenue: $25,800,000
HH Inc.: $33,379
Retail $: 6.8 Bil
Pop per Station: 47,929
#1 Biller: WBEN $3,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WBEN	207/11.8	8.8	8.0	10.0	11.9	9.7	8.1
2. WJYE-F	150/ 8.6	9.3	7.2	10.4	9.7	8.9	5.7
3. WKSE-F	143/ 8.2	7.5	5.6	6.0	5.2	6.8	9.4
4. WHTT-F	140/ 8.0	9.1	7.6	7.9	7.0	8.2	10.3
5. WYRK-F	123/ 7.0	9.0	8.9	6.9	6.2	8.0	6.6
6. WBLK-F	113/ 6.5	4.3	5.4	5.5	6.6	5.4	10.0
7. WECK	110/ 6.3	5.0	5.6	5.2	5.2	5.5	4.4
8. WBUF-F	108/ 6.2	7.7	10.3	6.8	6.3	7.8	7.5
9. WPHD A/F	101/ 5.7	6.7	5.1	6.0	4.7	5.9	8.2
10. WMJQ-F	92/ 4.7	3.6	5.3	4.2	4.8	4.5	3.6
11. WGR	72/ 4.1	3.8	5.2	4.3	5.1	4.4	3.4
12. WWKB	65/ 3.7	3.2	3.6	4.2	4.3	3.7	4.0
13. WRLT-F	45/ 2.6	4.7	4.6	4.1	3.6	4.0	2.1
14. WBYR-F	27/ 1.5	1.7	2.6	2.6	4.1	2.1	3.6

12+ TSA	1/4/CUME
1. WBEN	210/3463
2. WHTT-F	164/1779
3. WYRK-F	166/1867
4. WJYE-F	153/2074
5. WMJQ-F	152/2841
6. WKSE-F	150/2174
7. WBUF-F	128/1742
8. WECK	114/1202
9. WBLK-F	113/ 915
10. WPHD A/F	106/1977
WGR	106/1652
12. WWKB	72/1521
13. WRLT-F	50/ 978
14. WBYR-F	48/ 944

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WBEN	3346/33.5	20.6	31.9
2. WKSE-F	2012/20.1	16.8	15.9
3. WJYE-F	1963/19.6	17.5	19.5
4. WPHD A/F	1809/18.1	20.0	16.6
5. WMJQ-F	1736/17.4	20.4	19.4
6. WHTT-F	1609/16.1	19.4	13.6
7. WBUF-F	1550/15.5	18.8	15.7
8. WYRK-F	1449/14.5	16.5	12.6
9. WWKB	1366/13.7	14.1	16.6
10. WECK	1172/11.7	9.0	10.0
11. WGR	1155/11.6	14.8	16.1
12. WBLK-F	915/ 9.2	9.0	9.9
13. WRLT-F	905/ 9.1	11.4	11.4
14. WBYR-F	656/ 6.6	9.0	10.8

12+ FM SHARE (METRO): 66.29% (1066 of 1608) (FAL 86: 67.02%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WKSE-F>	1. WHTT-F>	1. WHTT-F>	1. WHTT-F	1. WBUF-F	1. WBEN >
2. WPHD-F+	2. WPHD-F+	2. WBLK-F	2. WBUF-F	2. WHTT-F	2. WJYE-F
3. WMJQ-F	3. WBLK-F	3. WPHD-F+	3. WBLK-F	3. WYRK-F	3. WECK
4. WBLK-F	4. WKSE-F>	4. WBUF-F	4. WYRK-F	4. WBEN	4. WYRK-F
5.	5. WMJQ-F	WKSE-F	5. WBEN	5. WBLK-F	5. WBUF-F
	6. WBUF-F	6. WYRK-F	6. WJYE-F	6. WJYE-F	6. WGR
		7. WBEN			

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBEN >	1. WJYE-F	1. WJYE-F	1. WKSE-F	1. WJYE-F
2. WHTT-F+	2. WHTT-F+	2. WKSE-F	2. WBLK-F	2. WECK
3. WBUF-F	3. WECK	3. WHTT-F+	3. WBEN	3. WYRK-F
4. WKSE-F	4. WBEN	4. WYRK-F	4. WHTT-F	4. WKSE-F
5. WWKB	5. WYRK-F	5. WBEN	5. WPHD-F+	5. WHTT-F
WYRK-F	6. WBUF-F	6. WPHD-F+	6. WWKB	6. WBUF-F
7. WJYE-F		7. WBUF-F		7. WBEN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKSE-F	1. WKSE-F	1. WBLK-F>	1. WKSE-F	1. WBUF-F>
2. WHTT-F	2. WBLK-F	2. WBUF-F	2. WBUF-F	2. WYRK-F
3. WMJQ-F	3. WHTT-F	WKSE-F	3. WBLK-F	3. WBLK-F
4. WPHD-F+	4. WMJQ-F	4. WHTT-F	WMJQ-F	4. WJYE-F
5.	5. WPHD-F+	5. WMJQ-F	5. WHTT-F	5. WKSE-F
	6. WBUF-F	6. WPHD-F+	6. WYRK-F	6. WBEN
		7. WYRK-F	7. WPHD-F+	7. WMJQ-F
			8. WJYE-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPHD-F+	1. WHTT-F	1. WHTT-F>	1. WHTT-F>	1. WHTT-F
2. WHTT-F>	2. WPHD-F+>	2. WPHD-F+	2. WPHD-F+	2. WBEN
3. WBLK-F	3. WBLK-F>	3. WBLK-F	3. WBEN	3. WYRK-F
4. WBYR-F	4. WBEN	4. WBUF-F	4. WBLK-F	4. WBLK-F
5. WKSE-F	5. WKSE-F	5. WBEN	5. WYRK-F	5. WBUF-F
	6. WBUF-F	WUFO	6. WBUF-F	WGR
	WBYR-F	7. WGR	7. WGR	7. WJYE-F
	WYRK-F			

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		225 (2)	225 (2)	14.0	12.1
AOR/CLASSIC	12 (2)	286 (5)	298 (7)	18.5	10.2
AC/OLDIES/SOFT ROCK	65 (1)	153 (2)	218 (3)	13.6	24.1
MOR/VARIETY/FULL	288 (3)		288 (3)	17.9	19.3
COUNTRY	23 (1)	123 (1)	146 (2)	9.1	8.0
BLACK/URBAN	24 (1)	113 (1)	137 (2)	8.5	7.8
BTFL MUSIC/EZ		150 (1)	150 (1)	9.3	10.7
NEWS/TALK					
NOSTALGIA	110 (1)		110 (1)	6.8	6.3
RELIGION/GOSPEL		16 (1)	16 (1)	1.0	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	20 (2)		20 (2)	1.2	
RADIO STATIONS			1608 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WDCX-F	99.5	Buffalo	.9/2.7
WHTT	1120	Buffalo	.3/1.4
WJJL	1440	Niagara Falls	.5/1.4
WLVL	1340	Lockport	.9/1.9
WUFO	1080	Amherst	1.4/2.5
WXRL	1300	Lancaster	1.3/4.2
CFNY-F	102.1	Brampton	.9/3.2
CILQ-F	107.1	Toronto	.5/2.4
WYSL	1030	Avon	.3/1.1

WBEN, 930, 5 KW (DA-N)	, MOR	NBC,$ 77.00*	(Eastman)			
WECK, 1230, 1 KW	, NOSTALGIA	CBS,$ 44.00*	(Roslin)			
WGR , 550, 5 KW (DA-N)	, MOR/AC	ABC-E,$ 50.00*	(Katz)			
WHLD, 1270, 5 KW (DAYS,DA)	, COUNTRY	,$ 17.00	(Market 4)			(NIAGARA FALLS)
WHTT, 1120, 1 KW (DAYS)	, CLASSIC AOR	,$ NA	(MMR)		Pyramid	
WJJL, 1440, 1 KW (DAYS)	, MOR	MBS,$ 11.00	(S. Katz)			(NIAGARA FALLS)
WUFO, 1080, 1 KW (DAYS)	, BLACK	SBN,$ 18.00	(Roslin)			
WWKB, 1520, 50 KW (DA-1)	, OLDIES	ABC-D,NBC-T,$ 45.00*	(HNWH)		Price	
WXRL, 1300, 1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,$ 19.00	(---)			
WMJQ-F, 102.5, 110 KW @ 1347,	CHR	ABC-C,$ 52.00*	(Eastman)			
WBLK-F, 93.7, 50 KW @ 400,	BLACK	CBS-R,$ 41.00*	(Durpetti)			
WBUF-F, 92.9, 91 KW @ 580,	AC	,$ 70.00*	(Mc-Guild)		Lincoln	
WBYR-F, 107.7, 14 KW @ 650,	AOR	Source,$ 40.00*	(Torbet)			
WDCX-F, 99.5, 17 KW @ 430,	RELIGION	,$ 20.00	(---)		Crawford	
WHTT-F, 104.1, 50 KW @ 500,	CLASSIC AOR	,$ 62.00*	(MMR)		Pyramid	
WJYE-F, 96.1, 50 KW @ 480,	BTFL/EZ	,$ 65.00*	(Christal)			
WKSE-F, 98.5, 46 KW @ 420,	URBAN/CHR	,$ 44.00*	(HNWH)		Price	
WPHD-F, 103.3, 49 KW @ 423,	AOR	CBS-R,$ 48.00*	(CBS)			
WRLT-F, 96.9, 13 KW @ 890,	AC	Source,$ 43.00*	(Katz)			
WYRK-F, 106.5, 50 KW @ 390,	COUNTRY	,$ 61.00*	(Mc-Guild)		Stoner	

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CANTON

Arbitron Rank/Pop (12+): 102/338,300

MSA Rank/Pop: 113/406,000
Cleveland ADI
Average Person Ratings: 14.1
Market TSL: 18.8 hours

Stations: 28/10
Diaries: 768/440:1/56.5%
Sample Target: 730
% Below Line: 38.1
% Not Listed: 10.1

1987 Revenue: $7,500,000
HH Inc.: $30,591
Retail $: 2.5 Bil
Pop per Station: 33,830
#1 Biller: WHBC $2,400,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WHBC-F	83/17.5	15.6	16.0	14.1	10.7		
2. WHBC	58/12.2	12.0	14.8	14.5	20.1		
3. WDJQ-F	51/10.7	7.4	8.4	7.4	7.5		
4. WKDD-F	36/ 7.6	6.8	7.0	7.7	6.2		
5. WQXK-F	29/ 6.1	7.7	5.3	4.5	5.5		
6. WRQK-F	25/ 5.3	6.8	7.8	9.5	6.4		
7. WMMS-F	21/ 4.4	3.6	4.5	2.9	4.1		
8. WONE-F	15/ 3.2	2.3	2.1	2.4	1.9		
9. WZAK-F	13/ 2.7	3.4	1.6	3.3	---		
WMJI-F	13/ 2.7	3.9	2.7	3.3	4.1		
11.							

12+ TSA	1/4/CUME
1. WHBC-F	117/1147
2. WDJQ-F	72/1051
3. WQXK-F	66/ 768
4. WKDD-F	59/1047
5. WHBC	58/ 864
6. WONE-F	35/ 357
7. WRQK-F	31/ 534
WHOT-F	31/ 429
9. WDBN-F	23/ 258
WQKT-F	23/ 399
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WHBC-F	888/26.4	24.5	25.4
2. WHBC	864/25.7	28.5	29.6
3. WDJQ-F	744/22.1	23.1	21.1
4. WKDD-F	635/18.9	15.1	18.9
5. WRQK-F	449/13.4	13.4	13.5
6. WQXK-F	351/10.4	14.0	10.1
7. WMMS-F	343/10.2	12.3	12.4
8. WMJI-F	269/ 8.0	10.9	9.0
9. WONE-F	213/ 6.3	5.5	3.8
10. WZAK-F	169/ 5.0	5.1	3.8
11. WNPQ	157/ 4.7	3.9	2.7

12+ FM SHARE (METRO): 80.09% (342 of 427) (FAL 86: 74.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDJQ-F	1. WDJQ-F	1. WDJQ-F	1. WDJQ-F	1. WHBC-F	1. WHBC-F	1. WHBC	1. WHBC-F>	1. WHBC-F	1. WDJQ-F	1. WDJQ-F
2. WKDD-F	2. WKDD-F	2. WHBC-F	2. WHBC-F>	2. WDJQ-F>	2. WHBC >	2. WHBC-F>	2. WDJQ-F	2. WDJQ-F>	2. WHBC	2. WHBC-F>
3. WMMS-F	3. WRQK-F	3. WKDD-F	3. WQXK-F	3. WQXK-F	3. WQXK-F	3. WDJQ-F	3. WHBC	3. WHBC	3. WHBC-F	3. WHBC
4. WNPQ-F	4. WHBC-F	4. WRQK-F	4. WKDD-F	4. WHBC	4. WDJQ-F	4. WKDD-F	4. WKDD-F	4. WKDD-F	4. WKDD-F	4. WQXK-F
5.	5.	5. WQXK-F	5. WRQK-F	5. WKDD-F	5.	5.	5.	5. WQXK-F	5.	5. WKDD-F
				6. WRQK-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDJQ-F	1. WDJQ-F	1. WDJQ-F	1. WDJQ-F>	1. WHBC-F>
2. WKDD-F>	2. WKDD-F>	2. WKDD-F	2. WHBC-F	2. WDJQ-F>
3.	3. WMMS-F	3. WHBC-F	3. WKDD-F>	3. WHBC
4.	4. WHBC-F	WMMS-F	4.	4. WKDD-F
5.	WQXK-F	WQXK-F	5.	WQXK-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRQK-F	1. WRQK-F>	1. WRQK-F	1. WRQK-F	1. WRQK-F
2. WKDD-F	2. WKDD-F	2. WDJQ-F	2. WDJQ-F	WQXK-F
3. WHBC-F	3. WDJQ-F	WONE-F	3. WHBC-F	3. WDJQ-F
4.	WHBC-F	4.	4. WKDD-F	WHBC-F
5.	WONE-F	5.	WONE-F	5.
			WQXK-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		101 (4)	101 (4)	23.7	21.1
AOR/CLASSIC		61 (3)	61 (3)	14.3	15.9
AC/OLDIES/SOFT ROCK		21 (3)	21 (3)	4.9	4.3
MOR/VARIETY/FULL	69 (3)		69 (3)	16.2	20.5
COUNTRY	9 (2)	34 (2)	43 (4)	10.1	10.0
BLACK/URBAN		13 (1)	13 (1)	3.0	2.7
BTFL MUSIC/EZ		95 (4)	95 (4)	22.2	20.5
NEWS/TALK	4 (1)	11 (1)	15 (2)	3.5	4.1
NOSTALGIA					---
RELIGION/GOSPEL	3 (1)	2 (1)	5 (2)	1.2	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.9	0.5
			427 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAH	1310	Alliance	1.1/2.4
WNPQ-F	95.9	New Philadelphia	2.3/4.7
WRCW	1060	Canton	1.3/1.7
WTIG	990	Massilion	1.1/3.1
WTOF-F	98.1	Canton	.4/2.2
WDBN-F	94.9	Medina	1.3/4.1
WHLO	640	Akron	.6/1.8
WHOT-F	101.1	Youngstown	.6/3.3
WJER-F	101.7	Dover	.8/2.3
WNIR-F	100.1	Kent	2.3/3.6
WQKT-F	104.5	Wooster	1.1/3.2
WSLR	1350	Akron	.8/2.8
WYFM-F	102.9	Sharon	.4/1.5

See Cleveland for more about the following:

WDOK-F	.8/2.8	WQAL-F	.4/1.5
WLTF-F	1.3/3.9	WWWE	.8/4.0

RADIO STATIONS

WFAH, 1310, 1 KW (DAYS,DA)	, MOR	ABC-I,$ 12.00	(HNWH)		(ALLIANCE)
WHBC, 1480, 5 KW (DA-N)	, MOR	ABC-E,$ 65.00*	(Christal)		
WINW, 1520, 1 KW (DAYS,DA)	, OLDIES	,$ 12.00	(MMR)	Blaircom	
WRCW, 1060, 5 KW (DA-DAYS)	, MOR	,$ 13.00	(---)		
WTIG, 990, 250 W/119 W (DA-1)	, COUNTRY	MBS,$ 12.00	(---)		
WDJQ-F, 92.5, 50 KW @ 500, CHR		,$ 38.00	(HNWH)		(ALLIANCE)
WHBC-F, 94.1, 45 KW @ 516, BTFL/EZ		ABC-E,$ 43.00*	(Christal)		
WRQK-F, 106.9, 28 KW @ 341, AOR		,$ 40.00*	(MMR)	Blaircom	
WTOF-F, 98.1, 36 KW @ 570, RELIGION		UPI,$ 13.00	(---)	Crawford	
WQKT-F, 104.5, 52 KW @ 480, COUNTRY		SMN,$ 14.00	(---)		(WOOSTER)
WNPQ-F, 95.9, 3 KW @ 230, CHR		CBS-R,$ 8.00	(Regional)		(NEW PHILADELPHIA)

Other ranked stations - See Cleveland, Akron or Youngstown

MISCELLANEOUS COMMENTS WTOF sold again by Mortenson for $270,000... WINW/WRQK-F sold for $1,500,000 (50%, est)...

American Radio Fall 1987, Copyright 1988

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/403,600

MSA Rank/Pop: 98/499,000
ADI # 109
Average Person Ratings: 16.3
Market TSL: 22.0 hours

Stations: 20/18
Diaries: 809/499:1/46.3%
Sample Target: 760
% Below Line: 3.2
% Not Listed: 11.7

1987 Revenue: $10,700,000
HH Inc.: $27,882
Retail $: 2.9 Bil
Pop per Station: 22,422
#1 Biller: WEZL-F $2,100,000

12+ METRTO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WEZL-F	77/11.7	11.9	13.5	10.9	10.2		12.4
2. WWWZ-F	58/ 8.8	9.7	11.9	9.0	12.7		8.0
3. WKQB-F	48/ 7.3	10.9	8.6	6.0	6.3		13.0
4. WDXZ-F	47/ 7.1	6.4	4.1	6.2	2.8		3.8
WXTC-F	47/ 7.1	6.4	6.1	7.5	8.0		6.9
6. WAVF-F	45/ 6.8	5.6	2.7	6.0	4.9		8.1
7. WPAL	44/ 6.7	7.1	7.4	9.3	7.1		3.7
8. WSSX-F	35/ 5.3	7.6	10.0	11.3	12.4		7.8
9. WMGL-F	32/ 4.9	2.4	3.3	3.2	1.1		4.6
WXLY-F	32/ 4.9	6.3	5.2	4.7	6.3		3.7
11. WQIZ	18/ 2.7	1.8	.9	1.8	3.2		2.1
12. WWHT A/F	17/ 2.6	1.0	2.0	1.9	1.2		2.8
13. WXTC	15/ 2.3	2.1	2.0	2.1	3.2		1.5
WJYQ-F	15/ 2.3	.8	.8	.6	---		1.7
15. WWDM-F	14/ 2.1	2.9	3.3	2.3	2.5		4.6

12+ TSA	1/4/CUME
1. WEZL-F	95/1162
2. WWDM-F	90/ 752
3. WKQB-F	78/1100
4. WWWZ-F	59/ 713
5. WXTC-F	50/ 884
6. WDXZ-F	47/ 408
7. WAVF-F	45/ 614
8. WPAL	44/ 610
9. WSSX-F	39/ 816
10. WHLZ-F	38/ 451
11. WXLY-F	32/ 532
WMGL-F	32/ 407
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WEZL-F	891/22.1	18.8	19.9
2. WXTC-F	787/19.5	16.5	14.9
3. WKQB-F	743/18.4	23.9	19.1
4. WSSX-F	742/18.4	21.7	23.9
5. WWWZ-F	701/17.4	18.4	19.2
6. WPAL	610/15.1	12.0	14.4
7. WAVF-F	602/14.9	12.4	8.3
8. WXLV-F	499/12.4	15.4	12.2
9. WDXZ-F	408/10.1	10.1	7.6
10. WMGL-F	407/10.1	5.8	8.1
11. WXTC	327/ 8.1	6.2	7.8
12. WWHT A/F	317/ 7.9	2.1	NA
13. WJYQ-F	242/ 6.0	3.6	2.3
14. WKCN	203/ 5.0	4.8	7.1
15.			

12+ FM SHARE (METRO): 81.10% (472 of 582) (FAL 86: 78.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKQB-F>	1. WAVF-F	1. WEZL-F	1. WEZL-F	1. WEZL-F>	1. WEZL-F>	1. WEZL-F>	1. WEZL-F	1. WEZL-F>	1. WKQB-F	1. WEZL-F
2. WWWZ-F	2. WWWZ-F	WWWZ-F	2. WXTC-F	2. WXTC-F	2. WDXZ-F>	2. WKQB-F	2. WDXZ-F>	2. WWWZ-F	2. WWWZ-F	2. WPAL >
3. WPAL	WXTC-F	3. WAVF-F	3. WWWZ-F	3. WWWZ-F	3. WWWZ-F	3. WWWZ-F	3. WAVF-F	3. WXTC-F	3. WMGL-F>	3. WXTC-F
4. WSSX-F	4. WSSX-F	WXTC-F	4. WXLY-F	4. WXLY-F	4. WPAL	4. WSSX-F	4. WXTC-F	4. WAVF-F	4. WAVF-F	4. WWWZ-F
5.	5. WKQB-F	5. WPAL	5. WPAL	5. WDXZ-F	5. WXTC-F	5. WPAL	5. WWWZ-F	WDXZ-F	5. WPAL	5. WMGL-F
	6. WMGL-F	WXLY-F	6. WAVF-F			WXTC-F	6. WXLY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WWWZ-F	1. WXTC-F>	1. WXTC-F>	1. WXTC-F	1. WEZL-F
2. WKQB-F	2. WWWZ-F	2. WWWZ-F	2. WWWZ-F	WXTC-F
WXTC-F	3. WSSX-F	3. WMGL-F	3. WEZL-F>	3. WDXZ-F
4. WAVF-F	4. WAVF-F	WSSX-F	4. WSSX-F	WWWZ-F>
WSSX-F	5.	WXLY-F	5. WDXZ-F	5. WXLY-F
WWDM-F				6. WSSX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAVF-F	1. WAVF-F>	1. WAVF-F>	1. WAVF-F	1. WEZL-F>
2. WKQB-F	2. WKQB-F	2. WPAL	2. WEZL-F	2. WPAL
3. WMGL-F	3. WMGL-F	WXLY-F	3. WWWZ-F	WXLY-F
WSSX-F	WPAL	4. WXTC-F	4. WPAL	4. WAVF-F
5. WWWZ-F	WSSX-F	5. WWWZ-F	5. WMGL-F	5. WWWZ-F
	WWWZ-F		WXLY-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	14.3	11.1
AOR/CLASSIC		45 (1)	45 (1)	7.7	13.1
AC/OLDIES/SOFT ROCK	15 (1)	94 (3)	109 (4)	18.7	10.7
MOR/VARIETY/FULL					2.9
COUNTRY	11 (1)	84 (2)	95 (3)	16.3	20.6
BLACK/URBAN	46 (2)	119 (4)	165 (6)	28.4	31.8
BTFL MUSIC/EZ		47 (1)	47 (1)	8.1	4.5
NEWS/TALK	9 (1)		9 (1)	1.5	2.8
NOSTALGIA					
RELIGION/GOSPEL	29 (2)		29 (2)	5.0	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.4
			582 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKCN	910	N. Charleston	1.4/5.0
WMCJ	950	Moncks Corner	1.7/2.3
WTMA	1250	Charleston	1.7/3.8
WHLZ-F	92.5	Manning	1.1/3.3

RADIO STATIONS

WXTC, 1390, 5 KW (DA-N)	, OLDIES	ABC-E,$ 24.00*	(Mc-Guild)	Guild	
WKCN, 910, 500 W (DA-N)	, TALK	NBC-T,ABC-T,$ 15.00*	(Eastman)	Caravelle	
WMCJ, 950, 500 W (DAYS)	, GOSPEL	,$ 10.00	(Dora)		(MONCKS CORNER)
WPAL, 730, 1 KW (DAYS)	, BLACK	NBN,ABC-D,$ 25.00	(Roslin)		
WTMA, 1250, 5 KW/1 KW	, COUNTRY	ABC-C,$ 19.00*	(Katz)	Faircom	
WAVF-F, 96.1, 100 KW @ 580,	AOR	USI,$ 33.00	(Christal)		
WDXZ-F, 104.5, 28 KW @ 656,	BTFL/EZ	CBS,NBC,$ 36.00*	(Eastman)	Caravelle	(MT. PLEASANT)
WEZL-F, 103.5, 100 KW @ 700,	COUNTRY	MBS,$ 75.00	(Banner)	John Price	
WKQB-F, 107.5, 100 KW @ 500,	CHR/AOR	,$ 21.00	(Republic)		(ST. GEORGE)
WMGL-F, 101.7, 3 KW @ 300,	BLACK	ABC-C,$ 17.00*	(Christal)		(RAVENAL)
WSSX-F, 95.1, 100 KW @ 350,	CHR	,$ 48.00*	(Katz)	Faircom	
WWWZ-F, 93.5, 3 KW @ 300,	BLACK	SBN,$ 38.00*	(HNWH)		(SUMMERVILLE)
WXLY-F, 102.5, 100 KW @ 550,	CLASSIC HITS	US 1,$ 34.00*	(Torbet)	Bahakel	
WXTC-F, 96.9, 100 KW @ 1750,	AC	CBS-R,$ 50.00	(Mc-Guild)	Guild	
WWHT-F, 94.3, 3 KW @ 300,	URBAN/CHR	MBS,$?	(Torbet)	Jones	

WWDM -F - See Columbia

MISCELLANEOUS COMMENTS WCSC changes calls to WXTC and format to Oldies... WMXQ changes to WJYQ-F...

American Radio Fall 1987, Copyright 1988

CHARLOTTE

Arbitron Rank/Pop (12+): 41/877,200

MSA Rank/Pop: 44/1,080,000
ADI # 31
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 26/22
Diaries: 1383/634:1/52.6%
Sample Target: 1130
% Below Line: 3.1
% Not Listed: 10.1

1987 Revenue: $27,100,000
HH Inc.: $31,563
Retail $: 7.7 Bil
Pop per Station: 39,873
#1 Biller: WEZC-F $4,700,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WPEG-F	206/14.2	13.7	11.9	10.0	10.9	12.5	18.8
2. WSOC-F	175/12.1	10.8	12.2	13.7	13.6	12.2	11.9
3. WRFX-F	117/ 8.1	7.7	7.8	6.9	7.4	7.6	10.4
4. WBT	101/ 7.0	7.1	8.0	8.3	7.3	7.6	5.0
5. WLVK-F	97/ 6.7	7.3	7.1	8.1	9.0	7.3	5.4
6. WBCY-F	94/ 6.5	5.3	5.1	6.5	4.0	5.9	9.7
7. WROQ-F	91/ 6.3	8.4	7.6	8.8	7.9	7.9	7.8
8. WEZC-F	90/ 6.2	7.2	6.5	8.9	8.9	7.2	6.1
9. WWMG-F	76/ 5.2	5.1	5.6	1.5	---	4.4	3.2
10. WRLX-F	52/ 3.6	.5	---	---	---	2.1	1.2
11. WLIT-F	48/ 3.3	3.4	4.5	4.0	6.0	3.8	2.5
12. WGIV	29/ 2.0	1.8	1.1	1.5	1.5	1.6	.8

12+ TSA	1/4/CUME
1. WSOC-F	337/3863
2. WPEG-F	273/2028
3. WLVK-F	203/2412
4. WBCY-F	198/3410
5. WROQ-F	179/2953
6. WRFX-F	164/1658
7. WEZC-F	153/2023
8. WWMG-F	136/1338
9. WBT	113/1587
10. WLIT-F	79/1225
11. WRLX-F	70/ 890
12. WXRC-F	50/ 726

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WSOC-F	2124/23.7	26.0	25.4
2. WBCY-F	1694/18.9	15.0	15.3
3. WROQ-F	1615/18.0	16.7	18.0
4. WPEG-F	1473/16.5	17.6	18.3
5. WEZC-F	1356/15.1	16.1	17.9
6. WBT	1274/14.2	17.1	16.8
7. WLVK-F	1266/14.1	14.3	13.8
8. WRFX-F	1201/13.4	13.9	13.9
9. WWMG-F	816/ 9.1	10.6	----
10. WLIT-F	783/ 8.7	8.7	10.1
11. WRLX-F	627/ 7.0	.8	----
12. WGIV	470/ 5.2	4.0	4.3

12+ FM SHARE (METRO): 84.72% (1103 of 1302) (FAL 86: 83.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPEG-F>	1. WPEG-F	1. WPEG-F	1. WSOC-F	1. WSOC-F	1. WSOC-F+>	1. WSOC-F+	1. WSOC-F+>	1. WPEG-F	1. WPEG-F>	1. WPEG-F>
2. WROQ-F>	2. WRFX-F>	2. WRFX-F	2. WPEG-F	2. WPEG-F	2. WBT >	2. WPEG-F	2. WPEG-F	2. WSOC-F+>	2. WRFX-F	2. WSOC-F>
3. WBCY-F	3. WBCY-F	3. WSOC-F	3. WRFX-F	3. WEZC-F	3. WLVK-F	3. WBT	3. WEZC-F	3. WRFX-F	3. WSOC-F	3. WROQ-F
4.	4. WROQ-F	4. WEZC-F	4. WEZC-F	WRFX-F	4. WPEG-F	4. WRFX-F	4. WRFX-F	4. WBCY-F	4. WROQ-F	4. WLVK-F
5.	5. WEZC-F	5. WBCY-F	5. WWMG-F	5. WLUK-F	5. WRLX-F	5. WEZC-F	5. WLVK-F	5. WROQ-F	5. WBT	5. WRFX-F
	6. WSOC-F	WLVK-F	6. WLVK-F	6. WWMG-F	6. WEZC-F	6. WBCY-F	6. WWMG-F		6. WLVK-F	6. WWMG-F
		7. WWMG-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPEG-F>	1. WPEG-F>	1. WPEG-F	1. WPEG-F	1. WSOC-F	1. WPEG-F	1. WRFX-F>	1. WRFX-F>	1. WRFX-F	1. WRFX-F
2. WBCY-F	2. WBCY-F	2. WEZC-F	2. WSOC-F>	2. WPEG-F	2. WRFX-F	2. WPEG-F>	2. WPEG-F	2. WPEG-F>	2. WSOC-F
3. WJVC-F	WRFX-F	WRFX-F	3. WEZC-F	3. WEZC-F	3. WROQ-F	3. WBCY-F	3. WBCY-F	3. WSOC-F	3. WPEG-F
4. WRFX-F	4. WEZC-F	4. WBCY-F	4. WBCY-F	4. WLVK-F	4. WBCY-F	4. WROQ-F	WEZC-F	4. WWMG-F	4. WWMG-F
WROQ-F	WSOC-F+	5. WLVK-F	5. WLVK-F	5. WBCY-F	5.	5. WEZC-F	5. WSOC-F	5. WLVK-F	5. WLVK-F
6. WLVK-F	6. WLVK-F	6. WWMG-F	6. WRFX-F	6. WWMG-F	6.	WWMG-F	6. WWMG-F	6. WEZC-F	6. WEZC-F
	WROQ-F								

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		185 (2)	185 (2)	14.2	14.0
AOR/CLASSIC		140 (3)	140 (3)	10.8	10.2
AC/OLDIES/SOFT ROCK	8 (1)	226 (4)	234 (5)	18.0	19.8
MOR/VARIETY/FULL	113 (3)		113 (3)	8.7	9.0
COUNTRY	13 (1)	272 (2)	285 (3)	21.9	30.3
BLACK/URBAN	29 (1)	206 (1)	235 (2)	18.0	15.1
BTFL MUSIC/EZ		59 (2)	59 (2)	4.5	0.6
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	15 (2)	15 (1)	30 (3)	2.3	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	21 (3)		21 (3)	1.6	
RADIO STATIONS			1302 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	.6/1.9
WAME	1480	Charlotte	.4/1.4
WIXE	1190	Monroe	.4/ .9
WLON	1050	Lincolnton	.4/1.2
WLTC	1370	Gastonia	.3/1.2
WNOW	1030	Mint Hill	.7/ .9
WQCC	1540	Charlotte	.6/2.4
WRDX-F	106.5	Salisbury	.8/3.0
WRHI	1340	Rock Hill	.4/1.8
WSOC	930	Charlotte	.9/3.4
WXRC-F	95.7	Hickory	.9/2.8
WMIT-F	106.9	Black Mountain	1.0/2.9
WKRR-F	92.3	Asheboro	.7/1.0
WSPA-F	98.9	Spartanburg	.5/1.2

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	US 1,$ NA	(Republic)	CRB	
WAME, 1480, 5 KW (DA-2)	, RELIGION	UP 1,$ 16.00	(---)	Swaggert	
WBT , 1110, 50 KW (DA-N)	, MOR/AC	NBC,MBS,$ 86.00*	(Banner)	Jeff-Pilot	
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,$ 28.00	(HNWH)	Dorton	
WGSP, 1310, 1 KW (DAYS,DA)	, GOSPEL (?)	NBN,$ 19.00*	(Masla)	Willis	
WHVN, 1240, 1 KW (DA-1)	, RELIGION	,$ NA	(---)	Buck	
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,$ NA	(Savalli)		
WSOC, 930, 5 KW (DA-N)	, COUNTRY	,$ NA	(Christal)	Cox	
WBCY-F, 107.9, 97 KW @ 970, CHR		,$ 68.00*	(Banner)	Jeff-Pilot	
WEZC-F, 104.7, 100 KW @ 1240, AC		,$115.00*	(MMR)	EZ	
WLIT-F, 101.9, 100 KW @ 870, AC		US 2,$ 50.00*	(Republic)	Beasley	
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-E,$ 57.00*	(Torbet)	Capitol-Johnson	(STATESVILLE)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R,$ 70.00*	(HNWH)	Dorton	(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR		,$ 55.00*	(Mc-Guild)	Mitroplex	(KANNAPOLIS)
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1,$ 65.00*	(Republic)	CRB	
WSOC-F, 103.7, 100 KW @ 1040, COUNRTY		,$120.00*	(Christal)	Cox	
WWMG-F, 96.1, 100 KW @ 1745, AC		,$ NA	(Katz)	Voyager	(SHELBY)
WXRC-F, 95.7, 100 KW @ 1275, AOR		Source,$ 40.00	(---)		(HICKORY)

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CHATTANOOGA

Arbitron Rank/Pop (12+): 95/356/100

MSA Rank/Pop: 109/433,000
ADI # 80
Average Person Ratings: 16.9
Market TSL: 22.5 hours

Stations: 17/17
Diaries: 928/384:1/51.7%
Sample Target: 760
% Below Line: 0
% Not Listed: 9.4

1987 Revenue: $11,200,000
HH Inc.: $27,241
Retail $: 2.9 Bil
Pop per Station: 20,947
#1 Biller: WSKZ-F, WUSY-F $2,100,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WSKZ-F	116/19.2	18.8	17.4	17.4	19.3	18.2	23.2
2. WLMX-F	86/14.3	10.6	9.4	10.0	2.4	11.1	12.4
3. WUSY-F	70/11.6	14.2	11.8	11.0	10.2	12.2	10.8
4. WDEF-F	62/10.3	10.7	9.9	9.8	9.5	10.2	7.0
5. WDOD-F	48/ 8.0	8.2	8.7	10.0	10.9	8.7	9.5
6. WNOO	33/ 5.5	3.8	5.4	6.4	5.3	5.3	1.4
7. WJTT-F	28/ 4.6	6.0	6.4	5.4	6.2	5.6	9.3
8. WDEF	22/ 3.6	5.5	4.6	6.1	6.2	5.0	4.1
9. WNOO-F	21/ 3.5	4.2	6.1	3.9	4.5	4.4	7.4
10. WDOD	14/ 2.3	2.0	3.0	3.4	4.1	2.7	1.9
11.							

12+ TSA	1/4/CUME
1. WSKZ-F	206/2518
2. WUSY-F	205/2125
3. WDEF-F	99/1136
4. WDOD-F	95/1316
5. WLMX-F	90/1047
6. WNOO	33/ 261
7. WJTT-F	29/ 413
8. WDEF	22/ 395
WNOO-F	22/ 295
10. WGOW	14/ 230
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WSKZ-F	1218/34.1	30.2	32.8
2. WLMX-F	870/24.4	21.1	8.4
3. WUSY-F	776/21.7	21.4	21.5
4. WDEF-F	758/21.2	19.2	21.9
5. WDOD-F	755/21.2	19.6	21.1
6. WDEF	389/10.9	9.8	13.8
7. WJTT-F	384/10.8	13.6	12.0
8. WNOO-F	256/ 7.2	9.0	8.3
9. WNOO	246/ 6.9	8.7	5.5
10. WDOD	210/ 5.9	7.7	9.8
11. WGOW	199/ 5.6	6.7	8.9

12+ FM SHARE (METRO): 78.94% (431 of 546) (FAL 86: 70.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WLMX-F>	1. WLMX-F>	1. WDEF-F	1. WDEF-F+	1. WLMX-F	1. WSKZ-F	1. WSKZ-F>	1. WSKZ-F>
2.	2. WLMX-F>	2. WLMX-F>	2. WUSY-F	2. WUSY-F	2. WUSY-F	2. WSKZ-F>	2. WSKZ-F	2. WLMX-F>	2. WLMX-F>	2. WUSY-F
3.	3. WUSY-F	3. WUSY-F>	3. WSKZ-F>	3. WSKZ-F	3. WDOD-F>	3. WUSY-F	3. WUSY-F	3. WUSY-F	3. WJTT-F	3. WLMX-F
4.	4. WJTT-F	4. WDEF-F	4. WDEF-F	4. WDEF-F	4. WLMX-F	4. WLMX-F>	4. WDEF-F	4. WDOD-F	4. WNOO-F	4. WDOD-F>
5.	5.	WDOD-F	WDOD-F	5. WDOD-F	5. WNOO	5. WDOD-F	5. WDOD-F	5. WDEF-F	5. WDOD-F	5. WDEF-F
			WNOO	6. WNOO					6. WUSY-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>	1. WSKZ-F	1. WLMX-F>	1. WLMX-F	1. WLMX-F>	1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WSKZ-F>	1. WLMX-F
2. WLMX-F>	2. WLMX-F>	2. WSKZ-F>	2. WSKZ-F>	2. WUSY-F	2.	2. WLMX-F>	2. WLMX-F	2. WLMX-F>	2. WUSY-F
3.	3.	3. WUSY-F	3. WUSY-F>	3. WDEF-F	3.	3. WUSY-F	3. WUSY-F>	3. WUSY-F>	3. WSKZ-F
4.	4.	4.	4. WNOO	WSKZ-F	4.	4. WJTT-F	4.	4. WDOD-F	4. WDOD-F>
5.	5.	5.	5. WDEF-F	5. WNOO	5.	5. WNOO-F	5.	5. WJTT-F	5. WDEF-F
								WNOO-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		116 (1)	116 (1)	21.1	21.7
AOR/CLASSIC					2.7
AC/OLDIES/SOFT ROCK	11 (2)	86 (1)	97 (3)	17.8	6.0
MOR/VARIETY/FULL	22 (1)		22 (1)	4.0	7.0
COUNTRY	19 (2)	118 (2)	137 (4)	25.1	31.1
BLACK/URBAN		49 (2)	49 (2)	9.0	18.1
BTFL MUSIC/EZ		62 (1)	62 (1)	11.4	10.7
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	44 (3)		44 (3)	8.1	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	19 (2)		19 (2)	3.5	1.4
			546 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	.7/3.0
WEPG	910	S. Pittsburgh	1.3/1.6
WFLI	1070	Lookout Mountain	1.2/4.4
WGOW	1150	Chattanooga	1.2/5.6
WLFA	1590	Lafayette	.8/1.3
WMOC	1450	Chattanooga	.7/1.6
WSDQ	1190	Dunlap	1.8/1.5

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS,NBC,$ 35.00*	(Katz)	Park	
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 27.00*	(Banner)	Bahakel	
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC-I,$ 12.00	(---)		
WGOW, 1150, 5 KW/1 KW (DA-N)	, AC	,$ 30.00*	(Christal)	Bloomington	
WNOO, 1260, 5 KW (DAYS)	, GOSPEL/BLACK	SBN,$ 12.00	(Masla)		
WDEF-F, 92.3, 100 KW @ 895,	BTFL/EZ	ABC-D,$ 46.00	(Katz)	Park	
WDOD-F, 96.5, 100 KW @ 1080,	COUNTRY	ABC-E,$ 55.00*	(Banner)	Bahakel	
WJTT-F, 94.3, 3 KW @ 300,	BLACK	CBS-R,$ 30.00*	(HNWH)		
WLMX-F, 105.5, 3 KW @ 270,	AC	,$ 45.00*	(Republic)		(ROSSVILLLE, GA)
WNOO-F, 102.3, 3 KW @ 300,	BLACK	NBN,$ 24.00*	(Masla)		
WSKZ-F, 106.5, 100 KW @ 1076,	CHR	,$ 70.00	(Christal)	Bloomington	
WUSY-F, 100.7, 100 KW @ 500,	COUNTRY	US 2,$ 60.00	(Mc-Guild)	Colonial	

MISCELLANEOUS COMMENTS WNOO A/F (Soddy) sold for $1,300,000...

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CHICAGO

Arbitron Rank/Pop (12+): 3/6,673,400

MSA Rank/Pop: 3/8,140,000
ADI # 3
Average Person Ratings: 17.6
Market TSL: 23.3 hours

Stations: 37/37
Diaries: 3683/1812:1/55.6%
Sample Target: 3120
% Below Line: 0
% Not Listed: 10.1

1987 Revenue: $192,000,000
HH Inc.: $38,507
Retail $: 51.2 Bil
Pop per Station: 180,362
#1 Biller: WGN $31,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WGN	950/8.0	9.7	8.4	8.1	9.3	8.6	9.5
WGCI-F	950/8.0	8.2	8.6	7.7	7.9	8.1	11.4
3. WBBM	749/6.3	6.3	5.7	6.8	5.5	6.3	4.9
4. WLOO-F	638/5.4	5.3	5.3	6.2	6.3	5.6	4.2
5. WBMX-F	526/4.5	5.1	4.4	4.6	4.5	4.7	4.9
WLUP-F	526/4.5	3.6	3.7	5.1	4.6	4.2	4.1
7. WYTZ-F	464/3.9	3.5	2.7	2.7	2.7	3.2	4.5
WBBM-F	464/3.9	4.1	3.8	3.7	4.2	3.9	4.9
9. WLAK-F	438/3.7	3.3	4.2	4.2	4.0	3.9	2.7
10. WCKG-F	407/3.4	3.7	2.9	2.8	1.9	3.2	3.8
11. WJJD	387/3.3	2.7	2.6	3.4	2.8	2.8	2.4
12. WCLR-F	351/3.0	2.7	3.0	3.5	3.7	3.1	2.5
13. WJMK-F	322/2.7	2.9	2.9	2.4	3.3	2.7	1.9
14. WUSN-F	308/2.6	2.6	3.3	3.1	2.9	2.9	3.1
15. WKQX-F	295/2.5	2.9	3.2	3.0	2.6	2.9	3.2
16. WXRT-F	292/2.5	2.4	2.7	2.9	2.3	2.6	1.9
17. WLUP	244/2.1	1.9	1.2	.7	.5	1.5	1.6
18. WFYR-F	233/2.0	2.9	2.6	2.3	2.3	2.5	1.9
19. WFMT-F	232/2.0	1.1	1.4	1.3	1.9	1.5	1.0
20. WLS	217/1.8	2.2	2.5	2.7	3.0	2.3	2.0
21. WNUA-F	214/1.8	1.2	1.6	1.3	1.2	1.5	2.0
22. WVON	193/1.6	1.2	1.5	1.5	1.2	1.5	.6
23. WMAQ	165/1.4	1.9	2.2	1.7	1.6	1.8	2.0
24. WNIB-F	161/1.4	.8	1.2	.9	1.4	1.1	1.1
25. WOJO-F	134/1.1	1.1	1.2	1.3	1.1	1.2	.9

12+ TSA	1/4/CUME
1. WGN	1171/16635
2. WGCI-F	952/10229
3. WBBM	835/15773
4. WLOO-F	643/ 7312
5. WBMX-F	538/ 8512
6. WLUP-F	537/ 8266
7. WYTZ-F	490/ 9089
8. WBBM-F	489/10502
9. WLAK-F	444/ 7027
10. WCKG-F	425/ 6562
11. WJJD	408/ 4225
12. WCLR-F	358/ 6700
13. WJMK-F	356/ 6510
14. WLS	335/ 7577
15. WUSN-F	323/ 4331
16. WXRT-F	298/ 4196
17. WKQX-F	297/ 7432
18. WLUP	266/ 4249
19. WFYR-F	244/ 5511
20. WFMT-F	239/ 3703
21. WNUA-F	217/ 4074
22. WMAQ	212/ 5698
23. WVON	193/ 1397
24. WNIB-F	162/ 3120
25. WOJO-F	134/ 1835

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WGN 13248/19.8	20.8	21.4
2. WBBM 13226/19.8	18.1	17.8
3. WGCI-F 10120/15.1	15.2	15.3
4. WBBM-F 10046/15.0	14.4	14.2
5. WYTZ-F 8358/12.5	10.9	9.2
6. WBMX-F 8310/12.4	11.6	12.6
7. WLUP-F 8028/12.0	11.6	11.6
8. WKQX-F 7312/10.9	11.4	9.9
9. WLOO-F 7174/1.07	11.1	11.8
10. WLAK-F 6721/10.0	11.3	10.7
11. WCLR-F 6463/ 9.7	9.8	9.8
12. WCKG-F 6275/ 9.4	8.1	5.9
13. WJMK-F 5859/ 8.8	8.6	8.6
14. WFYR-F 5229/ 7.8	8.5	9.0
15. WLS 4755/ 7.1	8.7	10.6
16. WUSN-F 4189/ 6.3	8.0	7.0
17. WXRT-F 4144/ 6.2	7.0	6.6
18. WMAQ 4106/ 6.1	8.1	8.4
19. WNUA-F 3931/ 5.9	7.1	5.0
20. WLUP 3832/ 5.7	4.6	2.3
21. WJJD 3752/ 5.6	5.5	6.1
22. WFMT-F 3576/ 5.3	4.9	5.1
23. WNIB-F 3094/ 4.6	4.4	4.6
24. WLNR-F 2013/ 3.0	3.7	2.9
25. WOJO-F 1835/ 2.7	2.7	2.2

12+ FM SHARE (METRO): 68.59% (7283 of 10620) (FAL 86: 68.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WYTZ-F	1. WGCI A/F	1. WGCI A/F	1. WGCI A/F	1. WGCI A/F	1. WGN >	1. WGN >	1. WLOO-F	1. WGCI A/F	1. WGCI-F>	1. WGCI-F
2. WBBM-F	2. WLUP-F	2. WLUP-F	2. WGN	2. WGN	2. WBBM	2. WBBM	2. WGCI A/F	2. WGN	2. WBMX-F	2. WLOO-F
3. WGCI-F	3. WCKG-F	3. WBMX-F	3. WJMK-F	3. WBBM	3. WLOO-F>	3. WGCI A/F	3. WLAK-F	WLUP	3. WGN	3. WGN
4. WBMX-F>	4. WBMX-F	4. WCKG-F	4. WCLR-F	4. WLAK-F	4. WJJD	4. WLUP-F>	4. WGN	4. WLOO-F	4. WYTZ-F	4. WBMX-F
5.	5. WBBM-F	5. WCLR-F	WLAK-F	5. WLOO-F	5. WLAK-F	5. WLOO-F	5. WBBM	5. WBBM	5. WBBM	5. WBBM
6.	WXRT-F	6. WGN	6. WLUP-F	6. WCLR-F	6. WGCI A/F	6. WJJD	6. WCLR-F	6. WYTZ-F	6. WBBM-F	WBBM-F
7.	7. WKQX-F	WLAK-F	7. WCKG-F	WJMK-F	7. WFMT-F	7. WYTZ-F	7. WLUP-F	7. WBMX-F	7. WCKG-F	WCLR-F
8.	8. WYTZ-F	8. WJMK-F	8. WXRT-F	8. WLUP-F	8. WUSN-F	8. WBBM-F	8. WCKG-F>	8. WBBM-F	8. WLOO-F	8. WYTZ-F
9.	9. WLUP	WXRT-F	WBMX-F	9. WCKG-F	9. WCLR-F	9. WBMX-F	WJJD	WCKG-F	9. WLUP-F	9. WCKG-F
10.	10. WCLR-F	10. WBBM-F	10. WBBM	10. WBMX-F	10. WJMK-F	10. WLAK-F	10. WBMX-F	WLUP-F	10. WJMK-F	10. WJJD
			WLOO-F							WLAK-F
										WXRT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGCI-F>	1. WGCI A/F	1. WGCI-F>	1. WGCI A/F	1. WGCI A/F
2. WBMX-F	2. WBMX-F	2. WCLR-F	2. WLAK-F	2. WLAK-F
3. WYTZ-F	3. WLUP-F	3. WBMX-F	3. WCLR-F	3. WCLR-F
4. WBBM-F	4. WBBM-F	4. WKQX-F	4. WBMX-F	4. WGN
5. WLUP-F	5. WYTZ-F	5. WXRT-F	5. WBBM-F	5. WLOO-F
6. WKQX-F	WKQX-F	WLUP-F	6. WYTZ-F	6. WBMX-F
7. WCKG-F	7. WCLR-F	7. WLAK-F	7. WKQX-F	7. WJMK-F
8. WXRT-F	8. WXRT-F	8. WBBM-F	WLUP-F	8. WUSN-F
9. WLAK-F	9. WLAK-F	9. WNUA-F	9. WGN	9. WBBM
10. WCLR-F	10. WCKG-F	10. WJMK-F	10. WJMK-F	10. WKQX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLUP-F>	1. WLUP-F	1. WCKG-F	1. WGCI A/F	1. WGCI A/F
2. WGCI-F	2. WCKG-F	2. WGCI-F	2. WLUP-F	2. WGN
3. WBMX-F	WGCI A/F	3. WLUP-F	3. WCKG-F>	3. WBBM
4. WCKG-F>	4. WBMX-F	4. WXRT-F	4. WBMX-F	4. WCKG-F
5. WYTZ-F	5. WXRT-F	5. WLUP >	5. WXRT-F	5. WLUP-F
6. WBBM-F	6. WLUP	6. WJMK-F	WLUP	6. WJMK-F
7. WLUP	7. WBBM-F	7. WFYR-F	7. WJMK-F	7. WXRT-F
8. WXRT-F	8. WKQX-F	8. WBMX-F	8. WBBM	8. WLUP
9. WKQX-F	9. WFYR-F	9. WNUA-F	9. WGN	9. WLOO-F
10. WFYR-F	WJMK-F	WBBM-F	10. WFYR-F	10. WFYR-F
		11. WKQX-F		

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		1223 (3)	1223 (3)	11.5	10.7
AOR/CLASSIC		1276 (4)	1276 (4)	12.0	11.1
AC/OLDIES/SOFT ROCK	298 (2)	1387 (5)	1685 (7)	15.9	20.7
MOR/VARIETY/FULL	950 (1)		950 (1)	8.9	10.9
COUNTRY		308 (1)	308 (1)	2.9	3.3
BLACK/URBAN	412 (5)	1476 (2)	1888 (7)	17.8	16.7
BTFL MUSIC/EZ		638 (1)	638 (1)	6.0	7.1
NEWS/TALK	1158 (3)		1158 (3)	10.9	8.0
NOSTALGIA	387 (1)		387 (1)	3.6	3.1
RELIGION/GOSPEL		42 (1)	42 (1)	0.4	1.0
SPANISH	132 (2)	134 (1)	266 (3)	2.5	2.5
CLASSICAL		393 (2)	393 (2)	3.7	3.7
JAZZ/NEW AGE/ECLECTIC		406 (3)	406 (3)	3.8	---
UNKNOWN/OTHERS					
			10620 (37)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUR-F	107.9	Aurora	.4/1.5
WBEE	1570	Harvey	.4/ .9
WCZE	820	Chicago	.7/2.4
WGCI	1390	Chicago	.4/2.0
WIND	560	Chicago	.8/2.2
WJOB	1230	Hammond, IN	.5/1.1
WJPC	950	Chicago	.5/1.8
WLNR-F	106.3	Lansing	1.1/3.0
WJZQ-F	95.1	Kenosha	.4/1.4
WTAQ	1300	La Grange	.3/ .9
WTWV-F	106.7	Des Plaines	.5/1.5

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS,$220.00*	(CBS)	CBS	
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	MBS,$ 65.00	(MMR)	H & W	
WCZE, 820, 5 KW/1 KW (DA-N)	, SOFT AC	MBS,$ 70.00	(HNWH)	Century	
WGCI, 1390, 5 KW (DA-2)	, URBAN	,$ NA	(Mc-Guild)	Gannett	
WGN , 720, 50 KW	, VARIETY/TALK	ABC-I,$340.00*	(Christal)	Tribune Co.	
WIND, 560, 5 KW (DA-2)	, SPANISH	,$ 80.00	(Katz)	Tichenor	
WJJD, 1160, 50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,$140.00*	(Katz)	Infinity	
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	NBN,$ 70.00*	(---)	Johnson	
WLS , 890, 50 KW	, AC/CONTEMP	ABC-C,$170.00*	(Banner)	Cap Cities/ABC	
WMAQ, 670, 50 KW	, TALK	NBC,NBC-T,$150.00*	(Eastman)	NBC	
WSBC, 1240, 1 KW	, ETHNIC	,$ 24.00	(---)		
WVON, 1450, 1 KW	, BLACK	MBS,$ 51.00	(Roslin)		

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR	CBS-R,$150.00*	(CBS)	CBS		
WBMX, 102.7, 6 KW @ 1170, BLACK	ABC-F,$155.00*	(Durpetti)			
WCKG, 105.9, 4 KW @ 1575, AOR	,$115.00*	(Katz)	Cox		
WCLR, 101.9, 4 KW @ 1560, AC	,$175.00*	(Mc-Guild)	Bonneville		
WFMT, 98.7, 16 KW @ 1167, CLASSICAL	,$150.00	(CMBS)			
WFYR, 103.5, 4 KW @ 1548, AC	US 1,$140.00*	(Republic)	RKO		
WGCI, 107.5, 33 KW @ 600, URBAN	,$190.00*	(Mc-Guild)	Gannett		
WJMK, 104.3, 19 KW @ 820, OLDIES	US 2,$160.00	(Katz)	Infinity		
WKQX, 101.1, 6 KW @ 1170, CONTEMP	Source,$180.00*	(Eastman)	NBC		
WLAK, 93.9, 5 KW @ 1581, SOFT AC	,$175.00*	(Christal)	Viacom		
WLOO, 100.3, 6 KW @ 1167, BTFL/EZ	ABC-E,$240.00	(HNWH)	Century		
WLUP, 97.9, 6 KW @ 1170, AOR	,$225.00*	(MMR)	H & W		
WNIB, 97.1, 8 KW @ 1196, CLASSICAL	,$ 95.00	(---)			
WOJO, 105.1, 6 KW @ 1174, SPANISH	,$ 87.00	(Katz)	Tichenor		
WNUA, 95.5, 6 KW @ 1170, JAZZ/NEW AGE	,$105.00*	(Durpetti)	Pyramid		
WUSN, 99.5, 6 KW @ 1170, COUNTRY	ABC-D,$165.00*	(Torbet)	First Media		
WXRT, 93.1, 7 KW @ 1310, AOR	,$175.00	(CBS)			
WYTZ, 94.7, 6 KW @ 1170, CHR	ABC-R,$130.00*	(Banner)	Cap Cities/ABC		
WTWV, 106.7, 50 KW @ 328, JAZZ/NEW AGE	SMN,$ 80.00*	(Roslin)			(DES PLAINES)
WLNR, 106.3, 2 KW @ 397, AC/JAZZ	,$ 28.00	(---)			(LANSING)

CALL LETTER CHANGES

WZRC changes to WTWV

FORMAT CHANGES

WTWV: From AOR to Jazz/New Age (Oct.)

STATION SALES

WMAQ: From NBC to Westinghouse for $13,000,000
WUSN-F: From First Media to Cook Inlet for $21,000,000 (Est) (+ Tax Cert.)
WBMX-F: Sold to Dorton for $27,000,000

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CINCINNATI

Arbitron Rank/Pop (12+): 30/1,151,600

MSA Rank/Pop: 31/1,6[illegible],000
ADI # 29
Average Person Ratings: 15.8
Market TSL: 21.3 hours

Stations: 23/20
Diaries: 1536/750:1/53.7%
Sample Target: 1340
% Below Line: 2.3
% Not Listed: 9.6

1987 Revenue: $45,700,000
HH Inc.: $33,116
Retail $: 10.8 Bil
Pop per Station: 57,580
#1 Biller: WLW $8,300,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WEBN-F	218/11.9	16.7	10.3	12.6	10.8	12.9	16.6
2. WLW	178/ 9.7	13.4	13.9	7.2	7.4	11.1	7.3
3. WKRQ-F	174/ 9.5	7.8	9.6	10.0	9.8	9.2	11.2
4. WWEZ-F	162/ 8.8	9.2	9.6	10.5	11.3	9.5	7.7
5. WKRC	147/ 8.0	6.1	6.3	8.8	7.9	7.3	5.4
6. WUBE-F	98/ 5.3	5.3	5.9	6.2	6.1	5.7	6.5
7. WRRM-F	97/ 5.3	4.2	4.0	5.0	4.1	4.6	5.5
8. WCKY	90/ 4.9	6.0	4.2	4.5	5.9	4.9	4.4
9. WBLZ-F	80/ 4.4	3.4	4.6	4.7	6.1	4.3	5.6
10. WBVE-F	69/ 3.8	3.8	4.4	3.8	2.6	4.0	4.5
11. WIZF-F	68/ 3.7	2.4	2.5	1.8	.3	2.6	6.1
12. WWNK-F	63/ 3.4	2.2	3.3	3.1	3.4	3.0	3.2
13. WLLT-F	52/ 2.8	3.3	2.7	3.4	4.5	3.1	2.6
14.							
15.							
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25.							

12+ TSA	1/4/CUME
1. WEBN-F	274/3542
2. WLW	242/3740
3. WKRQ-F	239/3829
4. WWEZ-F	192/2433
5. WKRC	166/2754
6. WUBE-F	154/1976
7. WBVE-F	142/1921
8. WCKY	107/1451
9. WRRM-F	104/1859
10. WBLZ-F	93/1430
11. WLLT-F	87/1674
12. WWNK-F	80/1781
13. WIZF-F	68/ 638
14.	
15.	
16.	
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12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WEBN-F 2888/24.8	25.5	21.5
2. WKRQ-F 2795/24.0	26.5	25.6
3. WLW 2536/21.8	31.2	21.4
4. WKRC 2330/20.0	17.7	22.1
5. WWEZ-F 1969/16.9	17.7	20.5
6. WRRM-F 1612/13.9	12.4	15.3
7. WWNK-F 1404/12.1	11.2	11.5
8. WUBE-F 1335/11.5	12.3	11.8
9. WBLZ-F 1214/10.4	11.5	13.1
10. WCKY 1171/10.1	11.3	12.8
11. WLLT-F 1141/ 9.8	10.6	14.1
12. WBVE-F 1081/ 9.3	8.9	6.3
13. WJOJ-F 611/ 5.3	5.0	5.0
14. WIZF-F 606/ 5.2	5.5	1.9
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 69.68% (1156 of 1659) (FAL 86: 69.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKRQ-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F	1. WEBN-F	1. WWEZ-F	1. WKRC	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WKRQ-F
2. WEBN-F>	2. WKRQ-F>	2. WLW	2. WLW	2. WLW >	2. WLW	2. WEBN-F	2. WWEZ-F	2. WLW	2. WKRQ-F	2. WWEZ-F
3. WBLZ-F	3. WRRM-F	3. WKRQ-F	3. WRRM-F	3. WRRM-F	3. WKRC >	3. WLW >	3. WLW	3. WKRQ-F	3. WLW >	3. WEBN-F>
4. WIZF-F	4. WBLZ-F	4. WRRM-F	4. WKRC	4. WKRC	4. WCKY	4. WKRQ-F	4. WKRC	4. WWEZ-F>	4. WIZF-F	4. WLW
5.	5. WLW	5. WUBE-F	WUBE-F	5. WUBE-F	5. WUBE-F	5. WWEZ-F	5. WRRM-F	5. WUBE-F	5. WBLZ-F	5. WCKY
6.	6. WIZF-F	6. WBLZ-F	6. WKRQ-F	6. WKRQ-F	6. WBVE-F	6. WCKY	6. WKRQ-F	6. WKRC	6. WKRC	6. WKRC
7.	WLLT-F	7. WKRC	7.	7.	WRRM-F	7.	WUBE-F	7.	WWEZ-F	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEBN-F	1. WEBN-F	1. WLLT-F	1. WKRQ-F	1. WRRM-F
2. WKRQ-F>	2. WKRQ-F>	WRRM-F	2. WEBN-F	2. WKRC
3. WIZF-F	3. WBLZ-F	3. WEBN-F	3. WRRM-F	3. WKRQ-F
4. WBLZ-F	WLLT-F	4. WBLZ-F	4. WBLZ-F	4. WLLT-F
5. WWNK-F	5. WIZF-F	5. WKRQ-F	5. WIZF-F	WUBE-F
6. WUBE-F	WRRM-F	6. WIZF-F	WLLT-F	6. WEBN-F
7.	7.	7. WWNK-F	7.	WLW
8.	8.	8. WUBE-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F
2. WKRQ-F>	2. WLW	2. WLW >	2. WLW >	2. WLW >
3. WLW	3. WKRQ-F	3. WRRM-F	3. WKRQ-F	3. WKRC
4. WBLZ-F	4. WRRM-F	4. WTUE-F	WRRM-F	WRRM-F
5.	5. WBLZ-F	5. WKRQ-F	5. WUBE-F	WUBE-F
6.	6.	6. WBVE-F	6. WBVE-F	6. WBVE-F
7.	7.	7.	WKRC	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		181 (2)	181 (2)	10.9	11.3
AOR/CLASSIC		239 (2)	239 (2)	14.4	12.4
AC/OLDIES/SOFT ROCK	26 (2)	244 (4)	270 (6)	16.3	16.6
MOR/VARIETY/FULL	325 (2)		325 (2)	19.6	16.9
COUNTRY		167 (2)	167 (2)	10.1	9.6
BLACK/URBAN	24 (1)	148 (2)	172 (3)	10.4	10.2
BTFL MUSIC/EZ		177 (2)	177 (2)	10.7	13.6
NEWS/TALK	90 (1)		90 (1)	5.4	6.8
NOSTALGIA					
RELIGION/GOSPEL	8 (1)		8 (1)	0.5	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC	16 (1)		16 (1)	1.0	
UNKNOWN/OTHERS	14 (1)		14 (1)	0.8	1.8
			1659 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIN	1480	Cincinnati	1.3/4.1
WDJO	1230	Cincinnati	.8/2.7
WJOJ-F	107.1	Milton	1.7/5.3
WMLX	1180	Florence	.8/1.2
WNOP	740	Newport	.9/1.9
WTSJ	1050	Cincinnati	.4/1.3
WWNK	1360	Cincinnati	.6/2.7
WGTZ-F	92.9	Eaton	.4/ .9
WHIO-F	99.1	Dayton	.8/1.9
WTVE-F	104.7	Dayton	1.1/2.9

RADIO STATIONS

AM STATIONS

WCIN, 1480,	5 KW/500 W (DA-2)	, BLACK	NBN,SBN,$ 32.00	(Roslin)		
WCKY, 1530,	5 KW (DA-N)	, NEWS/TALK	NBC,CBS,NBC-T,$ 67.00	(CBS)	Federated	
WDJO, 1230,	1 KW	, OLDIES	US 2,$ 41.00	(Mc-Guild)	American	
WKRC, 550,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,$ 90.00*	(Katz)	Great American	
WLW , 700,	50 KW	, MOR	ABC-I,$ 90.00*	(Eastman)	Jacor	
WNOP, 740,	1 KW (DAYS,DA)	, JAZZ/VARIETY	,$ 22.00	(---)		(NEWPORT, KY)
WTSJ, 1050,	1 KW (DAYS)	, RELIGION	CNN,$ 20.00	(---)		
WWNK, 1360,	5 KW (DA-N)	, OLDIES	,$ 35.00*	(MMR)	Booth	

FM STATIONS

WBLZ, 103.5,	19 KW @ 790,	BLACK	,$ 71.00*	(Republic)	Panache	(HAMILTON)
WBVE, 96.5,	20 KW @ 810,	COUNTLRY	ABC-D,$ 45.00*	(Durpetti)	Reams	(HAMILTON)
WEBN, 102.7,	17 KW @ 876,	AOR	,$ 90.00*	(Eastman)	Jacor	
WIZF, 100.9,	1 KW @ 466,	URBAN	,$ 20.00	(Torbet)	Inter Urban	(ERLANGER, KY)
WLLT, 94.9,	27 KW @ 650,	AC	,$ 65.00*	(Republic)	Hoker	(FAIRFIELD)
WJOJ, 107.1,	3 KW @ 300,	AC	,$ 40.00	(Masla)		(MILFORD)
WKRQ, 101.9,	25 KW @ 660,	CHR	ABC-F,$ 93.00*	(Katz)	Great American	
WRRM, 98.5,	15 KW @ 810,	AC	,$ 73.00*	(Banner)	Susquehanna	
WUBE, 105.1,	14 KW @ 920,	COUNTRY	,$ 78.00*	(Mc-Guild)	American	
WWEZ, 92.5,	11 KW @ 905,	BTFL/EZ	,$ 80.00*	(CBS)	Federated	
WWNK, 94.1,	32 KW @ 550,	AC	,$ 55.00*	(MMR)	Booth	

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CLEVELAND

Arbitron Rank/Pop (12+): 21/1,782,100

MSA Rank/Pop: 24/1,840,000
ADI # 11
Average Person Ratings: 17.5
Market TSL: 23.3 hours

Stations: 27/23
Diaries: 1799/991:1/55.6%
Sample Target: 1640
% Below Line: 4.3
% Not Listed: 7.9

1987 Revenue: $44,300,000
HH Inc.: $33,340
Retail $: 13.4 Bil
Pop per Station: 77,483
#1 Biller: WMMS-F $9,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WMMS-F	385/12.5	11.7	12.9	12.1	15.7	12.3	
2. WQAL-F	310/10.1	9.3	8.5	8.2	7.8	9.0	
3. WZAK-F	274/ 8.9	9.8	7.5	8.1	5.6	8.6	
4. WMJI-F	246/ 8.0	8.1	9.4	7.7	5.8	8.3	
5. WLTF-F	227/ 7.4	6.5	5.4	6.3	7.1	6.4	
6. WDOK-F	210/ 6.8	4.4	5.2	6.3	5.3	5.7	
7. WWWE	162/ 5.3	6.4	6.9	5.1	5.8	5.9	
8. WGAR-F	145/ 4.7	4.0	5.9	4.7	3.9	4.8	
9. WNCX-F	149/ 4.8	4.7	4.1	3.2	4.3	4.2	
10. WERE	113/ 3.7	2.9	3.2	3.2	3.1	3.3	
11. WRQC-F	84/ 2.7	3.1	3.1	3.5	2.7	3.1	
12. WCLV-F	66/ 2.1	1.4	1.6	1.7	1.9	1.7	
13. WONE-F	65/ 2.1	1.2	1.5	1.5	1.8	1.6	
14. WPHR-F	50/ 1.6	2.0	1.5	2.2	3.5	1.8	
15. WJMO	47/ 1.5	1.8	1.6	2.0	1.6	1.7	
16. WABQ	45/ 1.5	1.9	1.3	2.5	1.1	1.8	
17. WRMR	35/ 1.1	1.1	1.2	1.6	1.4	1.3	
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WMMS-F	524/6529
2. WQAL-F	350/3797
3. WZAK-F	343/2559
4. WMJI-F	335/4842
5. WLTF-F	295/4405
6. WDOK-F	250/3829
7. WGAR-F	223/2712
8. WWWE	215/3676
9. WNCX-F	177/3033
10. WKDD-F	171/2809
11. WONE-F	164/1935
12. WERE	116/1761
13. WPHR-F	92/1953
14. WRQC-F	85/1776
WDBN-F	85/1061
16. WCLV-F	80/1213
17. WNWV-F	53/ 971
18.	
19.	
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25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WMMS-F 4351/24.7	27.9	29.7
2. WMJI-F 3492/19.8	21.7	18.2
3. WLTF-F 3278/18.6	16.7	17.7
4. WDOK-F 3107/17.6	13.7	14.6
5. WQAL-F 3105/17.6	16.0	15.4
6. WWWE 2732/15.5	17.6	19.1
7. WNCX-F 2358/13.4	11.8	17.0
8. WZAK-F 1981/11.2	11.2	11.0
9. WGAR-F 1818/10.3	10.6	8.0
10. WRQC-F 1702/ 9.6	12.0	10.3
11. WERE 1673/ 9.5	9.4	10.2
12. WPHR-F 1046/ 5.9	6.6	9.2
13. WCLV-F 956/ 5.4	4.9	4.5
14. WJMO 836/ 4.7	5.5	5.0
15. WONE-F 736/ 4.2	4.4	4.3
16. WNWV-F 657/ 3.7	3.6	3.5
17. WHK 645/ 3.7	4.1	6.4
18. WMJI 643/ 3.6	7.5	6.7
19. WRMR 602/ 3.4	4.1	4.6
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 80.28% (2280 of 2840) (FAL 86: 76.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZAK-F	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F	1. WAQL-F>	1. WMMS-F>	1. WMMS-F	1. WMMS-F>	1. WZAK-F>	1. WQAL-F
2. WRQC-F	2. WZAK-F>	2. WMJI-F	2. WMJI-F>	2. WMJI-F>	2. WDOK-F	2. WMJI-F	2. WQAL-F	2. WQAL-F	2. WMMS-F	2. WMMS-F
3. WMMS-F>	3. WLTF-F	3. WZAK-F	3. WZAK-F	3. WLTF-F	3. WWWE	3. WQAL-F	3. WLTF-F	3. WZAK-F	3. WLTF-F	3. WZAK-F
4. WLTF-F	4. WNCX	4. WLTF-F	4. WLTF-F	WZAK-F	4. WMJI-F	4. WDOK-F	4. WMJI-F	4. WLTF-F	4. WWWE	4. WMJI-F
5. WNWV-F	5. WMJI-F>	5. WNCX	5. WDOK-F	5. WDOK-F	5. WERE	WZAK-F	5. WDOK-F	5. WMJI-F	5. WQAL-F	5. WDOK-F
WPHR-F	6. WONE-F	6. WDOK-F	6. WGAR-F	6. WGAR-F	6. WLTF-F	6. WLTF-F	6. WZAK-F	6. WDOK-F	6. WMJI-F	6. WLTF-F
7.	7. WDOK-F	7. WGAR-F	7. WNCX	7. WQAL-F	7. WGAR-F	7. WGAR-F+	7. WNCX	7. WNCX	7. WNCX	7. WGAR-F
8.	8. WGAR-F	8.	8.	8. WNCX	8.	8.	8. WGAR-F	8.	8.	WNCX
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMMS-F	1. WMMS-F	1. WMMS-F	1. WMMS-F>	1. WMMS-F
2. WZAK-F	2. WZAK-F	2. WZAK-F	2. WZAK-F	2. WMJI-F
3. WLTF-F>	3. WLTF-F	3. WMJI-F	3. WLTF-F	3. WLTF-F
4. WNCX	4. WMJI-F>	4. WLTF-F>	4. WMJI-F>	4. WZAK-F>
5. WMJI-F	5. WNCX	5. WDOK-F	5. WDOK-F	5. WDOK-F
6. WPHR-F	6. WDOK-F	6. WGAR-F	6. WQAL-F	6. WQAL-F
WRQC-F	7. WGAR-F	7. WNCX-F	7. WGAR-F	7. WGAR-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F
2. WNCX-F	2. WNCX >	2. WNCX-F	2. WMJI-F	2. WMJI-F>
3. WZAK-F	3. WZAK-F	3. WMJI-F	3. WNCX	3. WGAR-F
4. WLTF-F	4. WMJI-F	4. WZAK-F	4. WZAK-F	4. WNCX
WONE-F	5. WONE-F	5. WONE-F	5. WLTF-F	5. WZAK-F
6.	6. WLTF-F	6. WDOK-F	6. WGAR-F	6. WDOK-F
7.	7. WDOK-F	WGAR-F	7. WDOK-F	WLTF-F
8.	8. WGAR-F	8.	8.	8. WWWE-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		152 (3)	152 (3)	5.4	10.0
AOR/CLASSIC		599 (3)	599 (3)	21.1	19.4
AC/OLDIES/SOFT ROCK	25 (1)	473 (2)	488 (3)	17.2	16.1
MOR/VARIETY/FULL					2.4
COUNTRY	16 (1)	145 (1)	161 (2)	5.7	5.6
BLACK/URBAN	47 (1)	274 (1)	321 (2)	11.3	13.0
BTFL MUSIC/EZ		539 (3)	539 (3)	19.0	15.9
NEWS/TALK	275 (2)		275 (2)	9.7	9.9
NOSTALGIA	99 (3)		99 (3)	3.5	4.4
RELIGION/GOSPEL	45 (1)		45 (1)	1.6	---
SPANISH					---
CLASSICAL		66 (1)	66 (1)	2.3	2.1
JAZZ/NEW AGE/ECLECTIC		32 (1)	32 (1)	1.1	---
UNKNOWN/OTHERS	53 (3)		53 (3)	1.9	1.2
			2840 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELW	1330	Willoughby	.4/1.0
WEOL	930	Elyria	1.0/2.4
WGAR	1200	Cleveland	.5/3.3
WHK	1420	Cleveland	.8/3.7
WMJI	1260	Cleveland	1.0/3.6
WNWV-F	107.3	Elyria	1.0/3.7
WOBL	1320	Oberlin	.3/ .9
WDBN-F	94.9	Medina	.6/1.8
WKDD-F	96.5	Akron	.6/3.0
CKLW	800	Windsor	1.0/2.1

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL	NBN,$ 21.00	(---)		
WMJI, 1260, 5 KW (DA-2)	, AC	,$ 50.00*	(Eastman)	Jacor	
WELW, 1330, 500 W (DAYS,DA)	, BTFL/ETHNIC	,$ 18.00	(---)		
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	CBS,MBS,ABC-T,$ 57.00*	(Banner)	Metropolis	
WHK , 1420, 5 KW (DA-N)	, OLDIES	NBC,$ 50.00*	(Katz)	Malrite	
WJMO, 1490, 1 KW	, BLACK	NBN,SBN,$ 35.00*	(MMR)	United	
WRMR, 850, 10 KW/5 KW (DA-2)	, NOST/MOR	APR,$ 44.00*	(Christal)	Booth	
WWWE, 1100, 50 KW	, TALK/NEWS	ABC-I,CNN,NBC-T,$ 80.00*	(Mc-Guild)		
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(HNWH)	Nationwide	

FM STATIONS

WCLV, 95.5, 37 KW @ 580,	CLASSICAL	,$ 58.00	(CMBS)		
WNWV, 107.3, 50 KW @ 275,	JAZZ/NEW AGE	SMN,$ 28.00*	(Regional)		(ELYRIA)
WDOK, 102.1, 9 KW @ 1000,	BTFL/EZ	,$ 82.00*	(Mc-Guild)		
WGAR, 99.5, 50 KW @ 500,	COUNTRY	ABC-E,$ 80.00*	(HNWH)	Nationwide	
WLTF, 106.5, 11 KW @ 1060,	AC	APR,$110.00*	(Christal)	Booth	
WMJI, 105.7, 27 KW @ 900,	AC	,$104.00	(Eastman)	Jacor	
WMMS, 100.7, 32 KW @ 600,	AOR/CHR	Source,$160.00*	(Katz)	Malrite	
WNCX, 98.5, 16 KW @ 960,	CLASSIC AOR	ABC-F,$ 75.00	(Banner)	Metropolis	
WQAL, 104.1, 11 KW @ 1060,	BTFL/EZ	,$100.00*	(Christal)	WIN	
WRQC, 92.3, 27 KW @ 234,	CHR	ABC-C,ABC-R,$ 56.00	(MMR)	United	
WZAK, 93.1, 28 KW @ 620,	URBAN	CBS-R,$ 90.00	(Durpetti)	Zapis	
WPHR, 107.9, 70 KW @ 390,	CHR	ABC-C,US 1,$ 65.00*	(Republic)	Ardman	

Other ranked stations - See Akron

CALL LETTER CHANGES

WBBG changes to WMJI
WCZR changes to WNWV

FORMAT CHANGES

WMJI: From Nostalgia to AC (Nov.)
WNWV: From AOR to New Age (late Nov.)

STATION SALES

WPHR-F: From Beasley to Ardman for $5,000,000

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COLORADO SPRINGS

Arbitron Rank/Pop (12+): 118/294,300

MSA Rank/Pop: 120/380,000
ADI # 97 (w/Pueblo)
Average Person Ratings: 16.5
Market TSL: 21.5 hours

Stations: 17/15
Diaries: 657/448:1/52.1%
Sample Target: 660
% Below Line: 4.5
% Not Listed: 9.8

1987 Revenue: $10,500,000
HH Inc.: $31,898
Retail $: 2.5 Bil
Pop per Station: 19,620
#1 Biller: KILO-F $2,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KIKX-F	85/16.6	15.1	12.0	10.6	9.5		16.2
2. KILO-F	68/13.3	8.2	12.0	14.7	13.5		16.9
3. KKCS A/F	59/11.6	8.1	9.0	10.4	14.5		9.8
4. KKFM-F	36/ 7.0	8.2	4.6	4.5	3.6		7.9
KRDO-F	36/ 7.0	8.2	9.2	10.6	12.9		7.4
6. KSPZ-F	33/ 6.5	9.0	7.8	9.2	5.5		5.9
7. KVUU-F	32/ 6.3	7.9	11.4	11.6	8.9		7.0
8. KVOR	28/ 5.5	5.0	5.4	5.9	5.9		4.2
9. KOA	19/ 3.7	3.1	2.6	2.5	4.2		2.9
10. KKQX-F	18/ 3.5	.8	---	---	---		1.7
11.							
12.							

12+ TSA	1/4/CUME
1. KIKX-F	108/1182
2. KILO-F	106/1079
3. KRDO-F	80/ 859
4. KKCS A/F	66/ 748
5. KVUU-F	52/ 816
6. KSPZ-F	43/ 690
KKFM-F	43/ 582
8. KOA	40/ 613
9. KVOR	28/ 493
10. KSSS	19/ 244
11.	
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KIKX-F	939/30.2	26.2	25.8
2. KILO-F	718/23.1	19.8	18.8
3. KKCS A/F	668/21.5	17.3	15.5
4. KVUU-F	604/19.5	20.7	23.1
5. KRDO-F	516/16.6	16.6	18.1
6. KSPZ-F	489/15.7	16.8	16.8
7. KKFM-F	467/15.0	13.0	13.6
8. KVOR	450/14.5	12.1	14.6
9. KOA	348/11.2	9.3	10.8
10. KSSS	230/ 7.4	12.7	9.8
11. KKQX-F	217/ 7.0	---	---
12. KRDO	190/ 6.1	7.2	9.1

12+ FM SHARE (METRO): 78.96% (364 of 461) (FAL 86: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIKX-F>	1. KILO-F>	1. KILO-F	1. KKCS-F+	1. KKCS-F+>	1. KKCS-F+	1. KIKX-F	1. KILO-F	1. KIKX-F>	1. KIKX-F>	1. KIKX-F
2.	2. KIKX-F>	2. KKCS-F+	2. KKFM-F	2. KKFM-F	2. KRDO-F	2. KKCS-F+	2. KKCS-F+	2. KILO-F>	2. KILO-F>	2. KILO-F
3.	3. KKFM-F	3. KIKX-F	3. KSPZ-F	3. KSPZ-F	3. KVOR >	3. KSPZ-F	3. KIKX-F	3. KKCS-F+>	3. KRDO-F	3. KKCS-F+>
4.	4. KKCS-F+	4. KKFM-F	KVUU-F	4. KVUU-F	4. KSPZ-F	4. KILO-F	4. KKFM-F	4. KKFM-F	4. KKCS-F+	4. KRDO-F
5.	5. KVUU-F	5. KSPZ-F	5. KIKX-F	5. KIKX-F	KOA	5. KVOR	5. KRDO-F	KRDO-F	5.	5. KKFM-F
	6. KSPZ-F	6. KVUU-F			6. KSSS					6. KSPZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KIKX-F>	1. KIKX-F>	1. KIKX-F	1. KIKX-F>	1. KSPZ-F	1. KILO-F>	1. KILO-F>	1. KKFM-F>	1. KILO-F>	1. KKCS-F+
2. KILO-F	2. KILO-F	KVUU-F	2. KSPZ-F	2. KIKX-F	2. KKCS-F+>	2. KKFM-F	2. KILO-F>	2. KKCS-F+	2. KKFM-F>
3. KKFM-F	3. KKFM-F	3. KSPZ-F	3. KKCS-F+	3. KVUU-F	3. KKQX-F	3. KKCS-F+	3. KVUU-F	3. KKFM-F>	3. KILO-F
4. KKCS-F+	KVUU-F	4.	4. KVUU-F	4. KKCS-F+	4. KSPZ-F	4. KIKX-F	4. KIKX-F	4. KIKX-F	4. KVUU-F
5. KSPZ-F	5. KSPZ-F	5.	5. KILO-F	KRDO-F	5. KVUU-F	5. KVUU-F	KKCS-F+	5. KVUU-F	5. KIKX-F
	6. KKCS-F+							6. KSPZ-F	KSPZ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		85 (1)	85 (1)	18.4	13.7
AOR/CLASSIC		104 (2)	104 (2)	22.5	18.9
AC/OLDIES/SOFT ROCK		83 (3)	83 (3)	18.0	21.9
MOR/VARIETY/FULL	11 (2)		11 (2)	2.4	2.1
COUNTRY	20 (2)	56 (1)	76 (3)	16.5	16.7
BLACK/URBAN					
BTFL MUSIC/EZ		36 (1)	36 (1)	7.8	10.5
NEWS/TALK	47 (2)		47 (2)	10.2	9.1
NOSTALGIA	10 (1)		10 (1)	2.4	3.7
RELIGION/GOSPEL	5 (1)		5 (1)	1.1	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	3.0
			461 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KCMN	1530	Colorado Springs	2.0/2.7
KKRE	1040	Monument	1.0/1.7
KRDO	1240	Colorado Springs	1.4/6.1
KWYD-F	105.5	Security	.4/2.8
KHOW	630	Denver	.8/2.4

RADIO STATIONS

KCMN, 1530,	1 KW (DAYS)	, NOSTALGIA		,$ 16.00	(Masla)	
KRDO, 1240,	1 KW (DA-1)	, MOR	MBS,	$ 16.00*	(HNWH)	
KSSS, 740,	1 KW/250 W (DA-2)	, COUNTRY	MBS,	$ 44.00*	(Mc-Guild)	
KVOR, 1300,	5 KW/1 KW	, NEWS/TALK	ABC-I,ABC-T,	$ 30.00*	(Katz)	Penn
KIKX-F+, 102.7,	43 KW @ 2000, CHR			,$ 60.00*	(Torbet)	
KILO-F , 93.9,	83 KW @ 2110, AOR			,$ 50.00*	(Christal)	Bahakel
KKCS-F+, 101.9,	79 KW @ 2220, COUNTRY		CNN,	$ 45.00*	(Torbet)	Walton
KKFM-F , 96.5,	72 KW @ 2300, AOR		ABC-F,	$ 41.00*	(Christal)	Citadel
KRDO-F , 95.1,	91 KW @ 2010, BTFL/EZ			,$ 38.00*	(HNWH)	
KSPZ-F , 92.9,	73 KW @ 2130, AC			,$ 50.00*	(Katz)	Penn
KVUU-F , 99.9,	68 KW @ 2000, AC			,$ 60.00*	(Mc-Guild)	

KOA - See Denver

MISCELLANEOUS COMMENTS KIKX-F sold to First Sierra for $4,400,000 (Est)...

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COLUMBIA, SC

Arbitron Rank/Pop (12+): 92/371,200

MSA Rank/Pop: 105/455,000
ADI # 87
Average Person Ratings: 16.7
Market TSL: 22.0 hours

Stations: 15/14
Diaries: 829/448:1/54.6%
Sample Target: 750
% Below Line: 0.3
% Not Listed: 10.5

1987 Revenue: $11,900,000
HH Inc.: $32,843
Retail $: 2,900,000
Pop per Station: 26,514
#1 Biller: WCOS A/F $2,700,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WWDM-F	119/18.9	18.9	15.7	14.3	12.4		19.9	1. WWDM-F	277/1990	1. WCOS-F	1107/29.5	28.2	28.7
2. WCOS-F	104/16.6	17.8	16.8	14.2	17.8		17.4	2. WCOS-F	205/2023	2. WNOK-F	929/24.8	24.4	29.1
3. WCEZ-F	53/ 8.4	6.8	5.1	5.9	7.6		3.0	3. WNOK-F	106/1716	3. WWDM-F	888/23.7	22.5	22.2
4. WNOK-F	49/ 7.8	8.4	13.9	12.2	8.7		13.0	4. WTCB-F	56/ 944	4. WVOC	621/16.6	13.3	16.9
5. WOIC	36/ 5.7	4.3	4.4	6.2	6.2		3.6	5. WCEZ-F	55/ 577	5. WSCQ-F	584/15.6	12.5	13.7
6. WSCQ-F	35/ 5.6	5.2	4.7	3.7	6.0		2.7	6. WVOC	38/ 748	6. WMMC-F	543/14.5	15.1	16.8
7. WMMC-F	31/ 4.9	5.3	6.0	8.7	4.9		5.8	7. WSCQ-F	36/ 643	7. WMFX-F	483/12.9	16.8	7.3
WMFX-F	31/ 4.9	9.5	2.6	3.2	2.7		6.9	WOIC	36/ 462	WTCB-F	483/12.9	14.3	15.6
9. WVOC	29/ 4.6	4.6	5.9	5.5	5.9		6.0	9. WMFX-F	35/ 578	9. WCEZ-F	472/12.6	12.7	11.5
10. WTCB-F	26/ 4.1	4.6	4.9	5.9	7.3		3.7	10. WMMC-F	32/ 554	10. WOIC	455/12.1	10.6	11.7
WTGH	26/ 4.1	1.6	2.4	3.3	2.7		3.1	11.		11. WTGH	220/ 5.9	3.7	4.5

12+ FM SHARE (METRO): 81.49% (458 of 562) (FAL 86: 83.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WWDM-F	1. WWDM-F>	1. WWDM-F>	1. WCOS-F	1. WCOS-F	1. WCOS-F>	1. WCOS-F+	1. WCOS-F	1. WCOS-F+	1. WWDM-F>	1. WWDM-F
2. WMMC-F	2. WCOS-F	2. WCOS-F>	2. WWDM-F>	2. WWDM-F>	2. WCEZ-F>	2. WWDM-F>	2. WWDM-F>	2. WWDM-F>	2. WCOS-F+	2. WCOS-F+
WNOK-F	3. WNOK-F	3. WNOK-F	3. WSCQ-F	3. WSCQ-F	3. WOIC	3. WNOK-F	3. WCEZ-F>	3. WCEZ-F	3. WMMC-F	3. WVOC >
4.	4. WMFX-F	4. WSCQ-F	4.	4. WCEZ-F	WVOC	4. WSCQ-F	4. WOIC	4. WNOK-F	4. WCEZ-F	4. WCEZ-F
5.	5. WMMC-F	5. WMFX-F	5.	5. WMFX-F	WWDM-F	5. WCEZ-F	5. WMFX-F	5. WMFX-F	5. WNOK-F	5. WNOK-F
							WTCB-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWDM-F>	1. WWDM-F>	1. WWDM-F>	1. WWDM-F>	1. WCOS-F	1. WWDM-F>	1. WWDM-F>	1. WWDM-F>	1. WWDM-F	1. WWDM-F
2. WNOK-F>	2. WCOS-F	2. WCOS-F>	2. WCOS-F>	2. WWDM-F>	2. WCOS-F	2. WCOS-F	2. WCOS-F	2. WCOS-F>	2. WCOS-F>
3. WMFX-F	3. WNOK-F	3. WSCQ-F	3. WNOK-F	3. WSCQ-F	WMMC-F	3. WMFX-F>	3. WMFX-F>	3. WMFX-F	3. WMFX-F
WSCQ-F	4. WSCQ-F>	4. WNOK-F	4. WSCQ-F	4. WNOK-F	WNOK-F	4. WNOK-F	4. WCEZ-F	4. WNOK-F	4. WSCQ-F
5. WCOS-F	5.	5.	5.	5. WCEZ-F	5. WMFX-F	5. WMMC-F	5. WOIC	WOIC	5.
WMMC-F									

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		82 (3)	82 (3)	14.6	22.7
AOR/CLASSIC		39 (2)	39 (2)	6.9	2.6
AC/OLDIES/SOFT ROCK		61 (2)	61 (2)	10.9	13.7
MOR/VARIETY/FULL					6.6
COUNTRY	9 (1)	104 (1)	113 (2)	20.1	19.6
BLACK/URBAN	36 (1)	119 (1)	155 (2)	27.6	22.5
BTFL MUSIC/EZ		53 (1)	53 (1)	9.4	5.7
NEWS/TALK	29 (1)		29 (1)	5.2	
NOSTALGIA					
RELIGION/GOSPEL	30 (2)		30 (2)	5.3	4.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					2.4
			562 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOS	1400	Columbia	1.4/4.4
WKWQ-F	95.3	Batesburg	1.3/3.0
WQXL	1470	Columbia	.6/3.2
WBBQ-F	104.3	Augusta	.3/2.4

RADIO STATIONS

WOIC, 1320, 5 KW/2.5 KW (DA-N)	, BLACK	,$ 26.00*	(Eastman)	
WTGH, 620, 1 KW (DAYS,DA)	, RELIGION	SBN,$ 12.00	(---)	
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CBS,$ 30.00*	(Banner)	
WCEZ-F, 93.5, 3 KW @ 300,	BTFL/EZ	,$ 36.00*	(Banner)	
WCOS-F, 97.9, 100 KW @ 985,	COUNTRY	ABC-I,$ 80.00*	(Mc-Guild)	Buck
WMFX-F, 102.3, 3 KW @ 300,	AOR	,$ NA	(Durpetti)	
WMMC-F, 103.1, 3 KW @ 300,	CHR	ABC-F,$ 35.00*	(Fastman)	
WNOK-F, 104.7, 100 KW @ 1004,	CHR	ABC-R,$ 90.00*	(Katz)	Audubon
WSCQ-F, 100.1, 3 KW @ 300,	SOFT AC	CBS-R,$ 27.00	(Republic)	
WTCB-F, 106.7, 100 KW @ 787,	AC	APR,$ 40.00	(Christal)	Keymarket (ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 1322,	BLACK	US 1,$ 70.00	(HNWH)	(SUMTER)
WZLD-F, 96.7, 3 KW @ 300,	AC (?)	,$ 21.00	(S. Katz)	

MISCELLANEOUS COMMENTS WFIG, WWDM-F - 56% sold for $3,000,000... WOIC, WMMC-F sold to John Price for $2,750,000 (Blackburn)...

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COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,068,000

MSA Rank/Pop: 36/1,300,000
ADI # 33
Average Person Ratings: 15.6
Market TSL: 20.8 hours

Stations: 24/21
Diaries: 1449/737:1/54.6%
Sample Target: 1280
% Below Line: 2.0
% Not Listed: 10.8

1987 Revenue: $34,100,000
HH Inc.: $32,109
Retail $: 9.2 Bil
Pop per Station: 50,857
#1 Biller: WLVQ-F $6,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WBNS-F	184/10.9	10.7	8.9	12.9	11.0	10.9	7.1
2. WNCI-F	165/ 9.8	10.6	9.2	8.2	7.3	9.5	14.1
WTVN	165/ 9.8	7.6	10.1	8.7	9.8	9.1	7.8
4. WLVQ-F	160/ 9.5	11.9	11.3	13.1	12.4	11.5	12.1
5. WSNY-F	147/ 8.7	6.8	9.7	7.9	7.4	8.3	6.6
6. WXGT-F	135/ 8.0	8.3	9.2	8.9	8.8	8.6	11.8
7. WHOK-F	81/ 4.8	4.4	4.4	3.6	5.2	4.3	4.7
8. WMGG-F	78/ 4.6	3.6	4.1	4.2	7.1	4.1	5.2
9. WMNI	64/ 3.8	3.4	3.3	3.1	2.7	3.4	2.5
10. WVKO	45/ 2.7	1.9	3.1	3.3	2.4	2.8	3.2
11. WBNS	40/ 2.4	1.5	2.0	2.3	2.7	2.1	2.3
12. WBBY-F	36/ 2.1	1.8	2.3	1.4	1.4	1.9	2.1
13. WZZT-F	30/ 1.8	1.8	2.5	1.7	1.7	2.0	2.2
14. WCKX-F	29/ 1.7	2.7	1.8	1.4	.8	1.9	3.2
15. WCOL	25/ 1.5	2.5	1.8	2.2	1.7	2.0	1.7
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WNCI-F	262/3906
2. WBNS-F	204/2228
3. WTVN	201/2681
4. WLVQ-F	182/2855
5. WSNY-F	166/2472
6. WXGT-F	157/3104
7. WHOK-F	123/1566
8. WMGG-F	83/1506
9. WMNI	65/ 733
10. WLW	48/1113
11. WVKO	45/ 638
12. WBNS	43/1330
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WNCI-F 2576/23.9	22.7	20.9
2. WXGT-F 2516/23.3	22.9	23.1
3. WLVQ-F 2351/21.8	21.7	23.5
4. WSNY-F 2201/20.4	19.8	19.1
5. WTVN 2020/18.7	20.4	21.8
6. WBNS-F 1940/18.0	17.9	19.1
7. WMGG-F 1347/12.5	12.5	16.3
8. WBNS 1254/11.6	6.0	12.1
9. WHOK-F 1156/10.7	8.6	8.9
10. WMNI 690/ 6.4	6.5	5.5
11. WVKO 638/ 5.9	7.1	7.0
12. WBBY-F 583/ 5.4	7.4	4.3
13. WLW 577/ 5.4	7.4	4.4
14. WCOL 504/ 4.7	6.0	7.0
15. WCLT-F 433/ 4.0	2.4	2.9
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 72.17% (1084 of 1502) (FAL 86: 74.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WXGT-F>	1. WLVQ-F>	1. WLVQ-F	1. WSNY-F	1. WSNY-F	1. WBNS-F	1. WTVN >	1. WBNS-F>	1. WBNS-F	1. WXGT-F	1. WBNS-F>
2. WNCI-F>	2. WNCI-F>	2. WSNY-F	2. WLVQ-F	2. WLVQ-F	2. WTVN >	2. WNCI-F	2. WSNY-F	WLVQ-F	2. WLVQ-F	2. WXGT-F
3. WLVQ-F>	3. WSNY-F	3. WNCI-F>	3. WTVN	3. WBNS-F	3. WSNY-F	3. WLVQ-F	3. WLVQ-F	3. WNCI-F	3. WSNY-F	3. WNCI-F
4.	4. WMGG-F	4. WXGT-F	4. WBNS-F	4. WTVN	4. WMNI	4. WBNS-F	WNCI-F	4. WTVN	4. WNCI-F	WSNY-F
5.	5. WXGT-F>	5. WMGG-F	5. WNCI-F	5. WNCI-F	5. WHOK-F	5. WXGT-F	5. WTVN >	5. WSNY-F	5. WBNS-F	5. WBNS
6.	6.	WTVN	6. WXGT-F	6. WXGT-F	6. WNCI-F	6. WSNY-F	6. WHOK-F	6. WXGT-F	6. WTVN	6. WLVQ-F
7.	7.	7. WBNS-F	7.	7. WHOK-F	7.	7.	7. WMGG-F	7.	7. WMGG-F	7. WTVN
8.	8.	8.	8.	8.	8.	8.	8. WXGT-F	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNCI-F>	1. WNCI-F	1. WSNY-F	1. WSNY-F	1. WSNY-F>
2. WLVQ-F	2. WSNY-F	2. WLVQ-F	2. WNCI-F>	2. WBNS-F
3. WSNY-F	3. WLVQ-F	3. WXGT-F	3. WLVQ-F	3. WNCI-F
WXGT-F	4. WXGT-F	4. WTVN	4. WXGT-F	4. WTVN
5. WMGG-F	5. WTVN	5. WBNS-F	5. WBNS-F	5. WXGT-F
6.	6. WMGG-F	6. WNCI-F	WTVN	6. WLVQ-F
7.	7.	7. WMGG-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F
2. WNCI-F	2. WMGG-F	2. WMGG-F	2. WNCI-F	2. WSNY-F
3. WMGG-F>	WNCI-F>	3. WNCI-F	WSNY-F	3. WTVN
4. WXGT-F	4. WSNY-F	4. WSNY-F	4. WMGG-F>	4. WBNS-F
5. WSNY-F	5. WXGT-F	5. WHOK-F	5. WTVN	5. WNCI-F
6.	6.	6. WXGT-F	6. WXGT-F	6. WMGG-F
7.	7.	7.	7.	7. WHOK-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		300 (2)	300 (2)	20.0	18.6
AOR/CLASSIC		171 (2)	171 (2)	11.4	14.3
AC/OLDIES/SOFT ROCK	6 (1)	240 (3)	246 (4)	16.4	18.2
MOR/VARIETY/FULL	236 (4)		236 (4)	15.7	16.6
COUNTRY	64 (1)	81 (1)	145 (2)	9.7	9.0
BLACK/URBAN	45 (1)	59 (2)	104 (3)	6.9	5.7
BTFL MUSIC/EZ		184 (1)	184 (1)	12.3	12.7
NEWS/TALK					
NOSTALGIA	25 (1)		25 (1)	1.7	2.0
RELIGION/GOSPEL	22 (1)		22 (1)	1.5	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		36 (1)	36 (1)	2.4	
UNKNOWN/OTHERS	20 (1)	13 (2)	33 (3)	2.2	1.6
			1502 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLT	1430	Newark	.6/ .9
WCLT-F	100.3	Newark	.9/4.0
WHTH	790	Heath	1.2/1.1
WLOH	1320	Lancaster	.4/1.1
WNHZ-F	107.1	Circleville	.7/1.5
WMRN-F	106.9	Marion	.4/1.2
WQIO-F	93.7	Mt. Vernon	.4/1.4
WLW	700	Cincinnati	1.2/5.4

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N)	, MOR	ABC-I,NBC-T,$ 45.00*	(Banner)	Columbus Dispatch	
WCOL, 1230,	1 KW	, NOSTALGIA	CBS,SMN,$ 35.00	(Christal)	Great Trails	
WMNI, 920,	1 KW/500 W (DA-2)	, COUNTRY	MBS,$ 34.00*	(Torbet)		
WRFD, 880,	5 KW (DAYS)	, RELIGION	CNN,$ 20.00	(---)	Salem	
WTVN, 610,	5 KW (DA-N)	, MOR/AC	ABC-E,$113.00	(Katz)	Great American	
WVKO, 1580,	1 KW/250 W (DA-2)	, BLACK	SBN,$ 35.00*	(Mc-Guild)	Saga	

FM STATIONS

WBBY, 103.9,	2 KW @ 360,	JAZZ	US 2,$ 25.00	(Torbet)		
WBNS, 97.1,	26 KW @ 660,	BTFL/EZ	,$ 65.00*	(Banner)	Columbus Dispatch	
WCKX, 106.3,	3 KW @ 300,	BLACK	NBN,$ 28.00*	(Roslin)		
WLVQ, 96.3,	18 KW @ 753,	AOR	Source,$105.00*	(Katz)	Great American	
WHOK, 95.5,	50 KW @ 215,	COUNTRY	APR,$ 20.00	(Regional)		(LANCASTER)
WMGG, 99.7,	50 KW @ 500,	AC/CLAS. HITS	MBS,$ 60.00*	(Torbet)		
WNCI, 97.9,	175 KW @ 565,	CHR	ABC-C,$ 90.00	(MMR)	Nationwide	
WSNY, 94.7,	22 KW @ 753,	AC	,$100.00*	(Mc-Guild)	Saga	
WXGT, 92.3,	18 KW @ 753,	CHR	CBS-R,$ 70.00*	(Christal)	Great Trails	
WZZT, 103.1,	1.5 KW @ 444,	BLACK	MBS,$ 36.00*	(Masla)		(JOHNSTOWN)

WLW - See Cincinnati

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 120/289,200

MSA Rank/Pop: 129/370,000
ADI # 120
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 18/15
Diaries: 844/343:1/52.4%
Sample Target: 650
% Below Line: 2.6
% Not Listed: 8.5

1987 Revenue: $7,800,000
HH Inc.: $31,129
Retail $: 2.5 Bil
Pop per Station: 19,280
#1 Biller: KZFM-F $1,400,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KZFM-F	68/14.5	14.5	15.4	18.8	17.7		
2. KOUL-F	61/13.0	12.4	6.0	9.1	6.8		
3. KUNO	52/11.1	7.7	5.6	9.9	11.1		
4. KRYS-F	38/ 8.1	9.3	12.0	8.0	8.2		
5. KNCN-F	35/ 7.5	11.6	8.9	9.3	11.1		
KJKC-F	35/ 7.5	8.1	6.2	4.9	6.4		
7. KCCT	28/ 6.0	3.9	4.1	5.2	6.6		
8. KEYS	18/ 3.8	1.5	4.6	4.3	3.7		
9. KLTG-F	16/ 3.4	7.4	10.0	8.4	7.0		
10. KSTE-F	15/ 3.2	4.4	7.1	4.3	2.3		

12+ TSA	1/4/CUME
1. KOUL-F	101/1101
2. KZFM-F	96/1098
3. KUNO	59/ 376
4. KRYS-F	57/ 791
5. KNCN-F	42/ 661
6. KJKC-F	35/ 555
7. KCCT	31/ 361
8. KSTE-F	24/ 434
9. KSIX	22/ 286
KLTG-F	22/ 361

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KZFM-F	864/29.8	34.2	32.7
2. KOUL-F	676/23.4	22.2	14.8
3. KJKC-F	552/19.1	22.4	17.7
4. KNCN-F	544/18.8	20.3	18.0
5. KRYS-F	485/16.8	18.1	22.1
6. KUNO	329/11.4	10.8	13.6
7. KSTE-F	325/11.2	10.9	14.9
8. KCCT	303/10.5	10.8	10.5
9. KEYS	292/10.1	7.4	9.5
10. KLTG-F	282/ 9.7	10.9	14.2

12+ FM SHARE (METRO): 64.02% (274 of 428) (FAL 86: 73.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZFM-F>	1. KZFM-F>	1. KZFM-F	1. KZFM-F	1. KOUL-F	1. KUNO >	1. KOUL-F	1. KOUL-F	1. KZFM-F	1. KZFM-F>	1. KZFM-F
2. KJKC-F>	2. KOUL-F	2. KOUL-F	2. KOUL-F	2. KZFM-F	2. KOUL-F	2. KZFM-F	2. KUNO	2. KOUL-F>	2. KJKC-F	2. KOUL-F
3. KNCN-F	3. KNCN-F>	3. KNCN-F	3. KRYS-F	3. KRYS-F	3. KCCT	3. KUNO	3. KZFM-F	3. KUNO	KUNO	3. KNCN-F
4.	4. KRYS-F	4. KRYS-F>	4. KCCT	4. KCCT	4. KRYS-F>	4. KRYS-F>	4. KRYS-F>	4. KJKC-F	4. KOUL-F	4. KUNO
5.	5. KJKC-F	5. KJKC-F	KEYS	5. KEYS	5.	5. KCCT	5. KNCN-F	KRYS-F	5. KNCN-F	5. KJKC-F
				6. KUNO				6. KNCN-F		6. KRYS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KOUL-F	1. KZFM-F	1. KZFM-F>	1. KZFM-F>	1. KZFM-F>	1. KNCN-F>	1. KNCN-F>	1. KNCN-F	1. KNCN-F>	1. KOUL-F
2. KZFM-F>	2. KOUL-F>	2. KOUL-F	2. KOUL-F>	2. KOUL-F	2. KZFM-F	2. KZFM-F	2. KOUL-F	2. KOUL-F	2. KRYS-F
3. KCTA	3. KRYS-F>	KRYS-F	3. KRYS-F>	3. KRYS-F	3. KJKC-F	3. KJKC-F	3. KJKC-F	3. KZFM-F	3. KCCT
KNCN-F	4. KNCN-F	4.	4. KEYS	4. KUNO	4.	4. KOUL-F	KZFM-F	4. KJKC-F	KNCN-F
KRYS-F	5. KSTE-F	5.	5. KUNO	5. KEYS	5.	5.	5. KSTE-F	5. KRYS-F	5. KJKC-F
				6. KCCT					

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	24.1	23.0
AOR/CLASSIC		35 (1)	35 (1)	8.2	9.5
AC/OLDIES/SOFT ROCK	18 (1)	31 (2)	49 (3)	11.4	12.4
MOR/VARIETY/FULL					
COUNTRY	10 (2)	99 (2)	109 (4)	25.5	24.3
BLACK/URBAN					
BTFL MUSIC/EZ					10.6
NEWS/TALK	10 (2)		10 (2)	2.3	1.3
NOSTALGIA					
RELIGION/GOSPEL	14 (1)		14 (1)	3.3	2.0
SPANISH	80 (2)	6 (1)	86 (3)	20.0	11.7
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	22 (2)		22 (2)	5.1	5.3
			428 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCTA	1030	Corpus Christi	3.0/3.6
KDAE	1590	Sinton	2.4/5.7
KRYS	1360	Corpus Christi	1.7/5.5
KSIX	1230	Corpus Christi	2.4/5.3
KXTO-F	98.3	Odem	1.3/3.1
KKYX	680	San Antonio	.4/1.3
KTRH	740	Houston	1.5/2.3
WOAI	1200	San Antonio	.6/2.4

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2)	, SPANISH		,$ 25.00*	(Caballero)	
KEYS, 1440, 1 KW (DA-N)	, AC	NBC,	$ 19.00*	(Banner)	Malkan
KSIX, 1230, 1 KW	, ? ?	CBS,MBS,	$ 18.00	(---)	
KUNO, 1400, 1 KW	, SPANISH		,$ 40.00*	(Katz)	Tichenor
KJKC-F , 105.5, 3 KW @ 300,	CHR		,$ NA	(Eastman)	
KLTG-F , 96.5, 100 KW @ 870,	SOFT AC		,$ 33.00*	(Masla)	
KNCN-F , 101.3, 100 KW @ 402,	AOR		,$ 43.00*	(HNWH)	Tippie
KOUL-F , 103.7, 100 KW @ 960,	COUNTRY	APR,	$ 50.00	(Mc-Guild)	
KRYS-F+, 99.1, 100 KW @ 1000,	COUNTRY	ABC-I,	$ 30.00*	(Durpetti)	
KSTE-F , 93.9, 100 KW @ 940,	AC		,$ 16.00	(Christal)	
KXTO-F , 98.3, 3 KW @ 300,	SPANISH		,$ 18.00*	(Caballero)	(ODEM)
KZFM-F , 95.5, 41 KW @ 320,	CHR		,$ 54.00*	(Banner)	Malkan

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DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 10/2,959,100

MSA Rank/Pop: Dallas - 13/2,420,800
ADI # 8 Fort Worth - 39/1,271,100
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 31/31
Diaries: 2694/1098:1/52.3%
Sample Target: 2200
% Below Line: 0
% Not Listed: 6.2

1987 Revenue: $116,500,000
HH Inc.: $36,977
Retail $: 28.0 Bil
Pop per Station: 95,455
#1 Biller: KVIL A/F $18,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KVIL A/F	489/9.3	8.1	7.5	7.2	9.3	8.0	8.8
2. KKDA-F	452/8.6	10.6	8.7	9.6	8.4	9.4	10.7
3. KPLX-F	391/7.4	6.9	7.4	8.4	8.3	7.5	9.3
4. KRLD	347/6.6	5.6	5.6	5.5	7.3	5.8	6.0
5. KEGL-F	326/6.2	4.6	6.3	5.3	5.1	5.6	7.5
6. KMEZ A/F	316/6.0	6.3	4.9	6.3	7.2	5.9	2.2
7. WBAP	280/5.3	5.3	6.6	5.2	4.6	5.6	4.2
8. KHYI-F	261/4.9	4.1	3.9	4.2	2.5	4.3	6.7
9. KSCS-F	218/4.1	5.8	4.5	3.2	3.9	4.4	4.4
10. KTXQ-F	195/3.7	3.9	4.6	4.3	4.7	4.1	4.9
11. KLUV-F	190/3.6	3.6	4.0	3.3	3.4	3.6	3.7
12. KQZY-F	174/3.3	3.3	3.6	3.6	3.3	3.5	2.1
13. KZEW-F	156/3.0	2.8	2.5	2.2	2.9	2.6	3.9
14. KOJO-F	152/2.9	2.4	1.4	1.9	1.2	2.2	2.6
15. KOAI-F	146/2.8	2.2	2.0	3.1	3.7	2.5	2.2
16. KMGC-F	124/2.4	3.0	3.6	3.9	2.7	3.2	2.0
17. KLIF	115/2.2	1.7	1.9	1.5	1.1	1.8	2.0
18. KESS	92/1.7	1.3	1.4	1.7	.8	1.5	1.1
19. KHVN	84/1.6	2.9	2.0	3.0	2.7	2.4	.8
20. KDLZ-F	82/1.6	1.4	1.4	2.0	1.6	1.6	1.6
21. KZPS-F	78/1.5	2.4	2.7	2.0	1.3	2.2	2.6
22. WRR-F	63/1.2	1.2	1.6	.9	1.5	1.2	1.2
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KVIL A/F	519/6304
2. WBAP	504/6757
3. KKDA-F	478/3857
4. KPLX-F	461/5845
5. KEGL-F	410/6209
6. KRLD	393/7531
7. KMEZ A/F	352/3711
8. KHYI-F	289/4632
9. KSCS-F	238/4146
10. KTXQ-F	232/3790
11. KLUV-F	218/3833
12. KQZY-F	181/2620
13. KZEW-F	168/2994
14. KOJO-F	164/1996
15. KOAI-F	148/2640
16. KMGC-F	128/2863
17. KLIF	117/1865
18. KESS	92/ 689
19. KZPS-F	88/1665
20. KHVN	87/ 833
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KRLD	6373/20.8	16.6	18.8
2. KVIL A/F	6000/19.6	16.3	17.9
3. KEGL-F	5176/16.9	17.1	16.0
4. KPLX-F	4920/16.1	15.5	15.6
5. KHYI-F	4276/14.0	10.2	7.4
6. WBAP	3732/12.2	15.3	13.4
7. KSCS-F	3529/11.4	13.3	11.8
8. KKDA-F	3499/11.4	11.7	13.3
9. KMEZ A/F	3452/11.3	10.8	12.5
10. KLUV-F	3368/11.0	11.3	9.8
11. KTXQ-F	3277/10.7	12.0	13.3
12. KMGC-F	2723/ 8.9	9.8	9.6
13. KZEW-F	2650/ 8.7	9.4	9.4
14. KOAI-F	2454/ 8.0	9.4	13.2
15. KQZY-F	2433/ 7.9	10.0	8.9
16. KOJO-F	1803/ 5.9	1.6	2.2
17. KLIF	1801/ 5.9	5.2	4.3
18. KZPS-F	1508/ 4.9	7.4	6.2
19. KDLZ-F	1416/ 4.6	5.2	5.3
20. WRR-F	1361/ 4.4	4.2	4.4
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 77.78% (3846 of 4945) (FAL 86: 76.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHYI-F	1. KKDA-F	1. KVIL-F+	1. KVIL-F+	1. KVIL-F+>	1. KVIL-F+	1. KVIL-F+>	1. KVIL-F+	1. KVIL-F+	1. KKDA-F>	1. KKDA-F
2. KEGL-F	2. KEGL-F	2. KKDA-F	2. KPLX-F	2. KPLX-F	2. KMEZ-F+	2. KRLD	2. KMEZ-F+	2. KKDA-F	2. KEGL-F	2. KVIL-F+
3. KKDA-F>	3. KVIL-F+	3. KPLX-F	3. KKDA-F>	3. KKDA-F>	3. KRLD	3. KPLX-F	KPLX-F	3. KPLX-F	3. KHYI-F	3. KPLX-F
4.	4. KPLX-F	4. KEGL-F	4. KLUV-F	4. KLUV-F	4. WBAP	WBAP	4. KKDA-F	4. KEGL-F	4. KRLD	4. KMEZ-F+
5.	KTXQ-F	5. KLUV-F	5. KOAI-F	5. KRLD	5. KPLX-F>	5. KKDA-F	5. KRLD	5. KHYI-F	5. KPLX-F	5. KEGL-F
6.	6. KZEW-F	KTXQ-F	6. KRLD	6. KMEZ-F+	6. KSCS	6. KEGL-F	6. KQZY-F	6. KRLD	6. KMEZ-F+	6. KSCS
7.	7. KHYI-F	7. KSCS	7. KQZY-F	7. KQZY-F	7. KKDA-F	7. KMEZ-F+	7. WBAP	7. KMEZ-F+	7. KVIL-F	7. KHYI-F
8.	8. KOJO-F	8. KHYI-F	8. KSCS	8. KSCS	8. KLUV-F	8. KHYI-F	8. KLUV-F	8. WBAP	8.	8. WBAP
9.	9. KMGC-F	9. KZEW-F	9.	9. WBAP	9.	9.	9.	9.	9.	9.
10.	10. KQZY-F	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KEGL-F	1. KVIL-F+	1. KVIL-F+>	1. KVIL-F+>	1. KVIL-F+>
2. KHYI-F	2. KKDA-F	2. KPLX-F	2. KKDA-F	2. KPLX-F
3. KKDA-F>	3. KEGL-F	3. KKDA-F>	3. KPLX-F	3. KKDA-F>
4. KVIL-F+	4. KHYI-F	4. KHYI-F	4. KEGL-F	4. KLUV-F
5. KTXQ-F	5. KPLX-F	5. KMGC-F	5. KHYI-F	5. KQZY-F
6. KMGC-F	6. KMGC-F	6. KOJO-F	6. KLUV-F	6. KMEZ-F
KPLX-F	7. KQZY-F	KQZY-F	KQZY-F	7. KSCS
8. KSCS-F	8. KTXQ-F	8. KEGL-F	8. KSCS	8. KOJO-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTXQ-F	1. KTXQ-F	1. KKDA-F	1. KKDA-F	1. KPLX-F
2. KEGL-F>	2. KKDA-F	2. KZEW-F	2. KPLX-F	2. KKDA-F
3. KKDA-F	3. KZEW-F	3. KPLX-F	3. KVIL-F+	3. KVIL-F+
4. KZEW-F	4. KEGL-F	4. KTXQ-F	4. KTXQ-F	4. KRLD
5. KZRK-F	5. KPLX-F	5. KVIL-F+	5. KZEW-F	5. KLUV-F
6. KOJO-F	6. KVIL-F+	6. KZPS-F	6. KEGL-F	6. KZEW-F
7. KHYI-F	7. KOJO-F	7. KRLD	7. KRLD	7. WBAP
8.	KRLD	8. KLUV-F	8. KLUV-F	8. KOAI-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		587 (2)	587 (2)	11.9	12.3
AOR/CLASSIC		395 (3)	395 (3)	8.0	8.2
AC/OLDIES/SOFT ROCK	38 (2)	1050 (5)	1088 (7)	22.0	22.8
MOR/VARIETY/FULL					
COUNTRY	280 (1)	609 (2)	889 (3)	18.0	19.5
BLACK/URBAN	25 (1)	534 (2)	559 (3)	11.3	11.9
BTFL MUSIC/EZ	5 (1)	311 (1)	316 (2)	6.4	7.8
NEWS/TALK	462 (2)		462 (2)	9.3	7.9
NOSTALGIA	42 (1)		42 (1)	0.8	1.6
RELIGION/GOSPEL	119 (2)	152 (1)	271 (3)	5.5	4.2
SPANISH	108 (2)		108 (2)	2.1	2.2
CLASSICAL		63 (1)	63 (1)	1.3	1.7
JAZZ/NEW AGE/ECLECTIC		146 (1)	146 (1)	3.0	
UNKNOWN/OTHERS	20 (1)		20 (1)	0.4	
			4945 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	.8/2.4
KFJZ	870	Fort Worth	.4/ .8
KKDA	730	Grand Prairie	.5/1.7
KLDD	570	Dallas	.6/2.4
KPBC	1040	Dallas	.7/1.0
KSSA	1600	Plano	.3/ .5
KZRK-F	94.5	Gainsville	.8/2.5

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA		,$ 50.00*	(Durpetti)	Bonneville
KFJZ, 870, 250 W (DAYS)	, NOSTALGIA	US 2,	$ 60.00	(Roslin)	
KKDA, 730, 500 W/10 W	, BLACK	APR,	$ NA	(Katz)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	CBS,	$ 60.00	(MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,NBC-T,	$ 61.00*	(Eastman)	Susquehanna
KMEZ, 1480, 5 KW/1 KW (DA-2)	, BTFL/EZ		,$ NA	(Mc-Guild)	DKM
KPBC, 1040, 1 KW (DAYS)	, RELIGION		,$ 58.00	(---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,	$220.00*	(Katz)	Metropolitan
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION		,$ 25.00	(---)	Dorton
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION		,$ 35.00	(---)	Universal
KESS, 1270, 5 KW (DA-1)	, SPANISH		,$ 70.00	(Caballero)	
KHVN, 970, 1 KW (DAYS)	, GOSPEL	NBN,	$ 40.00	(Masla)	
KMIA, 1540, 50 KW/1 KW (DA-2)	, RELIGION		,$ 41.00	(---)	Command
WBAP, 820, 50 KW	, COUNTRY	ABC-I,	$190.00*	(Banner)	Cap Cities/ABC

FM STATIONS

KDLZ , 107.5, 100 KW @ 450, BLACK		US 1,	$100.00	(---)	
KEGL , 97.1, 98 KW @ 1460, CHR/AOR		ABC-C,	$145.00*	(Torbet)	Sandusky
KKDA , 104.5, 100 KW @ 1585, URBAN		APR,	$170.00*	(Katz)	
KHYI , 94.9, 100 KW @ 1140, CHR			,$ NA	(Christal)	H & G
KLUV , 98.7, 100 KW @ 1585, OLDIES/AC		US 2,	$120.00*	(Republic)	TK
KMEZ , 100.3, 100 KW @ 1280, BTFL/EZ			,$160.00*	(Mc-Guild)	DKM
KMGC , 102.9, 100 KW @ 1572, AC			,$135.00*	(Christal)	Shamrock
KPLX , 99.5, 100 KW @ 1680, COUNTRY		APR,	$200.00*	(Eastman)	Susquehanna
KQZY , 105.3, 100 KW @ 1560, SOFT AC			,$110.00*	(Group W)	Westinghouse
KSCS , 96.3, 100 KW @ 1680, COUNTRY			,$160.00*	(Banner)	Cap Cities/ABC
KOAI , 106.1, 100 KW @ 1585, JAZZ/NEW AGE			,$130.00*	(HNWH)	Gannett
KTXQ , 102.1, 100 KW @ 1420, AOR		ABC-R,	$140.00*	(CBS)	CBS
KVIL+, 103.7, 100 KW @ 1470, AC			,$415.00	(Torbet)	Infinity
KZEW , 97.9, 100 KW @ 1680, AOR		Source,	$140.00*	(MMR)	Anchor
KZPS , 92.5, 100 KW @ 1685, CLASSIC HITS			,$115.00*	(Durpetti)	Bonneville
WRR , 101.1, 100 KW @ 1510, CLASSICAL			,$ 75.00	(CMBS)	City of Dallas
KOJO , 94.1, 100 KW @ 1585, RELIGION			,$ 98.00	(---)	

CALL LETTER CHANGES

KTKS changes to KOAI

FORMAT CHANGES

KOAI: From CHR to Jazz/New Age (Oct.)
KOJO-F: Now programming Contemporary Religion

STATION SALES

KMEZ A/F: From DKM to Summit for $26,000,000 (Est)
KMIA: Sold for $880,000 (Est)
KWJS: From Universal to Marsh for $2,800,000 (Est)
KFJZ: Sold for $1,500,000

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DAVENPORT - ROCK ISLAND - MOLINE

Arbitron Rank/Pop (12+): 111/317,900

MSA Rank/Pop: 123/386,000
ADI # 77
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 16/14
Diaries: 835/381:1/57.5%
Sample Target: 720
% Below Line: 2.7
% Not Listed: 7.8

1987 Revenue: $7,800,000
HH Inc.: $34,787
Retail $: 2.4 Bil
Pop per Station: 22,707
#1 Biller: KIIK-F $1,900,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WPXR-F	89/17.3	10.3	3.8	5.6	4.1		23.3
2. KIIK-F	60/11.7	15.2	22.0	23.2	22.5		12.1
3. WLLR-F	58/11.3	11.1	13.2	13.4	13.9		12.3
4. WOC	57/11.1	9.0	9.0	8.2	8.6		8.3
5. WXLP-F	51/ 9.9	8.3	11.3	12.3	10.1		9.9
6. KRVR-F	39/ 7.6	7.5	9.0	6.9	12.2		5.5
7. KLIO-F	35/ 6.8	4.7	4.8	---	---		5.5
8. WKBF	25/ 4.9	5.5	5.6	5.9	5.8		3.2
9. WMRZ	14/ 2.7	1.7	3.8	5.2	3.9		2.0
10. KFMH-F	12/ 2.3	2.1	2.7	3.3	1.1		3.6
11. KSTT	11/ 2.1	2.8	1.0	2.9	2.4		2.4

12+ TSA	1/4/CUME
1. WPXR-F	128/1474
2. KIIK-F	121/1861
3. WLLR-F	101/1207
4. WXLP-F	82/1012
5. KLIO-F	71/ 885
6. WOC	62/ 687
7. KRVR-F	54/ 839
8. WGN	33/ 529
9. WKBF	30/ 459
10. WMT	22/ 313
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WPXR-F	921/29.3	23.0	14.5
2. KIIK-F	913/29.0	35.9	40.5
3. WLLR-F	693/22.0	20.2	24.4
4. WXLP-F	593/18.9	18.2	24.4
5. WOC	555/17.6	16.9	18.3
6. KRVR-F	546/17.4	16.2	16.0
7. KLIO-F	488/15.5	13.3	9.5
8. WKBF	341/10.8	12.0	14.3
9. WMRZ	267/ 8.5	6.3	11.7
10. KSTT	222/ 7.1	7.9	7.0
11. KFMH-F	190/ 6.0	5.7	5.6

12+ FM SHARE (METRO): 73.00% (346 of 474) (FAL 86: 73.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPXR-F>	1. WPXR-F	1. WPXR-F	1. KIIK-F	1. KIIK-F	1. WPXR-F>	1. KIIK-F	1. WOC	1. WPXR-F>	1. WPXR-F	1. WPXR-F
2. WXLP-F	2. WXLP-F	2. KIIK-F	2. WPXR-F	2. KLIO-F	2. KRVR-F	2. WPXR-F	2. WPXR-F	2. WLLR-F	2. KIIK-F	2. WLLR-F
3. KIIK-F	3. KIIK-F>	3. WXLP-F	3. KLIO-F	WLLR-F	3. WLLR-F	3. WOC	3. KIIK-F	WXLP-F	3. WXLP-F	3. WXLP-F
4.	4. WLLR-F	4. WLLR-F	4. WLLR-F	4. WPXR-F	4. WKBF	4. WLLR-F>	4. WLLR-F	4. KIIK-F	4. WLLR-F	4. KIIK-F
5.	5. KLIO-F	5. KLIO-F	5. WXLP-F	5. WXLP-F	5. KIIK-F	5.	WXLP-F	5. WOC	5. WOC	KRVR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPXR-F>	1. WPXR-F	1. KIIK-F	1. WPXR-F	1. KIIK-F
2. WLLR-F>	2. KIIK-F	2. KLIO-F	2. KIIK-F>	2. KLIO-F
3. KIIK-F	3. WLLR-F	WPXR-F	3. WLLR-F	3. WPXR-F
4.	4. KLIO-F>	4. WLLR-F	4. KLIO-F	4. WLLR-F>
5.	5. WXLP-F	5.	5.	5. WOC

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXLP-F>	1. WXLP-F>	1. WXLP-F	1. WXLP-F>	1. KIIK-F
2. WPXR-F	2. KIIK-F	2. KIIK-F	2. KIIK-F	2. WXLP-F
3. KIIK-F	3. WPXR-F	3. KFMH-F	3. WPXR-F	3. WLLR-F
4.	4. KFMH-F>	4. WLLR-F	4. WLLR-F	4. KLIO-F
5.	5. KLIO-F	WPXR-F	5. KLIO-F	WPXR-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	18.8	24.1
AOR/CLASSIC		63 (2)	63 (2)	13.3	15.4
AC/OLDIES/SOFT ROCK	25 (2)	95 (2)	120 (4)	25.3	14.0
MOR/VARIETY/FULL	18 (3)		18 (3)	3.8	2.8
COUNTRY	28 (2)	58 (1)	86 (3)	18.1	21.3
BLACK/URBAN					0.9
BTFL MUSIC/EZ		39 (1)	39 (1)	8.2	9.9
NEWS/TALK	57 (1)		57 (1)	12.0	10.6
NOSTALGIA					1.1
RELIGION/GOSPEL		2 (1)	2 (1)	0.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			474 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBQC-F	93.5	Bettendorf	.4/2.2
WGEN	1500	Genesco	.6/1.7
WKEI	1450	Kewanee	.8/2.4
WGN	720	Chicago	1.9/4.9
WMT	600	Cedar Rapids	.8/3.2

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2)	, OLDIES	,$ 18.00*	(Katz)	Goodrich	
KTSS, 1580, 500 W (DAYS)	, ? ?	,$ NA	(---)		
WKBF, 1270, 5 KW (DA-N)	, COUNTRY	CBS,$ 23.00	(Mc-Guild)		
WKEI, 1450, 1 KW	, MOR	ABC-D,$ 12.00	(---)		(KEWANEE)
WMRZ, 1230, 1 KW	, OLDIES	,$ 20.00	(HNWH)	Sconnix	
WOC , 1240, 5 KW (DA-2)	, TALK/NEWS	NBC,ABC-T,NBC-T,$ 39.00	(Christal)		
KFMH-F, 99.7, 50 KW @ 470, AOR		,$ 17.00	(---)		(MUSCATINE)
KIIK-F, 103.7, 100 KW @ 1220, AC/CONTEMP		ABC-D,$ 45.00*	(Christal)		
KLIO-F, 96.1, 100 KW @ 988, AC		,$ 21.00*	(Eastman)		(CLINTON)
KRVR-F, 106.5, 60 KW @ 190, BTFL/EZ		,$ 24.00*	(Republic)		
WLLR-F, 101.3, 50 KW @ 500, COUNTRY		CNN,$ 36.00*	(HNWH)	Sconnix	
WPXR-F, 98.9, 39 KW @ 900, CHR		ABC-R,$ 30.00*	(Mc-Guild)		
WXLP-F, 96.9, 50 KW @ 500, AOR		Source,$ 34.00*	(Katz)	Goodrich	

MISCELLANEOUS COMMENTS KIIK-F changes to AC from CHR...

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DAYTON

Arbitron Rank/Pop (12+): 46/795,500

MSA Rank/Pop: 54/928,000
ADI # 48
Average Person Ratings: 16.2
Market TSL: 21.3 hours

Stations: 26/19
Diaries: 1253/635:1/55.3%
Sample Target: 1110
% Below Line: 14.0
% Not Listed: 8.3

1987 Revenue: $21,300,000
HH Inc.: $33,262
Retail $: 5.9 Bil
Pop per Station: 41,868
#1 Biller: WHIO $3,200,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WTUE-F	168/13.0	12.4	13.9	11.0	7.8	12.6	20.2
2. WHIO-F	140/10.8	13.2	11.5	12.8	10.4	12.1	11.7
3. WGTZ-F	132/10.2	12.1	12.5	12.7	11.6	11.7	12.4
4. WHIO	110/ 8.5	9.2	6.5	7.5	8.7	7.9	6.5
5. WWSN-F	89/ 6.9	5.3	5.2	6.4	9.1	6.0	7.6
6. WONE	86/ 6.7	6.2	7.2	4.7	5.9	6.2	4.3
7. WYMJ-F	70/ 5.4	4.7	4.4	4.5	5.1	4.8	5.1
8. WBLZ-F	55/ 4.3	3.1	3.7	4.9	4.2	4.1	5.9
WLW	55/ 4.3	5.0	4.1	2.3	2.8	3.9	3.4
10. WDAO	46/ 3.6	2.0	3.6	3.4	2.8	3.2	1.8
11. WBVE-F	45/ 3.5	3.0	4.2	3.0	1.9	3.4	2.6
12. WVUD-F	35/ 2.7	3.3	3.2	5.3	3.9	3.6	3.3
13. WING	32/ 2.5	2.3	2.6	3.1	2.7	2.6	1.5
14.							
15.							

12+ TSA	1/4/CUME
1. WTUE-F	225/2368
2. WHIO-F	201/2312
3. WGTZ-F	199/2957
4. WLW	129/2279
5. WHIO	120/1639
6. WBVE-F	103/1395
7. WWSN-F	100/1404
8. WONE	98/1473
9. WYMJ-F	72/1129
10. WBLZ-F	63/ 856
11. WDAO	47/ 471
12. WKRQ-F	46/ 833
13. WLLT-F	45/ 775
14. WVUD-F	43/1003
15. WING	36/ 912

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WGTZ-F	1979/24.8	25.2	27.5
2. WTUE-F	1687/21.1	22.8	17.3
3. WHIO-F	1526/19.1	21.5	20.9
4. WHIO	1418/17.8	15.7	19.1
5. WWSN-F	1183/14.8	13.2	17.6
6. WONE	1089/13.6	12.7	12.9
7. WYMJ-F	1038/13.0	12.2	13.0
8. WLW	931/11.7	13.3	8.3
9. WING	813/10.2	6.8	11.5
10. WVUD-F	757/ 9.5	7.9	10.1
11. WBLZ-F	641/ 8.0	7.0	8.7
12. WBVE-F	633/ 7.9	7.3	4.5
13. WDAO	455/ 5.7	4.9	4.1
14.			
15.			

12+ FM SHARE (METRO): 69.17% (819 of 1184) (FAL 86: 69.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WGTZ-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F	1. WTUE-F	1. WHIO-F>	1. WHIO	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WTUE-F
2. WTUE-F	2. WGTZ-F	2. WGTZ-F	2. WWSN-F	2. WWSN-F	2. WHIO >	WTUE-F	2. WTUE-F>	2. WGTZ-F	2. WGTZ-F>	2. WHIO-F
WYMJ-F	3. WYMJ-F	3. WWSN-F>	3. WGTZ-F>	3. WGTZ-F>	3. WONE >	3. WGTZ-F	3. WHIO	3. WHIO-F	3. WHIO	3. WGTZ-F
4.	4. WWSN-F	4. WYMJ-F	4. WHIO-F	WHIO-F	4. WWSN-F	4. WONE	4. WWSN-F	4. WONE	4. WHIO-F	4. WYMJ-F
5.	5. WBLZ-F	5. WHIO-F	5. WYMJ-F	5.	5. WLW	5. WHIO-F	5. WONE	5. WWSN-F	5. WBLZ-F	5. WBLZ-F
	6. WDAO	WBLZ-F				6. WWSN-F	6. WGTZ-F	6. WHIO	6. WYMJ-F	WBVE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTUE-F>	1. WTUE-F>	1. WWSN-F	1. WWSN-F	1. WWSN-F>
2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F>	2. WHIO-F
3. WDAO	3. WWSN-F>	WTUE-F	WTUE-F	3. WGTZ-F>
4. WYMJ-F	4. WYMJ-F	4. WYMJ-F	4. WHIO-F	4. WHIO
5.	5. WBLZ-F	WBLZ-F	5. WBLZ-F	5. WTUE-F
	6. WDAO			WBLZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>
2. WYMJ-F	2. WYMJ-F	2. WYMJ-F	2. WGTZ-F	2. WLW
WBLZ-F	3. WGTZ-F	3. WGTZ-F>	3. WYMJ-F	WGTZ-F
4. WBVE-F	4. WBLZ-F>	4. WDAO	4. WLW	4. WHIO-F
5. WGTZ-F	5. WBVE-F	WING	5. WWSN-F	5. WWSN-F
			6. WHIO-F	WYMJ-F
			WBLZ-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		136 (2)	136 (2)	11.5	13.1
AOR/CLASSIC		168 (1)	168 (1)	14.2	10.3
AC/OLDIES/SOFT ROCK	38 (2)	208 (5)	246 (7)	20.7	25.4
MOR/VARIETY/FULL	193 (3)		193 (3)	16.3	13.5
COUNTRY	86 (1)	61 (3)	147 (4)	12.4	12.3
BLACK/URBAN	46 (1)	65 (2)	111 (3)	9.4	8.0
BTFL MUSIC/EZ	2 (1)	154 (2)	156 (3)	13.2	13.4
NEWS/TALK					
NOSTALGIA					2.9
RELIGION/GOSPEL		21 (2)	21 (2)	1.8	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5	
RADIO STATIONS			1184 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WAZU-F	102.9	Springfield	.6/3.4
WBLY	1600	Springfield	2.2/3.4
WBZI-F	95.3	Xenia	.8/2.0
WFCJ-F	93.7	Miamisburg	1.0/3.7
WIZE	1340	Springfield	.5/2.4
WKSE-F	101.7	Urbana	.5/ .9
WPFB-F	105.9	Middleton	.6/2.0
WPTW	1570	Piqua	.2/ .5
WPTW-F	95.7	Piqua	1.1/2.5
WCKX-F	106.3	London	.8/1.3
WKRQ-F	101.9	Cincinnati	.3/1.4
WLLT-F	94.9	Fairfield	.5/2.3
WUBE-F	105.1	Cincinnati	.5/1.2

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN,$ 37.00*	(Eastman)		
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS,$ 74.00*	(Christal)	Cox	
WING, 1410, 5 KW (DA-N)	, AC	MBS,ABC-I,$ 40.00*	(Katz)	Great Trails	
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS,ABC-D,$ 50.00*	(Mc-Guild)	DKM	
WBZI-F, 95.3, 3 KW @ 300,	COUNTRY	US 2,$ 25.00	(Masla)		
WFCJ-F, 93.7, 59 KW @ 245,	RELIGION	APR,$ 10.00	(---)		(MIAMISBURG)
WHIO-F, 99.1, 50 KW @ 1060,	BTFL/EZ	,$ 80.00*	(Christal)	Cox	
WPFB-F, 105.9, 34 KW @ 593,	RELIGION	MBS,$ 21.00	(Lotus)		(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 780,	AOR	,$ 60.00*	(Mc-Guild)	DKM	
WVUD-F, 99.9, 50 KW @ 500,	SOFT AC	CBS-R,$ 33.00*	(Masla)	Univ. of Dayton	
WWSN-F, 107.7, 50 KW @ 420,	AC	,$ 63.00*	(Eastman)	Stoner	
WYMJ-F, 103.9, 1.5 KW @ 528,	AC	US 1,$ 41.00*	(Banner)	Malkan	
WGTZ-F, 92.9, 40 KW @ 590,	CHR	,$ 70.00*	(Katz)	Great Trails	(EATON)

Other ranked stations - See Cincinnati

MISCELLANEOUS COMMENTS WONE/WTUE-F sold by DKM to Summit for $17,000,000 (Est)... WDAO sold by Stoner for $725,000...

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DAYTONA BEACH

Arbitron Rank/Pop (12+): 123/283,200

MSA Rank/Pop: 141/327,500
Orlando ADI
Average Person Ratings: 15.6
Market TSL: 21.0 hours

Stations: 20/7
Diaries: 669/423:1/49.4%
Sample Target: 630
% Below Line: 54.7
% Not Listed: 8.8

1987 Revenue: NA
HH Inc.: NA
Retail $: 2.0 Bil
Pop per Station: 40,457
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WWLV-F	76/16.6	15.5	14.8	17.8	14.6		
2. WBJW A/F	54/11.8	7.8	6.2	7.2	8.0		
3. WWKA-F	49/10.7	13.3	9.2	11.4	5.4		
4. WNFI-F	41/ 9.0	4.3	7.6	5.8	4.1		
5. WSSP-F	32/ 7.0	3.6	4.7	5.8	4.1		
6. WDIZ-F	27/ 5.9	7.9	7.2	8.2	12.2		
7. WROD	24/ 5.3	7.2	7.2	8.4	10.9		
8. WOCL-F	22/ 4.8	4.0	3.6	2.0	6.3		
9. WJYO-F	17/ 3.7	5.4	4.0	1.8	2.8		
10. WORZ-F	13/ 2.8	2.9	3.4	1.8	5.2		
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WWLV-F	90/837
2. WBJW A/F	55/703
3. WWKA-F	54/541
4. WNFI-F	43/627
5. WSSP-F	32/391
6. WDIZ-F	28/374
7. WROD	27/314
8. WOCL-F	24/344
9. WJYO-F	19/333
10. WORZ-F	13/282
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WWLV-F	774/26.4	24.9	24.7
2. WBJW A/F	686/23.4	18.0	15.7
3. WNFI-F	592/20.2	15.3	16.3
4. WWKA-F	502/17.1	17.5	14.2
5. WSSP-F	378/12.9	10.2	10.6
6. WDIZ-F	353/12.0	11.6	14.1
7. WOCL-F	312/10.6	10.6	10.3
8. WJYO-F	310/10.6	11.7	10.8
9. WROD	305/10.4	11.0	11.2
10. WORZ-F	267/ 9.1	10.6	9.1
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 83.45% (348 of 417) (FAL 86: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBJW-F+>	1. WBJW-F+	1. WBJW-F+	1. WWKA-F>	1. WWKA-F>	1. WWLV-F>	1. WWLV-F>	1. WWLV-F>	1. WWLV-F>	1. WBJW-F+>	1. WWLV-F>
2. WNFI-F	2. WDIZ-F>	2. WNFI-F	2. WNFI-F	2. WWLV-F	2. WWKA-F	2. WBJW-F+	2. WWKA-F>	2. WBJW-F+	2. WNFI-F	2. WWKA-F
3.	3. WNFI-F>	3. WDIZ-F	3. WOCL-F	3. WNFI-F	3. WSSP-F	3. WWKA-F	3. WSSP-F	3. WNFI-F	3. WWLV-F	3. WNFI-F
4.	4. WORZ-F	4. WWKA-F	4. WDIZ-F	4. WOCL-F	4. WROD	4. WNFI-F	4. WBJW-F+	4. WWKA-F	4. WWKA-F	WSSP-F
5.	5. WOCL-F	5. WOCL-F	5. WJYO-F	5. WJYO-F	5.	5.	5. WOCL-F	5. WSSP-F	5. WDIZ-F	5. WBJW-F+
							6. WDIZ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBJW-F+	1. WBJW-F+>	1. WBJW-F+	1. WBJW-F+	1. WWLV-F
2. WDIZ-F	2. WNFI-F	WJYO-F	2. WNFI-F	2. WWKA-F
3. WNFI-F	3. WDIZ-F	3. WNFI-F	3. WOCL-F	3. WJYO-F
4. WOCL-F	4. WOCL-F	4.	4. WWLV-F	4. WNFI-F
5.	5. WJYO-F	5.	WJYO-F	WOCL-F
			WWKA-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBJW-F+	1. WDIZ-F	1. WDIZ-F>	1. WDIZ-F	1. WWKA-F>
2. WDIZ-F	2. WBJW-F+>	2. WORZ-F	2. WWKA-F	2. WDIZ-F
3. WNFI-F	3. WNFI-F	3. WWKA-F	3. WNFI-F	3. WNFI-F
4.	4. WORZ-F>	4.	WBJW-F+	4. WWLV-F
5.	5.	5.	5.	WOCL-F
				WORZ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	7 (1)	95 (3)	102 (4)	24.5	17.2
AOR/CLASSIC		50 (3)	50 (3)	12.0	8.1
AC/OLDIES/SOFT ROCK		46 (3)	46 (3)	11.0	15.9
MOR/VARIETY/FULL	8 (1)		8 (1)	1.9	6.1
COUNTRY	6 (1)	49 (1)	55 (2)	13.2	18.0
BLACK/URBAN					
BTFL MUSIC/EZ		108 (2)	108 (2)	25.9	25.1
NEWS/TALK	15 (2)		15 (2)	3.6	
NOSTALGIA	27 (2)		27 (2)	6.5	8.1
RELIGION/GOSPEL	6 (1)		6 (1)	1.4	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.5
			417 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELE	1380	Ormond Beach	1.3/3.1
WMFJ	1450	Daytona Beach	1.3/4.9
WNDB	1150	Daytona Beach	2.4/7.2
WSBB	1230	New Smyra Beach	.7/2.9
WCAT-F	106.7	Leesburg	1.5/6.6
WDBO	580	Orlando	1.8/3.5
WHTO-F	96.5	Orlando	2.2/7.6
WKIS	740	Orlando	.9/1.9
WSTF-F	101.1	Cocoa	1.5/7.3

RADIO STATIONS

WNDB, 1150, 1 KW (DA-N) , NEWS/TALK CBS,ABC-I,$ 15.00* (Eastman) Root
WROD, 1340, 1 KW , NOSTALGIA US 2,ABC-I,$ 20.00 (Roslin)

WNFI-F, 99.9, 100 KW @ 1249, CHR ,$ 40.00* (Masla) (PALATKA)
WWLV-F, 94.5, 100 KW @ 472, BTFL/EZ ,$ 45.00* (Eastman) Root

Other ranked stations - See Orlando

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DENVER

Arbitron Rank/Pop (12+): 23/1,568,200

MSA Rank/Pop: 27/1,890,000
ADI # 19
Average Person Ratings: 16.7
Market TSL: 22.0 hours

Stations: 31/29
Diaries: 2068/758:1/54.9%
Sample Target: 1490
% Below Line: 1.6
% Not Listed: 9.0

1987 Revenue: $59,100,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 54,076
#1 Biller: KOA $7,300,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KOSI-F	203/7.8	8.9	8.4	8.8	9.3	8.5	5.3
2. KRXY A/F	199/7.6	9.2	8.2	6.3	6.6	7.8	14.0
3. KOA	195/7.4	6.5	5.4	6.5	7.3	6.5	6.0
4. KBCO A/F	189/7.2	7.9	7.8	8.3	6.9	7.8	6.4
5. KAZY-F	152/5.8	5.5	5.6	5.4	3.9	5.6	8.2
6. KYGO-F	151/5.8	3.8	5.6	5.4	5.6	5.2	3.6
7. KBPI-F	137/5.2	5.9	6.1	5.3	6.8	5.6	8.0
8. KXKL A/F	136/5.2	2.9	2.2	1.6	1.9	3.0	5.7
9. KMJI-F	116/4.4	5.5	7.0	6.4	6.0	5.8	4.5
10. KLZ	91/3.5	4.3	1.9	2.0	2.0	2.9	3.1
11. KHOW	89/3.4	3.5	3.8	3.3	4.0	3.5	2.3
12. KSYY-F	86/3.3	2.2	2.7	4.4	4.9	3.2	1.5
13. KOAQ-F	81/3.1	4.0	4.8	3.5	4.1	3.9	2.7
14. KVOD-F	78/3.0	1.6	3.4	3.5	4.0	2.9	3.8
15. KIMN	70/2.7	2.6	2.1	1.8	2.8	2.3	2.1
16. KHIH-F	66/2.5	2.0	2.1	4.3	2.0	2.7	1.9
17. KNUS	62/2.4	3.1	3.1	3.2	2.6	3.0	2.8
18. KEZW	54/2.1	2.1	3.5	4.0	2.7	2.9	1.5
19. KQKS-F	45/1.7	1.3	1.0	.4	---	1.0	2.3
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KOA	291/4944
2. KOSI-F	228/2937
3. KRXY A/F	224/3237
4. KBCO-F	198/2702
5. KAZY-F	170/2345
6. KYGO-F	165/2113
7. KXKL A/F	163/2173
8. KBPI-F	152/2836
9. KLZ	131/1664
10. KMJI-F	116/2058
11. KHOW	106/1852
12. KILO-F	96/1149
13. KIMN	95/1681
14. KOAQ-F	94/2111
KSYY-F	94/1398
KVOD-F	94/1338
17. KHIH-F	92/1260
18. KNUS	70/1303
19. KEZW	59/ 938
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. KOA 3452/22.0	15.5	24.0
2. KRXY A/F 2946/18.8	17.8	18.3
3. KBPI-F 2461/15.7	17.7	17.7
4. KOSI-F 2389/15.2	19.1	18.4
5. KBCO-F 2289/14.6	15.6	13.0
6. KAZY-F 1980/12.6	13.1	10.4
7. KMJI-F 1959/12.5	17.2	15.8
8. KXKL A/F 1839/11.7	NA	NA
9. KYGO-F 1796/11.4	13.0	11.3
10. KOAQ-F 1743/11.1	13.0	14.6
11. KHOW 1525/ 9.7	9.3	9.5
12. KIMN 1255/ 8.0	8.8	10.4
13. KSYY-F 1252/ 8.0	10.8	16.8
14. KVOD-F 1181/ 7.5	9.1	9.6
15. KNUS 1166/ 7.4	6.9	7.5
16. KLZ 1128/ 7.2	5.1	5.7
17. KHIH-F 1059/ 6.7	7.0	5.3
18. KQKS-F 1016/ 6.5	3.4	---
19. KEZW 897/ 5.7	5.7	6.7
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 70.55% (1682 of 2384) (FAL 86: 68.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRXY-F+>	1. KBCO-F	1. KBCO-F	1. KBCO-F	1. KBCO-F	1. KOSI-F	1. KOA	1. KOSI-F	1. KRXY-F+	1. KRXY-F+>	1. KRXY-F+
2. KBPI-F>	2. KAZY-F	2. KAZY-F	2. KXKL-F+	2. KXKL-F+	2. KOA	2. KRXY-F+	2. KBCO-F+	2. KBCO-F	2. KOSI-F	2. KOSI-F
3. KAZY-F	3. KRXY-F+	3. KRXY-F+	3. KOA	3. KOA	3. KYGO-F	3. KOSI-F	3. KXKL-F+	3. KOSI-F	3. KOA	3. KBCO-F+
4. KQKS-F	4. KBPI-F>	4. KXKL-F+	KYGO-F	4. KYGO-F	4. KXKL-F+	4. KBCO-F+	4. KAZY-F	4. KBPI-F	4. KAZY-F	4. KYGO-F
5.	5. KMJI-F	5. KMJI-F	5. KMJI-F	5. KOSI-F	5. KHOW	5. KHOW	5. KYGO-F	5. KAZY-F	KBPI-F	5. KBPI-F
6.	6. KXKL-F+	KYGO-F	6. KRXY-F+	6. KMJI-F	KLZ	6. KYGO-F	6. KOA	6. KXKL-F+	6. KBCO-F	6. KAZY-F
7.	7. KHIH-F	7. KOA	7. KOSI-F	7. KRXY-F+	7. KVOD-F	7. KLZ	7. KRXY-F+	7. KYGO-F	7. KMJI-F	7. KXKL-F+
8.	8. KYGO-F	8. KBPI-F	8. KSYY-F	8.	8.	KBPI-F	8. KMJI-F	8. KOA	8.	8. KMJI-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRXY-F+>	1. KRXY-F+	1. KBCO-F>	1. KRXY-F+	1. KOSI-F
2. KBPI-F	2. KBCO-F>	2. KMJI-F	2. KBCO-F	2. KXKL-F+
3. KAZY-F	3. KMJI-F	3. KRXY-F+	3. KMJI-F	3. KBCO-F
4. KBCO-F	4. KBPI-F	4. KYGO-F	4. KXKL-F+	4. KMJI-F
5. KMJI-F	5. KAZY-F	5. KXKL-F+	5. KSYY-F	5. KYGO-F
6. KQKS-F	6. KOAQ-F	6. KSYY-F	KYGO-F	6. KSYY-F
7. KOAQ-F	7. KSYY-F	7. KOAQ-F	7. KOSI-F	7. KOA
8. KHIH-F	8. KYGO-F	8. KHIH-F	8. KOAQ-F	8. KRXY-F+
9.	9. KHIH-F	9. KBPI-F	9. KBPI-F	9.
10.	10.	KIMN	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAZY-F>	1. KAZY-F>	1. KBCO-F>	1. KBCO-F	1. KBCO-F
2. KBPI-F	2. KBCO-F>	2. KAZY-F	2. KAZY-F	2. KOA
3. KRXY-F+	3. KBPI-F	3. KRXY-F+	3. KXKL-F+	3. KXKL-F+
4.	4. KRXY-F>	4. KXKL-F+	4. KOA	4. KYGO-F
5.	5. KXKL-F+	5. KBPI-F	5. KRXY-F+	5. KMJI-F
6.	KOA	KOA	6. KYGO-F	6. KAZY-F
7.	7. KTCL-F	7. KHIH-F	KBPI-F	KOSI-F
8.	8. KHIH-F	8. KYGO-F	8. KMJI-F	8. KRXY-F+
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	5 (1)	239 (2)	244 (3)	10.2	11.8
AOR/CLASSIC	9 (1)	510 (5)	519 (6)	21.8	23.3
AC/OLDIES/SOFT ROCK	113 (4)	474 (5)	587 (9)	24.6	15.3
MOR/VARIETY/FULL	89 (1)		89 (1)	3.7	5.2
COUNTRY	91 (1)	151 (1)	242 (2)	10.2	10.5
BLACK/URBAN	23 (1)		23 (1)	1.0	2.5
BTFL MUSIC/EZ		203 (1)	203 (1)	8.5	10.2
NEWS/TALK	290 (3)		290 (3)	12.2	12.8
NOSTALGIA	54 (1)		54 (1)	2.3	2.9
RELIGION/GOSPEL	28 (2)		28 (2)	1.2	0.5
SPANISH					
CLASSICAL		78 (1)	78 (1)	3.3	4.4
JAZZ/NEW AGE/ECLECTIC		27 (1)	27 (1)		
UNKNOWN/OTHERS				1.1	0.7
			2384 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	1.0/3.4
KDEN	1340	Denver	1.3/4.1
KDKO	1510	Littleton	.9/2.7
KQXI	1550	Arvada	.4/ .9
KRKS	990	Denver	.7/1.4
KYBG	1090	Aurora	.6/2.9
KTCL-F	93.3	Fort Collins	1.3/2.7
KILO-F	93.9	Colorado Springs	.3/1.0

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, SPANISH	,$ 30.00	(Caballero)		
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS,$ 38.00	(Torbet)	Shamrock	
KDEN, 1340, 1 KW	, NEWS/TALK	MBS,ABC-E,$ 45.00*	(Savalli)		
KDKO, 1510, 10 KW/5 KW (DA-1)	, BLACK	,$ 58.00	(Banner)	SRO	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	MBS,$ 56.00*	(Group W)	Westinghouse	
KHOW, 630, 5 KW (DA-N)	, MOR	MBS,$ 85.00*	(Republic)	Legacy	
KIMN, 950, 5 KW (DA-N)	, AC	US 1,$ 80.00*	(CBS)	Jeff-Pilot	
KYBG, 1090, 50 KW/500 W (DA-2)	, OLDIES	Trans,$ 40.00*	(HNWH)	Century	
KLZ , 560, 5 KW (DA-1)	, COUNTRY	ABC-I,$ 58.00*	(Mc-Guild)	DKM	
KNUS, 710, 5 KW (DA-1)	, TALK	NBC,$ 70.00*	(Durpetti)	Sandusky	
KOA , 850, 50 KW	, NEWS/TALK	CBS,$130.00	(Katz)	Jacor	
KPOF, 910, 5 KW 1 KW (DA-2)	, RELIGION	,$ 25.00*	(---)		
KPPL, 1390, 5 KW (DAYS)	, SPANISH (?)	,$ 20.00	(Roslin)		
KRKS, 990, 5 KW/390 W	, RELIGION	,$ 12.00	(---)		
KMVP, 1600, 5 KW (DA-N)	, AC/TALK	MBS,ABC-E,$ 30.00*	(Torbet)	Cap Cities/ABC	
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	,$ 37.00*	(Christal)	Duffy	

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R,$ 75.00*	(Mc-Guild)	DKM		
KADX, 92.1, 720 W @ 620, JAZZ	APR,$ 34.00	(Roslin)	Century		(CASTLE ROCK)
KBCO, 97.3, 100 KW @ 1541, AOR	,$125.00*	(MMR)	Noble		(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	Source,$105.00*	(Durpetti)	Sandusky		
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS,$ 60.00	(Torbet)	Shamrock		
KHIH, 94.7, 100 KW @ 984, CHR	US 1,$ 55.00*	(Banner)	SRO		(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC	,$125.00*	(Christal)	Duffy		
KOAQ, 103.5, 100 KW @ 1061, AC	CBS-R,$ 80.00*	(Katz)	Jacor		
KOSI, 101.1, 100 KW @ 790, BTFL/EZ	,$120.00*	(Group W)	Westinghouse		
KSYY, 95.7, 100 KW @ 725, SOFT AC	MBS,Trans,$ 90.00*	(Eastman)	Legacy		
KRXY, 107.5, 100 KW @ 545, CHR	ABC-F,$ 95.00*	(Torbet)	Cap Cities/ABC		
KVOD, 99.5, 100 KW @ 380, CLASSICAL	,$ 85.00*	(Republic)	Henry		
KYGO, 98.5, 100 KW @ 720, COUNTRY	,$ 90.00*	(CBS)	Jeff-Pilot		
KQKS, 104.3, 100 KW @ ?? , CHR	,$ NA	(HNWH)			

CALL LETTER CHANGES

KMVP changes to KRXY

FORMAT CHANGES

KQKS: From AC to CHR (Aug.)
KRXY-A: From Talk to CHR

STATION SALES

KLZ/KAZY-F sold by DKM to Summit for $15,000,000 (Est)
KRZN/KMJI-F sold by Duffy to Genesis for $29,000,000 (Est)

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DES MOINES

Arbitron Rank/Pop (12+): 110/318,700

MSA Rank/Pop: 126/388,000
ADI # 66
Average Person Ratings: 16.0
Market TSL: 21.3 hours

Stations: 13/12
Diaries: 817/390:1/55.7%
Sample Target: 710
% Below Line: 0.8
% Not Listed: 9.4

1987 Revenue: $11,700,000
HH Inc.: $33,588
Retail $: 2.8 Bil
Pop per Station: 26,558
#1 Biller: WHO $3,300,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KGGO-F	84/16.4	19.8	20.7	18.2	17.2		21.2
2. WHO	59/11.5	8.3	10.2	8.2	13.3		11.3
3. KRNQ-F	53/10.4	8.3	10.8	20.1	15.5		12.6
4. KSO	44/ 8.6	8.3	10.2	9.7	12.3		7.2
5. KLYF-F	41/ 8.0	10.6	7.5	5.4	6.3		9.1
6. KDWZ-F	37/ 7.2	6.9	3.7	2.0	2.2		9.9
7. KJJY-F	30/ 5.9	5.2	5.4	5.8	3.1		7.2
8. KIOA	28/ 5.5	7.1	5.4	4.5	5.1		4.7
9. KFMD-F	26/ 5.1	3.7	3.9	2.6	1.8		2.9
10. KRNT	24/ 4.7	4.4	4.8	5.2	6.1		2.3
11. KMRY	18/ 3.5	4.2	3.9	6.0	4.5		1.9
12. KEZT-F	15/ 2.9	2.9	1.5	2.4	1.2		2.3

12+ TSA	1/4/CUME
1. WHO	204/2797
2. KGGO-F	145/1739
3. KLYF-F	125/1394
4. KRNQ-F	96/1515
5. KEZT-F	75/ 667
6. KSO	59/ 774
7. KWMT	58/ 601
8. KIOA	54/ 900
9. KDWZ-F	50/ 805
10. KFMD-F	38/ 615
11.	
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KGGO-F	922/28.9	29.8	31.1
2. KRNQ-F	866/27.1	24.5	25.1
3. WHO	791/24.8	19.5	24.8
4. KLYF-F	586/18.4	21.2	18.1
5. KDWZ-F	521/16.3	18.4	10.1
6. KSO	456/14.3	17.7	21.0
7. KIOA	442/13.8	15.6	14.3
8. KRNT	402/12.6	14.7	15.1
9. KJJY-F	363/11.4	12.0	14.1
10. KFMD-F	337/10.6	9.1	11.5
11. KEZT-F	231/ 7.2	6.1	5.0
12. KMRY	206/ 6.5	8.1	7.6

12+ FM SHARE (METRO): 61.77% (286 of 463) (FAL 86: 59.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KDWZ-F	1. KGGO-F>	1. KGGO-F>	1. KGGO-F>	1. KGGO-F>	1. WHO >	1. KGGO-F	1. KGGO-F>	1. KGGO-F>	1. KGGO-F	1. WHO
KRNQ-F	2. KRNQ-F	2. KRNQ-F	2. KRNQ-F	2. KRNQ-F	2. KSO >	2. WHO >	2. KRNQ-F	2. KRNQ-F	2. WHO >	2. KGGO-F>
3. KGGO-F	3. KDWZ-F	3. KLYF-F	3. KLYF-F	3. KLYF-F	3. KRNT	3. KSO	3. KLYF-F	3. KSO	3. KDWZ-F	3. KRNQ-F>
4.	4. KLYF-F	4. KIOA	4. KIOA	4. KSO	4. KLYF-F	4. KRNQ-F	4. WHO	4. KDWZ-F	4. KRNQ-F	4. KLYF-F
5.	5. KIOA	5. KDWZ-F	5. WHO	5. WHO	5. KJJY-F	5. KLYF-F	5. KSO	5. KLYF-F	5. KSO	5. KSO
				6. KIOA						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGGO-F>	1. KGGO-F	1. KRNQ-F	1. KGGO-F	1. KRNQ-F
2. KDW -F	2. KRNQ-F>	2. KGGO-F	KRNQ-F>	2. KLYF-F
3. KRNQ-F>	3. KDWZ-F	3. KIOA	3. KLYF-F	3. KGGO-F
4.	4. KLYF-F	KLYF-F	4. KDWZ-F	KIOA
5.	5. KIOA	5. KDWZ-F	KIOA	5. WHO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGO-F>	1. KGGO-F>	1. KGGO-F>	1. KGGO-F>	1. KGGO-F>
2. KDWZ-F	2. KLYF-F	2. KLYF-F	2. KLYF-F	2. KSO
3. KIOA	KRNQ-F	3. KFMD-F	3. KRNQ-F	3. KLYF-F
KRNQ-F	4. KDWZ-F	KRNQ-F	4. WHO	WHO
5.	5.	5. KSO	5. KIOA	5. KFMD-F
		WHO		KRNQ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		90 (2)	90 (2)	19.4	16.1
AOR/CLASSIC		84 (1)	84 (1)	18.1	23.0
AC/OLDIES/SOFT ROCK	28 (1)	67 (2)	95 (3)	20.5	20.2
MOR/VARIETY/FULL	24 (1)		24 (1)	5.2	5.3
COUNTRY	44 (1)	30 (1)	74 (2)	16.0	17.2
BLACK/URBAN					
BTFL MUSIC/EZ		15 (1)	15 (1)	3.2	
NEWS/TALK	59 (1)		59 (1)	12.7	11.3
NOSTALGIA	18 (1)		18 (1)	3.9	4.4
RELIGION/GOSPEL					2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.9	
			463 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWMT	540	Fort Dodge	.8/1.7

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2)	, AC	ABC-E,$ 40.00* (Banner)	Midwest	
KMRY, 1390, 1 KW (DA-1)	, NOSTALGIA	SMN,$ 17.00* (Mc-Guild)	Fuller-Jeffrey	
KRNT, 1350, 5 KW (DA-N)	, MOR	CBS,$ 31.00* (Katz)	Stauffer	
KSO , 1460, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 44.00* (Eastman)	Stoner	
WHO , 1040, 50 KW	, NEWS/VARIETY	NBC,$ 62.00* (Christal)	Palmer	
KDMI-F, 97.3, 115 KW @ 500,	RELIGION	MBS,$ 6.00 (---)		
KDWZ-F, 93.3, 100 KW @ 1063,	CHR	,$ 35.00* (Banner)	Midwest	
KEZT-F, 104.1, 100 KW @ 1026,	BTFL/EZ	,$ 20.00 (---)		(AMES)
KFMD-F, 103.3, 100 KW @ 745,	AC	,$ 21.00* (Masla)		(PELLA)
KGGO-F, 94.9, 100 KW @ 1066,	AOR	Source,$ 64.00* (Eastman)	Stoner	
KJJY-F, 106.3, 3 KW @ 300,	COUNTRY	,$ 30.00* (Mc-Guild)	Fuller-Jeffrey	(ANKENY)
KLYF-F, 100.3, 100 KW @ 1700,	SOFT AC	US 2,$ 40.00* (Christal)	Palmer	
KRNQ-F, 102.5, 100 KW @ 1248,	CHR	ABC-F,$ 40.00* (Katz)	Stauffer	

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DETROIT

Arbitron Rank/Pop (12+): 6/3,573,100

MSA Rank/Pop: 5/4,640,000
ADI # 7
Average Person Ratings: 18.1
Market TSL: 23.8 hours

Stations: 32/28
Diaries: 2812/1271:1/54.5%
Sample Target: 2310
% Below Line: 5.2
% Not Listed: 6.2

1987 Revenue: $96,000,000
HH Inc.: $35,744
Retail $: 31.1 Bil
Pop per Station: 127,611
#1 Biller: WJR $18,600,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WJR	703/10.8	13.7	10.9	8.4	8.8	11.0	10.5
2. WJLB-F	556/ 8.6	7.8	7.8	9.0	8.1	8.3	11.7
3. WJOI-F	402/ 6.2	5.4	5.5	5.7	6.8	5.7	3.6
4. WWJ	319/ 4.9	4.8	4.5	5.2	5.6	4.9	3.5
5. WHYT-F	308/ 4.7	4.8	4.4	5.2	4.4	4.8	6.3
6. WLLZ-F	294/ 4.5	4.6	4.6	4.1	5.3	4.5	5.0
7. WCZY-F	281/ 4.3	4.7	4.9	5.5	5.2	4.9	5.2
8. WNIC-F	269/ 4.1	3.8	3.9	4.0	3.3	4.0	3.4
9. WWWW-F	266/ 4.1	4.1	3.9	3.8	4.2	4.0	3.3
10. WOMC-F	262/ 4.0	3.8	3.3	3.7	4.0	3.7	2.1
11. WXYT	258/ 4.0	3.5	4.8	4.0	3.7	4.1	3.6
12. WRIF-F	253/ 3.9	3.9	4.5	4.8	4.2	4.3	4.7
13. WCSX-F	240/ 3.7	3.8	4.2	1.7	2.0	3.1	4.5
14. WLTI-F	217/ 3.3	2.7	2.8	3.5	2.5	3.1	1.2
15. CKLW	208/ 3.2	3.6	3.8	4.1	2.9	3.7	2.9
16. WDTX-F	155/ 2.4	1.8	2.7	2.6	2.8	2.4	2.8
17. WKSG-F	148/ 2.3	2.1	2.4	2.5	2.4	2.3	1.4
18. WJZZ-F	136/ 2.1	1.8	1.6	2.6	2.1	2.0	2.7
19. WQRS-F	98/ 1.5	1.6	1.2	1.3	1.5	1.4	2.6
20. WGPR-F	87/ 1.3	1.3	1.6	1.2	1.8	1.4	1.6
21. WCXI	82/ 1.3	1.6	1.4	1.5	1.5	1.5	1.7
22. CKLW-F	80/ 1.2	1.1	1.0	1.6	1.1	1.2	.8
23. WHND	78/ 1.2	.9	.7	.7	.8	0.9	.9
24. WCHR	72/ 1.1	1.1	.7	1.2	.8	1.3	1.3
25. WMTG	70/ 1.1	.9	1.1	---	---	0.8	1.4

12+ TSA	1/4/CUME
1. WJR	952/12520
2. WJLB-F	584/ 5750
3. WJOI-F	411/ 4847
4. WWJ	341/ 6059
5. WHYT-F	323/ 6702
6. WLLZ-F	322/ 5555
7. WCZY-F	308/ 6610
8. WRIF-F	302/ 6456
9. WWWW-F	286/ 3758
10. WNIC-F	279/ 5357
11. WOMC-F	275/ 4064
12. WLSX-F	274/ 5151
13. WXYT	267/ 3016
14. CKLW	255/ 3604
15. WLTI-F	224/ 3113
16. WIOG-F	191/ 2207
17. WDTX-F	159/ 3862
18. WKSG-F	149/ 2471
19. WJZZ-F	144/ 2426
20. WQRS-F	110/ 2123
21. CKLW-F	98/ 2052
22. WIOT-F	95/ 1342
23. WGPR-F	90/ 2085
24. WCXI	86/ 1578
25. WHND	83/ 998

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WJR	9230/25.8	25.6	21.2
2. WHYT-F	6283/17.6	16.9	19.3
3. WCZY-F	6216/17.4	19.3	18.1
4. WWJ	5570/15.6	15.3	16.4
5. WRIF-F	5433/15.2	14.1	15.3
6. WJLB-F	5368/15.0	14.8	15.4
7. WLLZ-F	5054/14.1	13.5	16.4
8. WNIC-F	4987/13.9	12.9	13.6
9. WCSX-F	4702/13.1	11.0	8.3
10. WJOI-F	4612/12.9	11.7	13.8
11. WOMC-F	3735/10.4	10.1	10.0
12. WDTX-F	3713/10.4	10.6	10.3
13. WWWW-F	3376/ 9.4	9.0	10.5
14. WXYT	2913/ 8.1	8.9	8.4
15. WLTI-F	2888/ 8.1	7.6	7.4
16. CKLW	2799/ 7.8	9.1	8.3
17. WKSG-F	2445/ 6.8	6.7	7.5
18. WJZZ-F	2239/ 6.3	6.5	6.9
19. WGPR-F	1932/ 5.4	4.5	5.9
20. WQRS-F	1841/ 5.1	3.8	4.8
21. CKLW-F	1742/ 4.9	4.4	5.2
22. WCXI	1422/ 4.0	3.3	4.6
23. WQBH	1310/ 3.7	2.5	2.5
24. WCHB	1020/ 2.9	2.6	2.5
25. WHND	925/ 2.6	2.0	2.0

12+ FM SHARE (METRO): 68.85% (4188 of 6083) (FAL 86: 71.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHYT-F	1. WJLB-F>	1. WJLB-F>	1. WJR	1. WJR	1. WJR >	1. WJR >	1. WJR	1. WJLB-F	1. WJR	1. WJR
2. WJLB-F	2. WLLZ-F	2. WJR	2. WJLB-F	2. WJLB-F	2. WJOI-F	2. WJLB-F	2. WJOI-F	2. WJR	2. WJLB-F	2. WJLB-F
3. WCZY-F	3. WRIF-F	3. WLLZ-F	3. WNIC-F	3. WOMC-F	3. WWJ	3. WWJ	3. WJLB-F	3. WJOI-F	3. WNIC-F	3. WHYT-F
4. WDTX-F	4. WCSX-F	4. WCSX-F	4. WOMC-F	4. WJOI-F	4. WXYT-F	4. WCZY-F>	4. WLTI-F	4. WHYT-F	4. WHYT-F	WJOI-F
5. WLLZ-F	5. WNIC-F	5. WRIF-F	5. WCZY-F	WNIC-F	5. CKLW	5. WLLZ-F	WWWW-F	5. WWJ	5. WLLZ-F	5. WCSX-F
6. WRIF-F	6. WHYT-F	6. WNIC-F	6. WCSX-F	6. WWWW-F	6. WWWW-F	6. WJOI-F	6. WOMC-F	6. WCSX-F	6. WJOI-F	6. WCZY-F
7. WNIC-F	7. WCZY-F	7. WCZY-F	WJOI-F	7. WCZY-F	7. WOMC-F	7. WWWW-F	7. WLLZ-F	7. WLTI-F	7. WOMC-F	7. WOMC-F
8.	8. WDTX-F	8. WOMC-F	WRIF-F	8. WLTI-F	8. WJLB-F	8. WHYT-F	8. WXYT-F	8. WCZY-F	8. WXYT-F	8. WXYT-F
9.	WLTI-F	9. WLTI-F	WWWW-F	WWJ	9. WLTI-F	9. WNIC-F	9. WRIF-F	WLLZ-F	9. WRIF-F	9. WLLZ-F
10.	WOMC-F	10. WHYT-F	10. WLTI-F	10. WCSX-F	10. WCZY-F	WXYT-F	10. WNIC-F	10. WWWW-F	10. WWJ	WWWW-F
		WWWW-F		WRIF-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WJLB-F	1. WJLB-F>	1. WJLB-F	1. WJLB-F>	1. WJLB-F
2. WCSX-F	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WJR
3. WNIC-F	3. WCSX-F	3. WCZY-F	3. WCZY-F	3. WNIC-F
4. WLLZ-F	4. WCZY-F	4. WOMC-F	4. WJR	4. WCZY-F
5. WHYT-F	5. WHYT-F	5. WLTI-F	5. WOMC-F	5. WOMC-F
6. WDTX-F	WOMC-F	6. WCSX-F	6. WLTI-F	6. WLTI-F
7. WCZY-F	7. WLTI-F	7. WHYT-F	7. WCSX-F	7. WJOI-F
8. WLTI-F	8. WLLZ-F	8. WRIF-F	8. WHYT-F	8. WWWW-F
9. WRIF-F	9. WDTX-F	9. WJR	9. WJOI-F	9. WWJ
10.	10. WRIF-F	WWWW-F	10. WWWW-F	10. WHYT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLLZ-F	1. WLLZ-F	1. WRIF-F	1. WLLZ-F	1. WJR >
2. WJLB-F	2. WRIF-F	2. WCSX-F	2. WRIF-F	2. WRIF-F
3. WRIF-F	3. WJLB-F	3. WKSG-F	3. WJLB-F	3. WCSX-F
4. WHYT-F	4. WCSX-F	4. WJLB-F	4. WJR	4. WJLB-F
5. WCSX-F	5. WKSG-F	5. WLLZ-F	5. WCSX-F	5. WWJ
6. WDTX-F	6. WHYT-F	6. WJR	6. WKSG-F	6. WKSG-F
7. WLTI-F	7. WJR	7. WJZZ-F	7. WWWW-F	7. WLLZ-F
8. WCZY-F	8. WDTX-F	8. WNIC-F	8. WHYT-F	WWWW-F
9.	9. WCZY-F	9. WHYT-F	9. WOMC-F	9. WJOI-F
10.	10. WWWW-F	10. WWWW-F	WWJ	10. WJZZ-F

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		773 (4)	773 (4)	12.7	13.8
AOR/CLASSIC		808 (4)	808 (4)	13.3	10.8
AC/OLDIES/SOFT ROCK	148 (2)	1017 (6)	1165 (8)	19.2	19.2
MOR/VARIETY/FULL	703 (1)		703 (1)	11.6	9.8
COUNTRY	82 (1)	266 (1)	348 (2)	5.7	6.3
BLACK/URBAN	140 (2)	643 (2)	783 (4)	12.9	13.4
BTFL MUSIC/EZ		402 (1)	402 (1)	6.6	7.6
NEWS/TALK	577 (2)		577 (2)	9.5	10.2
NOSTALGIA	208 (1)		208 (1)	3.4	3.2
RELIGION/GOSPEL	18 (1)	45 (1)	63 (2)	1.0	1.4
SPANISH					---
CLASSICAL		98 (1)	98 (1)	1.6	1.7
JAZZ/NEW AGE/ECLECTIC		136 (1)	136 (1)	2.2	---
UNKNOWN/OTHERS	19 (1)		19 (1)	0.3	2.7
			6083 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXL	1340	Royal Oak	.3/1.4
WMUZ-F	103.5	Detroit	.7/2.3
WNTM-F	92.3	Detroit	.6/2.2
WQBH	1400	Detroit	1.0/3.7
WSAQ	107.1	Port Huron	.3/ .5
WIOG-F	102.5	Bay City	.4/1.3
WIOT-F	104.7	Toledo	.3/ .6

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR,$ 90.00*	(Christal)	Shamrock	
WHND, 560, 500 W (DAYS,DA)	, OLDIES	US 1,$ NA	(MMR)	Greater Media	(MONROE)
WJR , 760, 50 KW	, MOR	ABC-I,$230.00	(Katz)	Cap Cities/ABC	
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN,$ 40.00*	(Durpetti)	Price	
WQBH, 1400, 1 KW	, BLACK	,$ 60.00	(Patt)		
WWJ , 950, 5 KW (DA-N)	, NEWS	CBS,$145.00*	(CBS)	Federal	
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC,MBS,NBC-T,$105.00*	(Roslin)		
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	,$ 25.00	(---)	Wolpin	(LIVONIA)
WCHB, 1440, 1 KW	, BLACK	NBN,$ 45.00	(Torbet)		(INKSTER)
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	,$ 85.00*	(Masla)		(WINDSOR, ONT)

FM STATIONS

WCZY, 95.5, 100 KW @ 430,	CHR	,$200.00	(HNWH)		
WDTX, 99.5, 21 KW @ 754,	CONTEMP	CBS-R,$125.00*	(Torbet)	Metropolis	
WGPR, 107.5, 50 KW @ 360,	BLACK	SBN,$ 65.00	(Lazar)		
WHYT, 96.3, 20 KW @ 786,	CHR	ABC-C,$140.00*	(Katz)	Cap Cities/ABC	
WJLB, 97.9, 50 KW @ 490,	BLACK	,$150.00*	(MMR)	Booth	
WJOI, 97.1, 12 KW @ 802,	BTFL/EZ	,$142.00*	(CBS)	Federal	
WJZZ, 105.9, 20 KW @ 724,	JAZZ	,$ 80.00	(Torbet)		
WKSG, 102.7, 50 KW @ 500,	OLDIES	ABC-E,$107.00*	(Masla)	Inner City	
WLLZ, 98.7, 50 KW @ 480,	AOR	ABC-F,$170.00	(Mc-Guild)	Legacy	
WLTI, 93.1, 20 KW @ 500,	SOFT AC	,$103.00*	(Christal)	Keymarket	
WMUZ, 103.5, 50 KW @ 500,	RELIGION	,$ 45.00	(---)	Crawford	
WNIC, 100.3, 50 KW @ 400,	AC	,$142.00*	(Durpetti)	Price	
WVAE, 92.3, 22 KW @ 742,	JAZZ/NEW AGE	,$ 85.00*	(Roslin)		
WOMC, 104.3, 190 KW @ 416,	AC	US 2,$145.00	(Republic)	Metropolitan	
WQRS, 105.1, 18 KW @ 782,	CLASSICAL	,$ 89.00	(CMBS)		
WRIF, 101.1, 27 KW @ 880,	AOR	ABC-R,$142.00*	(Mc-Guild)	Great American	
WWWW, 106.7, 61 KW @ 508,	COUNTRY	APR,$132.00*	(Christal)	Shamrock	
WCSX, 94.7, 10 KW @ 950,	CLASSIC AOR	US 1,$ 95.00*	(MMR)	Greater Media	
CKLW, 93.9, 100 KW @ 700,	AC/OLDIES	,$ 70.00*	(Masla)		(WINDSOR, ONT)

CALL LETTER CHANGES

WNTM changes to WVAE

FORMAT CHANGES

WVAE: From AC to New Age/Jazz (Jan.)

STATION SALES

WRIF-F sold to Great American for $17,000,000
WKSG-F sold by Inner City to Ragan Henry for $6,750,000 (Mahlman)

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EL PASO

Arbitron Rank/Pop (12+): 79/429,300

MSA Rank/Pop: 88/567,000
ADI # 104
Average Person Ratings: 18.6
Market TSL: 24.8 hours

Stations: 18/17
Diaries: 886/486:1/52.2%
Sample Target: 800
% Below Line: 0.4
% Not Listed: 6.9

1987 Revenue: $11,500,000
HH Inc.: $28,241
Retail $: 2.7 Bil
Pop per Station: 25,253
#1 Biller: KHEY A/F $3,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KLAQ-F	93/11.4	11.6	10.7	11.3	11.7	11.3	16.7
2. KEZB-F	81/10.0	14.2	11.6	12.4	15.8	12.1	12.0
3. KHEY-F	76/ 9.3	7.2	8.7	9.3	9.5	8.6	8.8
4. KAMA	74/ 9.1	6.0	5.4	6.0	5.8	6.6	6.2
5. KBNA A/F	65/ 8.0	5.7	3.8	2.5	3.9	5.0	6.3
6. KAMZ-F	57/ 7.0	7.7	7.4	11.8	11.6	8.5	8.7
KTSM-F	57/ 7.0	6.3	8.4	6.4	7.4	7.0	5.0
8. KPRR-F	50/ 6.1	7.1	4.6	4.4	1.0	5.6	9.2
9. KLTO-F	46/ 5.7	5.2	4.9	5.0	3.0	5.2	4.0
10. KOFX-F	43/ 5.3	6.3	5.8	5.3	3.7	5.7	3.4
11. KHEY	25/ 3.1	3.1	4.4	2.8	5.6	3.4	3.8
12. KTSM	22/ 2.7	3.1	5.4	4.1	2.2	3.8	2.7
13. KROD	21/ 2.6	3.0	4.8	4.8	3.7	3.8	3.5

12+ TSA	1/4/CUME
1. KLAQ-F	111/1470
2. KEZB-F	97/1559
3. KHEY-F	91/1026
4. KAMA	82/ 674
5. KTSM-F	75/ 940
6. KAMZ-F	69/1038
7. KBNA A/F	65/ 756
8. KPRR-F	50/ 736
9. KLTO-F	46/ 767
KOFX-F	46/ 674
11. KHEY	30/ 521
12.	
13.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KEZB A/F	1274/29.2	35.3	39.7
2. KLAQ-F	1202/27.5	24.1	22.1
3. KAMZ-F	941/21.5	26.1	31.5
4. KHEY-F	875/20.0	20.4	18.4
5. KBNA A/F	744/17.0	NA	NA
6. KLTO-F	712/16.3	14.4	14.1
7. KPRR-F	711/16.3	14.0	5.3
8. KTSM-F	668/15.3	16.2	16.9
9. KAMA	621/14.2	12.8	11.4
10. KOFX-F	538/12.3	13.7	10.6
11. KHEY	443/10.1	11.4	14.4
12. KROD	429/ 9.8	11.8	12.8
13. KTSM	354/ 8.1	9.5	6.9

12+ FM SHARE (METRO): 74.27% (563 of 758) (FAL 86: 72.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KEZB-F+	1. KLAQ-F>	1. KLAQ-F	1. KHEY-F	1. KHEY-F	1. KAMA	1. KLAQ-F	1. KLAQ-F	1. KLAQ-F	1. KEZB-F+	1. KLAQ-F
2. KPRR-F>	2. KEZB-F+	2. KHEY-F	2. KLAQ-F	2. KBNA-F+	2. KTSM-F	2. KAMA	2. KAMA	2. KEZB-F+	2. KLAQ-F	2. KEZB-F+
3. KLAQ-F	3. KHEY-F	3. KEZB-F+	3. KBNA-F+	3. KAMA	3. KBNA-F+	3. KEZB-F+	3. KHEY-F	3. KHEY-F	3. KPRR-F	3. KHEY-F
4. KAMZ-F	4. KAMZ-F	4. KBNA-F+	4. KEZB-F+	KLAQ-F	4. KHEY-F>	4. KHEY-F	4. KEZB-F+	4. KAMA	4. KAMZ-F	4. KPRR-F
5.	5. KOFX-F	5. KAMZ-F	KLTO-F	5. KEZB-F+	5. KHEY	5. KBNA-F+	5. KTSM-F	5. KAMZ-F	5. KTSM-F	5. KAMZ-F
			6. KOFX-F	6. KLTO-F			6. KLTO-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KLAQ-F>	1. KEZB-F+	1. KEZB-F+	1. KHEY-F	1. KAMA
2. KEZB-F+	2. KLAQ-F	2. KLTO-F	2. KEZB-F+	2. KHEY-F
3. KHEY-F	3. KHEY-F	3. KAMZ-F	3. KLAQ-F	3. KLTO-F
4. KAMZ-F	4. KAMZ-F	KHEY-F	4. KAMA	4. KEZB-F+
KPRR-F	5. KLTO-F	5. KLAQ-F	KAMZ-F	5. KAMZ-F
		KOFX-F	KLTO-F	KBNA-F+

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F>
2. KHEY-F	2. KEZB-F+	2. KEZB-F+	2. KHEY-F	2. KOFX-F
3. KEZB-F+>	KHEY-F>	3. KBNA-F+	3. KOFX-F	3. KBNA-F+
4. KAMZ-F	4. KAMZ-F	KELP	4. KEZB-F+	KHEY-F
KPRR-F	5.	KHEY-F	5. KBNA-F	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		188 (3)	188 (3)	24.8	30.2
AOR/CLASSIC		93 (1)	93 (1)	12.3	12.7
AC/OLDIES/SOFT ROCK	21 (1)	89 (2)	110 (3)	14.5	11.3
MOR/VARIETY/FULL					
COUNTRY	25 (1)	76 (1)	101 (2)	13.3	16.4
BLACK/URBAN					
BTFL MUSIC/EZ		57 (1)	57 (1)	7.5	8.1
NEWS/TALK	22 (1)		22 (1)	2.9	2.4
NOSTALGIA					3.3
RELIGION/GOSPEL	16 (1)		16 (1)	2.1	0.4
SPANISH	111 (4)	46 (1)	157 (5)	20.7	14.1
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		14 (1)	14 (1)	1.8	1.1
			758 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	2.0/2.3
KFNA	1060	El Paso	1.8/2.7
KPAS-F	103.1	El Paso	1.7/2.0
XROK	800	Ciudad Juarez	.4/2.5

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2)	, SPANISH	,$ 42.00*	(Caballero)	Thrash
KFNA, 1060, 10 KW (DAYS)	, SPANISH	,$ 12.00*	(MMR)	
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I,$ 40.00*	(Katz)	
KROD, 600, 5 KW (DA-N)	, AC	CBS-R,$ 23.00	(HNWH)	
KTSM, 1380, 5 KW/500 W	, NEWS/TALK	CBS,ABC-T,NBC-T,$ 25.00	(HNWH)	
KAMZ-F , 93.1, 30 KW @ 1190,	CHR/URBAN	,$ 45.00*	(Eastman)	Thrash
KBNA-F+, 97.5, 60 KW @ 1080,	SPANISH	,$ 26.00*	(Katz)	Tichenor
KEZB-F , 93.9, 100 KW @ 1210,	CHR	ABC-F,$ 49.00*	(Christal)	
KHEY-F , 96.3, 100 KW @ 1388,	COUNTRY	,$ 75.00*	(Katz)	
KLAQ-F , 95.5, 88 KW @ 1390,	AOR	Source,$ 55.00*	(HNWH)	
KLTO-F , 94.7, 91 KW @ 1080,	AC	,$ 30.00*	(Republic)	
KOFX-F , 92.3, 100 KW @ 1860,	AC	US 1,$ 27.00*	(Mc-Guild)	
KPRR-F , 102.1, 57 KW @ 1160,	CHR	US 2,$ 25.00*	(Banner)	
KTSM-F , 99.9, 100 KW @ 1820,	BTFL/EZ	,$ 31.00*	(HNWH)	

MISCELLANEOUS COMMENTS KALY sold for $450,000...

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EUGENE

Arbitron Rank/Pop (12+): 143/220,900

MSA Rank/Pop: 170/264,000
ADI # 137
Average Person Ratings: 13.3
Market TSL: 18.3 hours

Stations: 16/14
Diaries: 596/371:1/56.0%
Sample Target: 620
% Below Line: 2.0
% Not Listed: 17.1

1987 Revenue: $6,000,000
HH Inc.: $26,881
Retail $: 1.55 Bil
Pop per Station: 15,779
#1 Biller: KUGN-F $1,400,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KUGN-F	43/14.7	13.5	11.3	9.8	12.0		
2. KSND-F	39/13.3	12.5	16.8	14.3	9.4		
3. KUGN	30/10.2	9.4	8.6	10.6	9.9		
4. KPNW-F	23/ 7.8	10.1	9.8	11.5	11.1		
5. KMGE-F	20/ 6.8	10.1	2.4	1.7	1.5		
6. KPNW	15/ 5.1	6.3	6.4	4.2	6.7		
7. KZEL-F	13/ 4.4	6.6	8.3	10.1	10.2		
8. KLCX-F	12/ 4.1	4.2	7.0	7.3	9.6		
9. KZAM A/F	11/ 3.8	2.0	4.0	2.0	2.3		
10. KDUK	10/ 3.4	4.5	4.9	2.8	2.9		
11. KEED	9/ 3.1	2.4	3.1	4.8	3.8		
KKXO	9/ 3.1	1.0	---	---	---		

12+ TSA	1/4/CUME
1. KSND-F	49/609
2. KUGN-F	44/472
3. KPNW-F	36/526
4. KPNW	35/634
5. KLCX-F	34/459
6. KUGN	31/526
7. KMGE-F	23/404
8. KZEL-F	15/406
9. KDUK	13/154
10.	
11.	
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KSND-F	537/24.4	25.0	28.4
2. KUGN	484/22.0	20.5	24.3
3. KUGN-F	429/19.5	21.7	19.0
4. KPNW	416/18.9	16.7	15.1
5. KPNW-F	374/17.0	17.0	17.7
6. KMGE-F	344/15.6	20.3	4.3
7. KZEL-F	325/14.8	16.1	17.6
8. KLCX-F	200/ 9.1	16.2	19.0
9. KXXO	174/ 7.9	3.0	---
10. KZAM A/F	157/ 7.1	8.4	9.2
11. KEED	142/ 6.5	7.5	6.4
12. KDUK	135/ 6.1	.6.0	6.9

12+ FM SHARE (METRO): 67.08% (163 of 243) (FAL 86: 70.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSND-F	1. KSND-F	1. KUGN-F>	1. KUGN-F>	1. KUGN-F>	1. KUGN-F	1. KUGN	1. KUGN-F>	1. KUGN-F	1. KSND-F>	1. KUGN-F
2.	2. KUGN-F	2. KSND-F	2. KPNW-F	2. KPNW-F	2. KUGN >	2. KUGN-F	2. KSND-F	2. KSND-F>	2. KUGN-F	2. KPNW
3.	3. KMGE-F	3. KMGE-F	3. KSND-F	3. KUGN	3. KPNW-F	3. KSND-F>	3. KPNW-F	3. KMGE-F	3. KUGN	3. KSND-F
4.	4. KZEL-F	4. KPNW-F	KUGN	4. KSND-F	4. KDUK	4.	4. KUGN	4. KPNW-F	4. KZEL-F	4. KPNW-F
5.	5. KPNW-F	5. KUGN	5. KMGE-F	5.	5. KEED	5.	5. KMGE-F	5. KZEL-F	5.	5.
					KPNW					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMGE-F	1. KSND-F	1. KUGN-F	1. KUGN-F	1. KUGN-F>	1. KSND-F	1. KUGN-F	1. KLCX-F	1. KUGN-F>	1. KUGN-F>
2. KSND-F>	2. KMGE-F>	2. KPNW-F	2. KSND-F	2. KPNW-F	KUGN-F	KZEL-F	KUGN-F	2. KUGN	2. KUGN >
3. KZAM-F+	3. KUGN-F	KSND-F	3. KMGE-F	3. KSND-F>	3. KZEL-F	3. KSND-F	KZAM-F+	KZEL-F	3. KPNW-F
4. KZEL-F	4. KPNW-F	4. KMGE-F	4. KPNW-F>	4. KMGE-F	4. KPNW	4. KLCX-F	KZEL-F	4. KSND-F	4.
5.	5.	5.	5.	KPNW	5. KLCX-F	5. KPNW	5.	5.	5.
				KUGN					

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		39 (1)	39 (1)	16.0	20.5
AOR/CLASSIC	2 (1)	34 (3)	36 (4)	14.8	14.4
AC/OLDIES/SOFT ROCK	9 (1)	43 (2)	52 (3)	21.4	19.8
MOR/VARIETY/FULL	45 (2)		45 (2)	18.5	18.3
COUNTRY	9 (1)	43 (1)	52 (2)	21.4	16.9
BLACK/URBAN					
BTFL MUSIC/EZ		4 (1)	4 (1)	1.6	
NEWS/TALK					
NOSTALGIA	10 (1)		10 (1)	4.1	5.8
RELIGION/GOSPEL	5 (2)		5 (2)	2.1	4.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			243 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KORE	1050	Springfield	1.0/3.9
KHPE-F	107.9	Albany	1.4/1.7
KWIL	790	Albany	.7/1.4

RADIO STATIONS

KEED, 1600, 5 KW/1 KW (DA-N)	, COUNTRY	US 2,$ 17.00* (MMR)		Comm. Pacific
KPNW, 1120, 50 KW (DA-1)	, MOR/AC	ABC-I,$ 24.00* (Katz)		Pacific NW
KDUK, 1280, 5 KW/1 KW (DA-2)	, NOSTALGIA	,$ 13.00* (Banner)		Constant
KUGN, 590, 5 KW/1 KW (DA-N)	, MOR	CBS,MBS,NBC-T,$ 27.00* (Torbet)		
KLCX-F , 104.7, 100 KW @ 1703,	AOR/CLASSIC (?)	,$ 24.00* (Banner)		Constant
KMGE-F , 94.5, 100 KW @ 813,	AC	,$ 25.00* (Eastman)		
KPNW-F , 99.1, 100 KW @ 645,	SOFT AC	,$ 30.00* (Katz)		Pacific NW
KSND-F , 93.1, 100 KW @ 850,	CHR	,$ 33.00* (MMR)		Comm. Pacific
KUGN-F , 97.9, 100 KW @ 785	COUNTRY	MBS,$ 35.00* (Torbet)		
KZAM-F+, 95.3, 3 KW @ 300,	AOR (?)	,$ 15.00* (HNWH)		
KZEL-F , 96.1, 100 KW @ 870,	AOR	Source,$ 22.00* (Christal)		

MISCELLANEOUS COMMENTS KQAK-A changes to KDUK (Nov.)... KDUK-F changes to KLCX-F (Nov.)... KLCX appears to be doing some type of AOR or Classic... Arbitron fell about 4% short of sample target...

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FLINT

Arbitron Rank/Pop (12+): 99/351,300

MSA Rank/Pop: 108/439,000
ADI # 59 (w/Saginaw)
Average Person Ratings: 14.9
Market TSL: 20.0 hours

Stations: 23/8
Diaries: 897/392:1/57.9%
Sample Target: 810
% Below Line: 41.6
% Not Listed: 9.4

1987 Revenue: $9,600,000
HH Inc.: $30,820
Retail $: 3.2 Bil
Pop per Station: 43,913
#1 Biller: WCRZ-F $2,700,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WIOG-F	101/19.3	18.9	10.1	1.7	1.9		22.9
2. WDZZ-F	70/13.4	16.0	12.0	14.5	10.1		15.8
3. WCRZ-F	69/13.2	15.5	16.8	19.4	19.9		11.5
4. WJR	42/ 8.0	7.8	5.1	8.0	5.9		8.3
5. WFDF	33/ 6.3	4.8	3.0	1.7	4.0		3.6
WWCK-F	33/ 6.3	7.5	8.8	12.6	12.3		8.3
7. WKCQ-F	22/ 4.2	3.0	2.1	1.4	1.7		1.6
8. WTRX	21/ 4.0	3.9	5.8	7.2	6.8		4.3
9. WKMF	18/ 2.4	5.2	6.2	4.9	4.2		4.8
10. WWWS-F	10/ 1.9	2.0	3.9	3.7	3.2		2.5
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WIOG-F	152/1659
2. WCRZ-F	75/1042
3. WDZZ-F	72/ 714
4. WJR	59/ 870
5. WWCK-F	40/ 611
6. WFDF	36/ 418
7. WKCQ-F	31/ 485
8. WITL A/F	22/ 283
9. WKMF	19/ 253
WTRX	19/ 420
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WIOG-F	1095/31.1	32.5	22.5
2. WCRZ-F	933/26.5	28.9	32.9
3. WDZZ-F	698/19.8	21.0	20.0
4. WJR	620/17.6	17.1	14.2
5. WWCK-F	542/15.4	18.8	22.6
6. WTRX	415/11.8	12.2	15.7
7. WFDF	396/11.2	9.4	10.1
8. WKCQ-F	264/ 7.5	8.1	8.1
9. WKMF	249/ 7.1	10.8	11.1
10. WTAC	244/ 6.9	5.6	8.3
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 71.16% (338 of 475) (FAL 86: 69.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIOG-F>	1. WIOG-F>	1. WIOG-F	1. WCRZ-F	1. WCRZ-F	1. WJR	1. WIOG-F>	1. WIOG-F	1. WIOG-F	1. WIOG-F>	1. WIOG-F>
2. WDZZ-F>	2. WCRZ-F	2. WCRZ-F	2. WIOG-F	2. WDZZ-F	2. WCRZ-F	2. WCRZ-F	2. WCRZ-F	2. WCRZ-F	2. WDZZ-F	2. WDZZ-F
3.	3. WDZZ-F	3. WDZZ-F>	3. WDZZ-F>	3. WIOG-F>	3. WFDF	3. WDZZ-F	3. WDZZ-F>	3. WDZZ-F	3. WCRZ-F	3. WCRZ-F
4.	4. WWCK-F	4. WWCK-F	4. WJR	4. WJR	4. WDZZ-F	4. WJR	4. WFDF	4. WWCK-F	4. WWCK-F	4. WJR
5.	5.	5.	5. WWCK-F	5. WWCK-F	5. WIOG-F	5. WFDF	5. WJR	5. WFDF	WJR	5. WWCK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WIOG-F>	1. WIOG-F>	1. WCRZ-F	1. WIOG-F	1. WCRZ-F
2. WDZZ-F	2. WDZZ-F	WDZZ-F	2. WCRZ-F	2. WDZZ-F
3. WCRZ-F	3. WCRZ-F	3. WIOG-F>	3. WDZZ-F>	3. WIOG-F>
4. WWCK-F	4. WWCK-F	4.	4.	4.
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOG-F>	1. WIOG-F	1. WWCK-F	1. WIOG-F	1. WCRZ-F
2. WWCK-F	2. WWCK-F>	2. WIOG-F	2. WCRZ-F	WIOG-F
3. WCRZ-F	3. WCRZ-F	3. WCRZ-F	3. WDZZ-F	3. WDZZ-F
4.	4. WDZZ-F>	WDZZ-F	WWCK-F	4. WJR
5.	5. WRIF-F	5.	5. WJR	5. WWCK-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		105 (2)	105 (2)	22.1	12.1
AOR/CLASSIC		47 (3)	47 (3)	9.9	11.5
AC/OLDIES/SOFT ROCK	23 (2)	71 (2)	97 (4)	19.8	27.2
MOR/VARIETY/FULL	48 (2)		48 (2)	10.1	9.0
COUNTRY	18 (1)	26 (3)	44 (4)	9.3	13.1
BLACK/URBAN		80 (2)	80 (2)	16.8	18.0
BTFL MUSIC/EZ	33 (1)	4 (1)	37 (2)	7.8	3.1
NEWS/TALK	6 (1)		6 (1)	1.3	2.3
NOSTALGIA	2 (1)		2 (1)	0.4	0.8
RELIGION/GOSPEL	7 (1)		7 (1)	1.5	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		5 (1)	5 (1)	1.1	2.7
			475 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFLT	1420	Flint	1.3/1.6
WTAC	600	Flint	1.1/6.9
CKLW	800	Windsor	.4/1.7
WCSX-F	94.7	Birmingham	1.1/2.7
WCZY-F	95.5	Detroit	.8/2.7
WGMZ-F	101.7	Tuscula	1.0/2.2
WHND	560	Monroe	.4/1.0
WHNN-F	96.1	Bay City	.4/4.1
WITL-F	100.7	Lansing	.4/2.6
WJOI-F	97.1	Detroit	.8/1.9
WRIF-F	101.1	Detroit	1.5/3.8
WWJ	950	Detroit	1.1/4.6
WWWW-F	106.7	Detroit	.4/1.0

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-N)	, BTFL/MOR	CBS,$ 23.00* (HNWH)	
WKMF, 1270, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E,$ 26.00* (Katz)	Faircom
WTAC, 600, 1 KW/500 W (DA-1)	, MOR	MBS,$ NA (Torbet)	
WTRX, 1330, 5 KW/1 KW (DA-2)	, AC	ABC-I,$ 28.00* (Christal)	
WCRZ-F, 107.9, 50 KW @ 370, AC		US 1,$ 70.00* (Katz)	Faircom
WDZZ-F, 92.7, 3 KW @ 260, BLACK		,$ 45.00* (HNWH)	
WWCK-F, 105.5, 2.3 KW @ 364, MOR		Source,$ 47.00* (Mc-Guild)	Reams

Other ranked stations - See Detroit or Saginaw

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FORT WAYNE

Arbitron Rank/Pop (12+): 121/288,700

MSA Rank/Pop: 131/357,000
ADI # 99
Average Person Ratings: 16.5
Market TSL: 21.8 hours

Stations: 16/12
Diaries: 711/406:1/53.5%
Sample Target: 690
% Below Line: 2.3
% Not Listed: 12.2

1987 Revenue: $10,900,000
HH Inc.: $32,703
Retail $: 2.4 Bil
Pop per Station: 24,058
#1 Biller: WMEE-F $3,200,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WMEE-F	124/26.2	25.2	24.4	23.0	24.4		
2. WAJI-F	72/15.2	11.7	12.9	11.9	12.1		
3. WOWO	51/10.8	11.7	11.7	13.4	13.0		
4. WQHK	36/ 7.6	7.2	6.0	9.0	9.1		
5. WEZV-F	35/ 7.4	9.8	8.5	9.2	10.4		
6. WXKE-F	33/ 7.0	11.2	10.8	9.8	8.2		
7. WBTU-F	31/ 6.5	6.1	5.6	4.4	3.0		
8. WGL	13/ 2.7	3.3	3.1	4.6	4.3		
9.							
10.							
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WMEE-F	223/2571
2. WAJI-F	126/1569
3. WBTU-F	114/1278
4. WOWO	107/1990
5. WXKE-F	53/ 603
6. WQHK	49/ 556
7. WEZV-F	45/ 535
8. WMRI-F	42/ 439
9.	
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WMEE-F	1320/45.9	41.9	43.5
2. WOWO	816/28.4	32.0	33.8
3. WAJI-F	768/26.7	25.4	27.6
4. WXKE-F	430/15.0	18.5	19.0
5. WQHK	404/14.0	14.4	13.6
6. WEZV-F	387/13.5	17.5	18.4
7. WBTU-F	385/13.4	12.9	12.5
8. WGL	244/ 8.5	7.3	8.6
9.			
10.			
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 72.36% (301 of 416) (FAL 86: 73.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WMEE-F>	1. WMEE-F>	1. WMEE-F>	1. WMEE-F	1. WAJI-F	1. WOWO	1. WMEE-F>	1. WMEE-F	1. WMEE-F>	1. WMEE-F>	1. WMEE-F>
2.	2. WAJI-F	2. WAJI-F>	2. WAJI-F>	2. WMEE-F>	2. WAJI-F	2. WOWO	2. WAJI-F>	2. WAJI-F>	2. WAJI-F	2. WOWO
3.	3. WXKE-F>	3. WXKE-F	3. WOWO	3. WOWO	3. WEZV-F	3. WAJI-F	3. WXKE-F	3. WOWO	3. WOWO >	3. WAJI-F>
4.	4. WBTU-F	4. WOWO	4. WQHK	4. WQHK	4. WQHK	4. WQHK	4. WEZV-F	4. WQHK	4. WQHK	4. WQHK >
5.	5.	5. WBTU-F	5. WBTU-F	5. WBTU-F	5. WMEE-F>	5. WXKE-F	5. WOWO	5. WXKE-F	5. WEZV-F	5. WXKE-F
		6. WQHK	WXKE-F	6. WXKE-F					WBTU-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMEE-F>	1. WMEE-F>	1. WMEE-F	1. WMEE-F>	1. WAJI-F	1. WMEE-F	1. WMEE-F>	1. WMEE-F>	1. WMEE-F>	1. WAJI-F
2. WAJI-F>	2. WAJI-F>	2. WAJI-F>	2. WAJI-F>	2. WMEE-F>	2. WXKE-F>	2. WXKE-F>	2. WAJI-F	2. WAJI-F	WMEE-F
3.	3.	3. WXKE-F	3. WQHK	3. WQHK	3. WBTU-F	3. WAJI-F>	3. WXKE-F	3. WXKE-F	3. WOWO
4.	4.	4. WBTU-F	4. WBTU-F	4. WOWO	4. WAJI-F	4. WBTU-F	4. WOWO	4. WOWO	4. WQHK
5.	5.	5.	5. WOWO	5. WBTU-F	5.	5. WOWO	5. WBTU-F	5. WBTU-F	5. WXKE-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		126 (2)	126 (2)	30.3	27.9
AOR/CLASSIC		33 (1)	33 (1)	7.9	14.3
AC/OLDIES/SOFT ROCK		72 (1)	72 (1)	17.3	15.3
MOR/VARIETY/FULL	62 (4)		62 (4)	14.9	13.8
COUNTRY	36 (1)	31 (1)	67 (2)	16.1	13.4
BLACK/URBAN					
BTFL MUSIC/EZ		37 (2)	37 (2)	8.9	9.8
NEWS/TALK	13 (1)		13 (1)	3.1	3.6
NOSTALGIA	2 (1)		2 (1)	0.5	1.0
RELIGION/GOSPEL					1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)	2 (1)	4 (2)	1.0	
			416 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZR	1450	Fort Wayne	.8/3.8
WIFF	1570	Auburn	.4/ .9
WIFF-F	105.5	Auburn	.4/1.6
WZRQ-F	106.3	Columbia City	.4/6.1
CKLW	800	Windsor, ONT	.4/1.3
WJR	760	Detroit	.8/2.7
WLW	700	Cincinnati	.6/1.8
WMRI-F	106.9	Marion, IN	.4/1.4

RADIO STATIONS

WEZR, 1450, 1 KW	, MOR	,$ 13.00*	(Masla)	Fairfield	
WFCV, 1090, 1 KW (DAYS,DA)	, RELIGION	,$ 11.00	(Bott)	Bott	
WGL , 1250, 1 KW (DA-2)	, TALK/NEWS	,$ NA	(---)		
WOWO, 1190, 50 KW (DA-N)	, MOR	ABC-I,$ 50.00	(Mc-Guild)	Price	
WQHK, 1380, 5 KW (DA-2)	, COUNTRY	ABC-C,$ 39.00*	(Christal)	Federated	
WAJI-F, 95.1, 44 KW @ 680,	AC	,$ 60.00*	(Republic)	Sarkes Tarzian	
WBTU-F, 93.3, 50 KW @ 500,	COUNTRY	ABC-E,$ 33.00	(Radio West)		(KENDALLVILLE)
WEZV-F, 101.7, 3 KW @ 300,	BTFL/EZ	,$ 30.00*	(Masla)	Fairfield	
WMEE-F, 97.3, 48 KW @ 480,	CHR	ABC-C,$ 90.00*	(Christal)	Federated	
WXKE-F, 103.9, 3 KW @ 250,	AOR	Source,$ 26.00*	(HNWH)		
WZRQ-F, 106.3, 1.9 KW @ 400,	AOR	ABC-F,$ 14.00	(---)		(COLUMBIA CITY)
WIOE-F, 103.1, 3 KW @ 300,	CONTEMP	,$ 15.00*	(Mc-Guild)	Price	(HUNTINGTON)

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Arbitron Rank/Pop (12+): 73/478,500

MSA Rank/Pop: 82/597,000
ADI # 63
Average Person Ratings: 14.6
Market TSL: 19.8 hours

Stations: 24/23
Diaries: 1120/427:1/48.5%
Sample Target: 840
% Below Line: 0.4
% Not Listed: 11.3

1987 Revenue: $17,400,000
HH Inc.: $33,709
Retail $: 3.4 Bil
Pop per Station: 20,804
#1 Biller: KMJ $2,200,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KMGX-F	59/8.4	9.0	8.4	7.5	8.5	8.3	10.2
KMJ	59/8.4	8.5	8.1	7.9	9.3	8.2	10.6
3. KOJY-F	55/7.8	7.6	5.3	5.7	6.5	6.6	1.9
KYNO-F	55/7.8	6.5	7.8	7.6	6.8	7.4	10.0
5. KKDJ-F	49/6.9	5.9	6.1	5.3	6.5	6.1	12.1
6. KNAX-F	47/6.7	9.1	6.3	5.1	4.0	6.8	7.1
7. KBOS-F	38/5.4	3.2	4.3	4.6	3.4	4.4	5.1
8. KGST	33/4.7	2.9	3.0	3.2	2.7	3.5	2.6
9. KFIG A/F	31/4.4	4.9	4.8	6.2	5.5	5.1	4.0
10. KFRE	28/4.0	2.0	3.0	3.2	2.9	3.1	2.8
11. KCLQ A/F	25/3.5	3.9	5.0	6.1	3.3	4.6	5.1
12. KFRE-F	24/3.4	4.4	3.8	3.4	3.7	3.8	2.2
13. KKNU-F	19/2.7	3.1	2.5	3.4	2.6	2.9	2.0
KXEX	19/2.7	5.2	3.7	3.6	2.9	3.8	1.8
15. KMAK	17/2.4	2.2	2.0	2.1	2.0	2.2	1.2
16. KFYE-F	15/2.1	3.0	3.3	3.2	4.0	2.9	3.0

12+ TSA	1/4/CUME
1. KBOS-F	136/1955
2. KMJ	115/1509
3. KOJY-F	113/1131
4. KMGX-F	78/1460
5. KKDJ-F	72/1091
6. KFRE	64/ 610
7. KFRE-F	61/ 884
KFYE-F	61/1145
9. KYNO-F	60/1243
KCLQ A/F	60/ 747
11. KNAX-F	54/ 669
12. KGST	44/ 529
13. KKNU-F	36/ 601
KFIG A/F	36/ 722
15. KFSO-F	31/ 546

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KYNO-F	1062/21.9	21.7	21.6
2. KMGX-F	942/19.4	18.4	18.1
3. KMJ	822/16.9	18.3	19.6
4. KBOS-F	757/15.6	13.6	14.5
5. KKDJ-F	721/14.9	13.4	13.6
6. KFIG A/F	618/12.7	15.0	14.5
7. KNAX-F	568/11.7	13.1	10.9
8. KOJY-F	563/11.6	10.5	10.4
9. KCLQ A/F	436/ 9.0	10.2	7.7
10. KFYE-F	434/ 8.9	11.5	13.3
11. KFRE-F	406/ 8.4	8.9	7.1
12. KKNU-F	405/ 8.3	8.8	7.8
13. KGST	395/ 8.1	5.9	6.8
14. KXEX	307/ 6.3	5.7	4.9
15. KFRE	284/ 5.9	5.9	5.8

12+ FM SHARE (METRO): 69.17% (433 of 626) (FAL 86: 69.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMGX-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KMJ	1. KMJ >	1. KOJY-F	1. KKDJ-F	1. KMGX-F	1. KMGX-F
2. KYNO-F+>	2. KMGX-F	2. KMGX-F	2. KNAX-F	KNAX-F	2. KOJY-F>	2. KNAX-F	2. KNAX-F	2. KYNO-F	2. KKDJ-F	2. KKDJ-F
3. KBOS-F	3. KBOS-F	3. KNAX-F	3. KYNO-F	3. KOJY-F	3. KNAX-F	3. KMGX-F	3. KYNO-F	3. KMGX-F	3. KMJ	3. KOJY-F
4.	4. KYNO-F	KYNO-F	4. KBOS-F	4. KYNO-F	4. KFRE-F	4. KOJY-F	4. KKDJ-F	4. KBOS-F	4. KYNO-F	4. KNAX-F
5.	5. KNAX-F	5. KBOS-F	KCLQ-F+	5. KMJ	5. KGST	5. KYNO-F	5. KMGX-F	5. KMJ	5. KBOS-F	5. KYNO-F
			KMGX-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMGX-F	1. KMGX-F	1. KMGX-F	1. KMGX-F	1. KYNO-F
2. KYNO-F	2. KYNO-F	2. KFIG-F+	KYNO-F	2. KMGX-F
3. KFIG-F+	3. KFIG-F+	KYNO-F	3. KFIG-F+	3. KFIG-F+
4. KBOS-F	4. KBOS-F	4. KBOS-F	4. KNAX-F	KNAX-F
5.	5.	KKDJ-F	5.	5. KOJY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKDJ-F	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F>	1. KKDJ-F
2. KMGX-F	2. KBOS-F	2. KNAX-F	2. KNAX-F	2. KNAX-F
3. KBOS-F	3. KNAX-F	3. KBOS-F	3. KBOS-F	3. KCLQ-F+
4.	4. KMGX-F	4. KCLQ-F+	4. KCLQ-F+	KMJ
5.	5. KCLQ-F+	5.	5. KMGX-F	KOJY-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		152 (3)	152 (3)	24.3	21.9
AOR/CLASSIC		74 (2)	74 (2)	11.8	11.5
AC/OLDIES/SOFT ROCK	16 (2)	76 (4)	90 (6)	14.4	20.2
MOR/VARIETY/FULL					
COUNTRY	28 (1)	71 (2)	99 (3)	15.8	12.4
BLACK/URBAN					
BTFL MUSIC/EZ		60 (2)	60 (2)	9.6	7.7
NEWS/TALK	79 (3)		79 (3)	12.6	10.9
NOSTALGIA	10 (1)		10 (1)	1.6	4.9
RELIGION/GOSPEL	5 (1)		5 (1)	0.8	0.5
SPANISH	52 (2)		52 (2)	8.3	7.4
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.5	2.8
			626 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KEZL-F	96.7	Fowler	.7/2.4
KFSO-F	92.9	Visalia	1.8/5.0
KIRV	1510	Fresno	.4/ .9
KRDU	1130	Dinuba	.7/ .9
KXTC	790	Clovis	1.4/3.9
KYNO	1300	Fresno	2.0/5.3
KCBS	740	San Francisco	.4/1.4

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, COUNTRY	ABC-D,$ 30.00*	(HNWH)		
KGST, 1600, 5 KW (DA-2)	, SPANISH	,$ 21.00	(Lotus)		
KMAK, 1340, 1 KW	, NEWS/TALK	MBS,CBS,$ 25.00*	(Torbet)		
KMJ , 580, 5 KW	, NEWS/TALK	ABC-I,NBC-T,$ 55.00*	(Katz)	Henry	
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, SPANISH	,$ 30.00	(Caballero)		
KXTC, 790, 500 W (DAYS,DA)	, BTFL/EZ	,$ 15.00	(Radio Time)		
KYNO, 1300, 5 KW/1 KW (DA-N)	, OLDIES	US 2,$ NM	(Banner)	Brown	
KBOX-F , 94.9, 16 KW @ 847,	CHR	Source,ABC-F,$ 35.00*	(Torbet)		(TULARE)
KCLQ-F , 107.5, 19 KW @ 790,	CLASSIC AOR	,$ 40.00*	(Republic)	Liggett	(HANFORD)
KFIG-F+, 101.1, 50 KW @ 352,	AC	APR,$ 45.00	(Durpetti)	Davis/Weaver	
KFRE-F , 101.9, 2 KW @ 1880,	COUNTRY	,$ 30.00*	(HNWH)		
KFSO-F , 92.9, 19 KW @ 820,	AC/OLDIES	US 1,CBS-R,$ 40.00	(CBS)	Americom	(VISALIA)
KFYE-F , 93.7, 68 KW @ 1950,	AC	,$ 44.00*	(Mc-Guild)		
KKDJ-F , 105.9, 2 KW @ 1960,	AOR	,$ 55.00*	(Durpetti)		
KKNU-F , 102.7, 50 KW @ 500,	SOFT AC	,$ 29.00*	(Christal)		
KMGX-F , 103.7, 50 KW @ 500,	CHR	,$ 50.00*	(Christal)	Olympic	(HANFORD)
KNAX-F , 97.7, 48 KW @ 310,	COUNTRY	ABC-E,$ 44.00*	(Katz)	Henry	
KOJY-F , 98.9, 19 KW @ 820,	BTFL/EZ	,$ 34.00*	(MMR)		(DINUBA)
KYNO-F , 95.7, 50 KW @ 320,	CHR	,$ 63.00*	(Banner)	Brown	

MISCELLANEOUS COMMENTS KFYE-F sold by EZ to Guild for $6,000,000...

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GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/517,900

MSA Rank/Pop: 71/22,200,000
ADI # 39 (w/Kalamazoo)
Average Person Ratings: 14.9
Market TSL: 19.8 hours

Stations: 23/18
Diaries: 959/540:1/57.6%
Sample Target: 890
% Below Line: 7.9
% Not Listed: 12.0

1987 Revenue: $22,200,000
HH Inc.: $35,153
Retail $: 4.5 Bil
Pop per Station: 28,772
#1 Biller: WCUZ A/F $4,100,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WLAV-F	90/11.5	9.7	9.7	8.6	9.1	9.9	13.8
2. WOOD-F	77/ 9.9	8.2	10.6	12.3	10.6	10.3	7.5
3. WKLQ-F	69/ 8.8	10.3	10.6	10.0	8.8	9.9	13.2
4. WCUZ-F	67/ 8.6	8.4	10.1	5.7	8.3	8.2	9.0
5. WLHT-F	65/ 8.3	6.3	7.9	7.3	5.8	7.5	6.5
6. WOOD	57/ 7.3	8.4	9.5	8.1	7.6	8.3	4.7
7. WGRD-F	52/ 6.7	5.7	5.8	7.5	5.9	6.4	7.5
8. WCUZ	28/ 3.6	4.6	2.8	2.1	2.5	3.3	4.1
WMUS-F	28/ 3.6	4.2	5.8	5.1	5.0	4.7	3.6
10. WYXX-F	26/ 3.3	2.1	1.4	1.9	3.3	2.2	2.6
WFUR-F	26/ 3.3	2.6	3.1	3.5	4.0	3.1	1.3
12. WSNX-F	21/ 2.7	3.7	1.9	2.6	3.3	2.7	4.2
13. WJFM-F	20/ 2.6	2.9	1.3	3.2	2.6	2.5	1.4

12+ TSA	1/4/CUME
1. WLAV-F	139/1845
2. WOOD-F	135/2019
3. WCUZ-F	118/1528
4. WKLQ-F	107/1894
5. WSNX-F	98/1151
6. WGRD-F	97/2035
7. WLHT-F	90/1265
8. WMUS-F	71/ 977
9. WJFM-F	68/1422
10. WOOD	61/ 882
11. WQLR-F	51/ 726
12. WFUR-F	33/ 743
13. WCUZ	30/ 557

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WKLQ-F	1200/22.8	24.1	21.8
2. WGRD-F	1109/21.1	19.3	20.3
3. WLAV-F	1104/21.0	17.7	20.8
4. WOOD-F	1087/20.7	23.0	22.8
5. WLHT-F	1024/19.5	17.1	17.2
6. WCUZ-F	884/16.8	17.9	18.1
7. WOOD	743/14.1	16.2	18.1
8. WSNX-F	538/10.2	7.6	9.4
9. WCUZ	503/ 9.6	8.8	7.9
10. WFUR-F	463/ 8.8	8.9	11.3
11. WJFM-F	442/ 8.4	6.9	9.8
12. WMUS-F	436/ 8.3	11.3	11.7
13. WYXX-F	426/ 8.1	5.4	7.2

12+ FM SHARE (METRO): 80.93% (556 of 687) (FAL 86: 79.94%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WKLQ-F>	1. WLAV-F>	1. WLAV-F>	1. WLAV-F	1. WLHT-F	1. WOOD-F>
2. WSNX-F	2. WGRD-F	2. WLHT-F	WLHT-F	2. WCUZ-F>	2. WOOD
3. WGRD-F>	3. WKLQ-F	3. WCUZ-F	3. WCUZ-F>	WLAV-F	3. WCUZ-F>
4.	WLHT-F>	4. WKLQ-F	4. WLHT-F	4. WOOD-F	4. WLHT-F
5.	5. WCUZ-F	5. WGRD-F	5. WOOD-F	5. WOOD	5. WFUR-F

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WCUZ-F+	1. WLHT-F	1. WLAV-F	1. WLAV-F	1. WOOD-F
2. WOOD-F	2. WLAQ-F	2. WKLQ-F	2. WKLQ-F>	2. WLAV-F
3. WLAV-F	3. WCUZ-F	3. WOOD-F	3. WGRD-F	3. WKLQ-F
4. WOOD	4. WOOD-F>	4. WCUZ-F	4. WOOD	4. WCUZ-F
5. WKLQ-F	5. WOOD	5. WLHT-F	5. WLHT-F	5. WOOD
6. WLHT-F	6. WKLQ-F	6. WGRD-F		6. WLHT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKLQ-F>	1. WLHT-F>	1. WLHT-F>	1. WLHT-F>	1. WLHT-F
2. WLHT-F	2. WGRD-F	2. WCUZ-F	2. WKLQ-F	2. WCUZ-F
3. WGRD-F	WKLQ-F	WGRD-F	3. WCUZ-F	3. WOOD-F
4. WLAV-F	4. WCUZ-F	4. WLAV-F	4. WGRD-F	4. WOOD >
5. WSNX-F	WLAV-F	5. WOOD-F	WOOD	5. WYXX-F
			6. WOOD-F	6. WGRD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLAV-F>	1. WLAV-F>	1. WLAV-F>	1. WLAV-F>	1. WLAV-F>
2. WGRD-F	2. WGRD-F	2. WCUZ-F	2. WLHT-F	2. WCUZ-F
3. WKLQ-F	3. WKLQ-F	3. WLHT-F	3. WCUZ-F	3. WLHT-F>
4.	4. WCUZ-F	4. WKLQ-F	4. WGRD-F	4.
5.	5. WLHT-F	5. WGRD-F	5. WKLQ-F	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		142 (3)	142 (3)	20.7	20.6
AOR/CLASSIC		90 (1)	90 (1)	13.1	10.9
AC/OLDIES/SOFT ROCK	14 (2)	111 (3)	125 (5)	18.2	16.3
MOR/VARIETY/FULL	70 (3)	6 (1)	76 (4)	11.1	10.9
COUNTRY	28 (1)	95 (2)	123 (3)	17.9	20.6
BLACK/URBAN	11 (1)		11 (1)	1.6	1.7
BTFL MUSIC/EZ		80 (2)	80 (2)	11.6	12.6
NEWS/TALK	4 (1)		4 (1)	0.6	
NOSTALGIA					
RELIGION/GOSPEL		30 (2)	30 (2)	4.4	6.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.9	
			687 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHTC	1450	Holland	1.4/2.5
WJQK-F	99.3	Zeeland	.5/2.4
WKTH	1410	Grand Rapids	.5/1.1
WKWM	1140	Kentwood	1.4/1.4
WLAV	1340	Grand Rapids	1.3/6.3
WEVS-F	92.7	Saugatuck	.8/2.0
WQLR-F	106.5	Kalamazoo	.4/2.4
WMAQ	670	Chicago	.5/1.0

RADIO STATIONS

WCUZ, 1230, 1 KW	, COUNTRY	ABC-I,$ 30.00*	(Christal)	Federated	
WKTH, 1410, 1 KW	, OLDIES	SMN,$ 17.00*	(Durpetti)	Regional	
WKWM, 1140, 5 KW (DAYS,DA)	, BLACK	SBN,$ 15.00	(Patt)		
WLAV, 1340, 1 KW	, OLDIES	Trans,$ 17.00*	(MMR)	Adams	
WMAX, 1480, 5 KW (DAYS,DA)	, RELIGION	MBS,$ 10.00	(---)		
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC,$ 63.00*	(Katz)	United Artists	
WCUZ-F, 101.3, 50 KW @ 420,	COUNTRY	ABC-E,$ 71.00*	(Christal)	Federated	
WFUR-F, 102.9, 48 KW @ 510,	RELIGION/BTFL	,$ 15.00	(---)	Kuiper	
WGRD-F, 97.9, 30 KW @ 590,	CHR	ABC-C,$ 50.00*	(Durpetti)	Regional	
WJFM-F, 93.7, 320 KW @ 780,	SOFT AC	CBS-R,$ 30.00*	(Mc-Guild)		
WKLQ-F, 94.5, 50 KW @ 500,	CHR	,$ 63.00*	(Eastman)	Bloomington	(HOLLAND)
WLAV-F, 96.9, 50 KW @ 500,	AOR	Source,$ 67.00*	(MMR)	Adams	
WLHT-F, 95.7, 41 KW @ 554,	AC	,$ 57.00*	(Republic)	Liggett	
WOOD-F, 105.7, 265 KW @ 810,	BTFL/EZ	,$ 80.00*	(Katz)	United Artists	
WYXX-F, 96.1, 50 KW @ 295,	SOFT AC	,$ 20.00*	(Patt)		(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480,	COUNTRY	,$ 40.00*	(HNWH)		(MUSKEGON)
WSNX-F, 104.5, 50 KW @ 360,	CHR	,$ 31.00*	(Christal)	Goodrich	(MUSKEGON)

MISCELLANEOUS COMMENTS WOOD A/F finally sold to United Artists for $18,000,000...

American Radio Fall 1987, Copyright 1988

GREENBORO WINSTON SALEM

Arbitron Rank/Pop (12+): 49/762,100

MSA Rank/Pop: 57/916,000
ADI # 50
Average Person Ratings: 17.0
Market TSL: 22.5 hours

Stations: 33/25
Diaries: 1151/662:1/48.6%
Sample Target: 1070
% Below Line: 5.1
% Not Listed: 10.2

1987 Revenue: $19,200,000
HH Inc.: $31,060
Retail $: 6.3 Bil
Pop per Station: 30,484
#1 Biller: WTQR-F $4,100,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WTQR-F	194/14.8	17.4	17.5	17.8	19.7	16.9	13.2
2. WKRR-F	113/ 8.6	9.4	9.5	7.7	9.0	8.8	10.0
3. WMAG-F	111/ 8.5	6.2	5.5	7.0	5.0	6.8	6.6
4. WQMG-F	102/ 7.8	6.9	6.8	6.0	5.1	6.9	10.2
5. WBIG-F	90/ 6.9	2.9	1.1	1.7	2.0	3.2	5.3
6. WKZL-F	78/ 6.0	6.2	7.2	6.3	5.4	6.4	7.6
7. WKSI-F	64/ 4.9	7.1	8.0	6.8	7.4	6.7	9.0
8. WSJS	61/ 4.7	5.5	5.5	4.8	5.5	5.1	3.2
9. WOJY-F	53/ 4.1	6.3	6.9	5.7	6.0	5.8	2.3
10. WAAA	29/ 2.2	2.6	1.9	2.3	1.6	2.3	3.8
WHPE-F	29/ 2.2	2.1	1.1	2.1	1.3	1.9	1.2
12. WTNC	25/ 1.9	2.3	.3	.4	---	1.2	1.8
13. WMFR	23/ 1.8	1.7	1.5	1.8	1.7	1.7	1.3

12+ TSA	1/4/CUME
1. WTQR-F	331/3713
2. WKRR-F	189/1828
3. WMAG-F	148/1965
4. WBIG-F	144/2025
5. WQMG-F	141/1354
6. WKSI-F	133/2069
7. WKZL-F	112/1965
8. WOJY-F	100/1308
9. WSJS	62/ 942
10. WPCM-F	60/ 969
11. WDCG-F	52/ 962
WFMX-F	52/ 570
13. WHPE-F	45/ 551

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WTQR-F 2098/27.3	27.9	29.8
2. WMAG-F 1440/13.7	17.1	15.3
3. WKZL-F 1299/16.9	16.1	17.3
4. WBIG-F 1194/15.5	5.4	3.6
5. WKRR-F 1186/15.4	13.4	15.1
6. WKSI-F 1137/14.8	19.5	18.3
7. WSJS 906/11.8	11.3	12.2
8. WQMG-F 878/11.4	12.1	8.0
9. WOJY-F 819/10.7	16.2	16.0
10. WMQX-F 647/ 8.4	8.8	7.5
11. WHPE-F 362/ 4.7	5.2	4.1
12. WAAA 355/ 4.6	3.8	3.5
13. WMFR 310/ 4.0	3.6	3.1

12+ FM SHARE (METRO): 83.65% (982 of 1174) (FAL 86: 81.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKZL-F	1. WKRR-F>	1. WTQR-F	1. WTQR-F	1. WTQR-F	1. WTQR-F>	1. WTQR-F	1. WTQR-F>	1. WTQR-F	1. WQMG-F>	1. WTQR-F
2. WKSI-F>	2. WQMG-F	2. WKRR-F	2. WMAG-F	2. WMAG-F>	2. WMAG-F	2. WSJS	2. WKRR-F	2. WKRR-F	2. WTQR-F	2. WQMG-F
3. WQMG-F	3. WMAG-F	3. WMAG-F	3. WKRR-F	3. WKRR-F	WSJS	3. WBIG-F	3. WMAG-F	WMAG-F	3. WKRR-F>	3. WMAG-F
4. WKRR-F	4. WKZL-F	4. WQMG-F	4. WQMG-F	4. WBIG-F	4. WBIG-F	WMAG-F	4. WBIG-F	4. WKZL-F	4. WKZL-F	4. WBIG-F
5.	WTQR-F	5. WBIG-F	5. WBIG-F>	5. WQMG-F	5. WOJY-F	5. WKRR-F	5. WYMG-F	5. WBIG-F	5. WKSI-F	WKRR-F
	6. WKSI-F	6. WKZL-F	6. WKZL-F			6. WKZL-F	6. WOJY-F	6. WQMG-F	6. WMAG-F	6. WKZL-F
	7. WBIG-F		7. WOJY-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQMG-F	1. WQMG-F	1. WMAG-F	1. WMAG-F	1. WMAG-F
2. WKSI-F	2. WKRR-F	2. WTQR-F>	2. WTQR-F	2. WTQR-F>
3. WKRR-F	3. WMAG-F	3. WBIG-F	3. WQMG-F	3. WBIG-F
4. WKZL-F	4. WKSI-F	WOJY-F	4. WBIG-F	4. WQMG-F
5. WTQR-F	5. WKZL-F	5. WQMG-F	5. WKSI-F	5. WOJY-F
	6. WTQR-F		6. WKRR-F	
			7. WKZL-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRR-F>	1. WKRR-F>	1. WKRR-F>	1. WKRR-F	1. WTQR-F>
2. WKZL-F	2. WTQR-F	2. WMAG-F	2. WTQR-F>	2. WKRR-F>
3. WTQR-F	3. WQMG-F	3. WQMG-F	3. WMAG-F	3. WMAG-F
4. WQMG-F	4. WKZL-F	WTQR-F	4. WQMG-F	4. WQMG-F
5.	5. WMAG-F	5. WBIG-F	5. WKZL-F	5. WBIG-F
	6. WBIG-F	WKZL-F	6. WBIG-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		164 (5)	164 (5)	14.0	15.1
AOR/CLASSIC		113 (1)	113 (1)	9.6	10.0
AC/OLDIES/SOFT ROCK	25 (2)	219 (6)	244 (8)	20.8	16.8
MOR/VARIETY/FULL	72 (2)		72 (2)	6.1	6.8
COUNTRY		313 (5)	313 (5)	26.7	26.0
BLACK/URBAN	40 (2)	111 (2)	151 (4)	12.9	13.2
BTFL MUSIC/EZ		18 (1)	18 (1)	1.5	2.7
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	0.4	2.8
RELIGION/GOSPEL	51 (4)	29 (1)	80 (5)	6.8	6.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		15 (1)	15 (1)	1.3	
			1174 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro	.8/2.3
WKEW	1400	Greensboro	.8/2.4
WLXN	1440	Lexington	.4/1.2
WKOQ-F	94.1	Lexington	.6/2.6
WMQX	1340	Winston-Salem	.2/ .8
WMQX-F	93.1	Winston-Salem	2.0/8.4
WPCM-F	101.1	Burlington	.9/3.5
WPET	950	Greensboro	.8/1.5
WSMX	1500	Winston-Salem	.8/1.1
WTHP-F	98.3	Thomasville	1.3/3.9
WTOP	1380	Winston-Salem	.4/1.6
WWMY-F	94.5	Eden	1.4/4.6
WBCY-F	107.9	Charlotte	.5/1.8
WDCG-F	105.1	Durham	.7/2.2
WEZC-F	104.7	Charlotte	.5/1.2
WFMX-F	105.7	Statesville	1.1/2.4
WLVK-F	96.9	Statesville	.7/1.1
WPEG-F	97.9	Concord	.7/2.3
WRDX-F	106.5	Salsibury	.5/2.1
WROQ-F	95.1	Charlotte	.5/1.3

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN,$ 17.00	(---)			
WEAL, 1510, 1 KW (DAYS)	, BLACK/GOSPEL	SBN,$ 12.00	(HNWH)			
WGLD, 1320, 5 KW/1 KW (DA-2)	, OLDIES	US 2,Trans,$ 18.00*	(Christal)	Mann		
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-I,ABC-E,$ 22.00*	(MMR)	Voyager		
WSJS, 600, 5 KW (DA-2)	, MOR	CBS,MBS,$ 64.00*	(Mc-Guild)	New Market		
WBIG-F, 102.1, 100 KW @ 770,	COUNTRY	,$ NA	(Banner)	Beasley		(REIDSVILLE)
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	,$ NA	(---)			
WWMY-F, 94.5, 27 KW @ ? ,	BTFL	,$ 19.00*	(Katz)			(EDEN)
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC ROCK	,$ 75.00*	(Republic)	Dick		(ASHEBORO)
WKSI-F, 98.7, 100 KW @ 814,	CHR	,$ 73.00	(Eastman)	Bahakel		
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC-R,$ 70.00	(Katz)	Nationwide		
WMAG-F, 99.5, 100 KW @ 1500,	AC	,$ 70.00*	(MMR)	Voyager		
WMQX-F, 93.1, 100 KW @ 483,	AC	,$ 42.00*	(Durpetti)			
WOJY-F, 100.3, 100 KW @ 1049,	SOFT AC	,$ 74.00*	(Christal)	Mann		
WPCM-F, 101.1, 100 KW @ 910,	COUNTRY	MBS,$ 25.00	(Masla)			(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 555,	BLACK	CBS-R,$ 58.00*	(HNWH)			
WTHP-F, 98.3, 1.6 KW @ 429,	BLACK	,$ 19.00	(T-N)			(THOMASVILLE)
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	,$125.00*	(Mc-Guild)			

MISCELLANEOUS COMMENTS WTOB sold by Salem for $450,000...

American Radio Fall 1987, Copyright 1988

GREENVILLE - NEW BERN - WASHINGTON, NC
(Costal Carolina)

Arbitron Rank/Pop (12+): 86/400,100

MSA Rank/Pop: NA
ADI # 95
Average Person Ratings: 15.5
Market TSL: 21.0 hours

Stations: 25/18
Diaries: 1123/365:1/53.9%
Sample Target: 790
% Below Line: 8.2
% Not Listed: 8.8

1987 Revenue: NA
MH Inc.: NA
Retail $: NA
Pop per Station: 22,228
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WIKS-F	158/24.9	24.5	4.9	7.6	---		
2. WRNS-F	102/16.1	12.4	12.0	10.9	---		
3. WDLX-F	60/ 9.5	12.4	11.2	7.9	---		
4. WNCT-F	55/ 8.7	6.3	7.8	10.3	---		
5. WSFL A/F	35/ 5.6	5.7	5.9	7.3	---		
6. WZYC-F	27/ 4.3	6.9	7.0	7.7	---		
7. WQDW-F	24/ 3.8	2.9	11.7	10.1	---		
8. WXQR-F	20/ 3.2	3.2	1.6	2.5	---		
9.							
10.							

12+ TSA	1/4/CUME
1. WIKS-F	219/1861
2. WRNS-F	119/1277
3. WDLX-F	112/1400
4. WRAL-F	84/1194
5. WNCT-F	80/ 952
6. WSFL A/F	42/ 671
7. WZFX-F	41/ 451
WZYC-F	34/ 398
9. WRDU-F	34/ 537
10. WTRG-F	33/ 549

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WIKS-F	1233/30.2	28.2	9.6
2. WRNS-F	960/23.5	18.3	19.4
3. WDLX-F	817/20.0	24.3	22.1
4. WNCT-F	583/14.3	13.2	14.3
5. WSFL A/F	557/13.6	14.9	15.3
6. WQDW-F	381/ 9.3	10.5	17.9
7. WZYC-F	333/ 8.2	13.7	11.0
8. WXQR-F	239/ 5.9	5.9	3.7
9. WRAL-F	210/ 5.1	7.7	6.3
10. WRCM-F	201/ 4.9	2.9	4.6

12+ FM SHARE (METRO): 94.12% (544 of 578) (FAL 86: 92.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIKS-F	1. WIKS-F>	1. WIKS-F>	1. WIKS-F	1. WIKS-F	1. WRNS-F>	1. WIKS-F	1. WKNS-F	1. WIKS-F>	1. WIKS-F>	1. WIKS-F>
2. WDLX-F>	2. WDLX-F	2. WRNS-F>	2. WRNS-F>	2. WRNS-F>	2. WNCT-F>	2. WRNS-F>	2. WIKS-F>	2. WRNS-F	2. WDLX-F	2. WRNS-F>
3.	WRNS-F	3. WDLX-F	3. WSFL-F+>	3. WSFL-F+	3. WIKS-F>	3. WDLX-F	3. WNCT-F	3. WDLX-F	3. WRNS-F+	3. WDLX-F
4.	4. WZYC-F	4. WSFL-F+	4.	4. WNCT-F	4.	4. WNCT-F	4. WDLX-F	4. WNCT-F>	4. WNCT-F	4. WNCT-F
5.	5. WSFL-F+	5.	5.	5.	5.	5. WSFL-F+	5. WSFL-F+	5.	5. WQDW-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIKS-F>	1. WIKS-F>	1. WIKS-F>	1. WIKS-F	1. WIKS-F	1. WIKS-F>	1. WIKS-F>	1. WIKS-F>	1. WIKS-F>	1. WRNS-F
2. WDLX-F	2. WRNS-F	2. WSFL-F+	2. WRNS-F>	2. WRNS-F>	2. WDLX-F	2. WDLX-F	2. WRNS-F	2. WRNS-F>	2. WIKS-F>
3. WZYC-F	3. WDLX-F	3. WRNS-F	3. WSFL-F+	3. WSFL-F+	3. WRNS-F	3. WRNS-F	WSFL-F+	3. WDLX-F>	3. WSFL-F+
4.	WSFL-F+	4.	4. WDLX-F	4. WNCT-F	WXGR-F	4. WXQR-F	WZYC-F	4.	4. WNCT-F
5.	5.	5.	5.	5.	5.	5. WZYC-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		73 (3)	73 (3)	12.7	18.9
AOR/CLASSIC		63 (3)	63 (3)	10.9	13.1
AC/OLDIES/SOFT ROCK	1 (1)	48 (4)	49 (5)	8.5	11.5
MOR/VARIETY/FULL	14 (3)		14 (3)	2.4	3.5
COUNTRY	10 (2)	173 (4)	183 (6)	31.7	26.2
BLACK/URBAN		187 (3)	187 (3)	32.4	15.3
BTFL MUSIC/EZ					8.9
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	9 (2)		9 (2)	1.6	2.7
			578 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WELS	1010	Kinston	1.1/2.9
WFTC	960	Kinston	.6/2.0
WJCV	1290	Jacksonville	.8/1.1
WJNC	1240	Jacksonville	.5/2.8
WLAS	910	Jacksonville	.5/1.9
WLOJ	1490	New Bern	.6/1.1
WRCM-F	98.7	Jacksonville	1.9/4.9
WBHT-F	95.9	Morehead City	.5/1.2
WRQR-F	94.3	Farmville	.6/3.9
WGTM	590	Wilson	1.1/1.8
WKTC-F	104.3	Tarboro	.6/2.3
WRAL-F	101.5	Raleigh	1.1/5.1
WRDU-F	106.1	Wilson	2.5/4.3
WTRG-F	100.7	Rocky Mount.	.5/3.4
WVBS-F	99.9	Burgaw	1.6/3.7
WZFX-F	99.1	Whiteville	.8/2.9

RADIO STATIONS

WFTC, 960, 5 KW/1 KW (DA-2) , MOR	ABC-I,$ 8.00	(Mc-Guild)	Beasley	(KINSTON)
WNCT, 1070, 10 KW (DA-2) , OLDIES	,$ 12.00*	(Katz)	Park	(GREENSVILLE)
WDLX-F, 93.3, 100 KW @ 1900, CHR	ABC-F,$ 33.00	(Katz)		(WASHINGTON)
WIKS-F, 109.9, 100 KW @ 984, BLACK	MBS,$ 45.00	(HNWH)	Joyner	(NEW BERN)
WNCT-F, 107.9, 100 KW @ 1600, BTFL/EZ	ABC-E, US 2,$ 34.00	(Katz)	Park	(GREENVILE)
WQDW-F, 97.7, 3 KW @ 300, BLACK	SMN,$ 17.00*	(Republic)		(KINSTON)
WRCM-F, 92.1, 3 KW @ 285, COUNTRY	MBS,$ 17.00	(---)		(JACKSONVILLE)
WRNS-F, 95.1, 100 KW @ 285, COUNTRY	,$ 30.00*	(Mc-Guild)	Beasley	(KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AC	US 1,$ 20.00	(Torbet)	Cara. ·lle	(NEW BERN)
WXQR-F, 105.5, 3 KW @ 246, AOR	Source,$ 18.00	(T-N)		(JACKSONVILLE)
WZYC-F, 103.3, 100 KW @ 600, AOR	ABC-R,$ 20.00*	(Mc-Guild)		·NEW PORT)

Other ranked stations - See Raliegh

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GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 66/510,000

MSA Rank/Pop: 83/623,000
ADI # 36 (w/Asheville)
Average Person Ratings: 15.6
Market TSL: 21.3 hours

Stations: 28/20
Diaries: 1132/451:1/55.7%
Sample Target: 880
% Below Line: 7.7
% Not Listed: 10.4

1987 Revenue: $17,500,000
HH Inc.: $27,214
Retail $: 4.0 Bil
Pop per Station: 25,500
#1 Biller: WFBC A/F $5,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WESC A/F	119/14.8	15.1	16.1	14.6	17.4	15.2	13.8
2. WFBC-F	84/10.4	13.0	14.0	11.7	15.9	12.3	9.2
3. WSSL-F	72/ 9.0	7.3	9.9	9.1	8.6	8.8	10.2
4. WSPA-F	64/ 8.0	8.3	7.0	7.9	9.0	7.8	5.7
5. WMYI-F	55/ 6.8	3.3	---	---	---	5.1	5.8
6. WHYZ	52/ 6.5	8.0	9.6	6.8	6.0	7.7	6.8
7. WANS-F	50/ 6.2	8.5	6.3	7.8	4.9	7.2	13.4
8. WCKN-F	34/ 4.2	6.0	7.6	8.1	8.0	6.5	5.3
9. WSPA	21/ 2.6	2.0	1.3	3.1	1.8	2.3	2.3
10. WASC	19/ 2.4	2.5	1.6	1.4	1.8	2.0	4.2

12+ TSA	1/4/CUME
1. WESC A/F	288/3049
2. WSSL-F	178/2224
3. WSPA-F	167/1954
4. WFBC-F	148/2158
5. WMYI-F	134/1880
6. WANS-F	117/1938
7. WKSF-F	85/1308
8. WCKN-F	69/1609
9. WHYZ	65/ 694
10. WBCY-F	51/ 963

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 87
1. WESC A/F	1358/26.3	26.0	27.5
2. WFBC-F	2158/24.0	25.9	32.5
3. WANS-F	937/18.2	19.8	16.4
4. WSSL A/F	912/17.7	18.0	17.9
5. WSPA-F	853/16.6	14.4	16.5
6. WCKN-F	833/16.2	19.4	20.1
7. WMYI-F	778/15.1	9.0	---
8. WHYZ	467/ 9.1	10.1	9.2
9. WORD	318/ 6.2	6.7	7.1
10. WSPA	313/ 6.1	5.1	6.5

12+ FM SHARE (METRO): 75.83% (546 of 720) (FAL 86: 79.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WANS-F	1. WMYI-F	1. WESC-F+	1. WFBC-F	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WESC-F+	1. WANS-F	1. WFBC-F
2. WCKN-F	2. WFBC-F	2. WFBC-F	2. WESC-F+	2. WFBC-F	2. WSPA-F	2. WFBC-F	2. WSPA-F	2. WSSL-F+	2. WFBC-F	2. WESC-F+
3. WHYZ	3. WSSL-F+	3. WSSL-F+	3. WSSL-F+	3. WSSL-F+	3. WFBC-F	3. WSSL-F+	3. WFBC-F	3. WFBC-F	3. WESC-F	3. WANS-F
4. WFBC-F	4. WANS-F	4. WMYI-F	4. WMYI-F	4. WMYI-F	4. WSSL-F+	4. WSPA-F	WSSL-F+	WMYI-F	4. WCKN-F	WHYZ
5.	5. WESC-F+	5. WHYZ	5. WHYZ	5. WHYZ	5.	5. WANS-F	5. WMYI-F	5. WSPA-F	5. WHYZ-F	5. WSSL-F+
						6. WMYI-F		6. WANS-F	6. WSSL-F+	6. WSPA-F
								7. WHYZ		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WSSL-F	1. WSSL-F+	1. WFBC-F	1. WESC-F+	1. WESC-F+
2. WESC-F+	2. WMYI-F	2. WMYI-F	2. WFBC-F	2. WFBC-F>
WHYZ	3. WFBC-F	3. WSSL-F+	WSSL-F+	3. WSSL-F+
WMYI-F	4. WHYZ	4. WHYZ	4. WMYI-F	4. WMYI-F
5. WANS-F	5. WESC-F+	5. WESC-F+	5. WHYZ	5. WHYZ
WCKN-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WANS-F	1. WANS-F	1. WFBC-F	1. WFBC-F	1. WFBC-F
2. WASC	2. WFBC-F	WMYI-F	2. WESC-F+	2. WFSC-F+>
3. WESC-F+	3. WMYI-F	3. WANS-F	3. WANS-F	3. WMYI-F
4. WCKN-F	4. WESC-F+	WHYZ	WSSL-F+	4. WSSL-F+
WSSL-F+	5. WSSL-F+	5. WESC-F+	5. WMYI-F	5. WHYZ
	6. WCKN-F	WSSL-F+	6. WHYZ	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		127 (6)	127 (6)	17.6	19.6
AOR/CLASSIC		3 (1)	3 (1)	0.4	
AC/OLDIES/SOFT ROCK	12 (1)	150 (3)	162 (4)	22.5	22.7
MOR/VARIETY/FULL	37 (2)		37 (2)	5.1	4.5
COUNTRY	19 (2)	177 (2)	196 (4)	27.2	30.7
BLACK/URBAN	71 (2)		71 (2)	9.9	9.0
BTFL MUSIC/EZ		80 (2)	80 (2)	11.1	12.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	5 (1)	3 (1)	8 (2)	1.1	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	30 (4)	6 (1)	36 (5)	5.0	0.4
			720 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBR	1580	Traveler's Rest	1.9/1.8
WCKI	1300	Greer	.4/ .9
WELP	1360	Easley	.9/1.2
WFBC	1330	Greenville	1.5/3.5
WKDY	1400	Spartanburg	.6/2.5
WMUU	1260	Greenville	.6/ .9
WMUU-F	94.9	Greenville	2.0/4.6
WORD	910	Spartanburg	2.0/6.2
WTLT-F	103.9	Easley	1.1/3.5
WANS	1280	Anderson	.6/1.6
WBFM-F	98.1	Seneca	.7/ .8
WMIT-F	106.9	Black Mountain	.4/1.5
WKSF-F	99.9	Asheville	1.2/5.9
WBCY-F	107.9	Charlotte	2.2/8.1
WROY-F	95.1	Charlotte	.7/2.0
WWMG-F	96.1	Shelby	1.4/3.6
WXRC-F	95.7	Hickory	.4/1.1

RADIO STATIONS

WFBC, 1330, 5 KW (DA-N)	, OLDIES	NBC,$ NA	(Katz)	Multimedia		
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	ABC-C,SBN,$ 30.00*	(HNWH)			
WORD, 910, 5 KW/1 KW (DA-2)	, AC	UPI,$ 16.00	(Masla)			
WSPA, 950, 5 KW (DA-N)	, MOR	CBS,$ 25.00	(Mc-Guild)			
WASC, 1530, 1 KW (DAYS)	, BLACK	NBN,ABC-C,$ 14.00*	(---)			
WANS-F , 107.3, 100 KW @ 1012,	CHR/AOR	US 1,$ 42.00*	(Christal)			(ANDERSON)
WCKN-F , 101.1, 100 KW @ 1092,	CHR	MBS,ABC-C,$ 45.00*	(Durpetti)			(ANDERSON)
WESC-F+, 92.5, 100 KW @ 2000,	COUNTRY	ABC-E,$ 70.00*	(Banner)			
WFBC-F , 93.7, 100 KW @ 1840,	AC	,$ 87.00*	(Katz)	Multimedia		
WMUU-F , 94.5, 100 KW @ 1200,	BTFL/EZ	APR,$ 16.00	(S. Katz)			
WSPA-F , 98.9, 100 KW @ 1910,	BTFL/EZ	,$ 50.00	(Mc-Guild)			
WSSL-F+, 100.5, 100 KW @ 1280,	COUNTRY	MBS,$ 56.00	(Torbet)	Sterling		
WMYI-F , 102.5, 100 KW @ 323,	AC	,$ NA	(Republic)	Am Com		(HENDERSONVILLE, NC)

WKSF - See Ashville WBCY - See Charlotte

MISCELLANEOUS COMMENTS WESC A/F sold to Flair for $15,000,000 (Americom)...

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HARRISBURG

Arbitron Rank/Pop (12+): 72/490,100

MSA Rank/Pop: 87/584,000
ADI # 45 (w/York & Lancaster)
Average Person Ratings: 17.2
Market TSL: 23.0 hours

Stations: 28/17
Diaries: 1030/476:1/57.3%
Sample Target: 880
% Below Line: 23.4
% Not Listed: 7.7

1987 Revenue: $12,000,000
HH Inc.: $33,463
Retail $: 4.5 Bil
Pop per Station: 28,829
#1 Biller: WNNK-F $4,100,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WNNK-F	171/20.2	20.7	19.4	16.7	19.1	19.3	31.1
2. WHP	65/ 7.7	6.5	5.5	6.4	6.8	6.5	6.5
3. WHP -F	60/ 7.1	4.8	8.3	8.1	6.8	7.1	5.3
4. WRKZ-F	56/ 6.6	11.0	8.0	10.9	8.6	9.1	6.0
5. WNCE-F	45/ 5.3	3.8	2.6	4.2	2.4	4.0	3.2
6. WHYL A/F	40/ 4.8	3.6	4.3	3.2	6.6	4.0	5.7
7. WCMB	33/ 3.9	1.9	3.6	2.7	3.6	3.0	2.5
8. WQXA-F	32/ 3.8	4.8	5.1	3.0	3.8	4.2	2.0
WHTF-F	32/ 3.8	3.6	3.0	3.7	2.9	3.5	3.5
10. WHIT-F	31/ 3.7	3.6	5.9	4.9	5.8	4.5	4.0
11. WLBR	30/ 3.5	2.2	2.4	3.2	2.2	2.8	---
12. WTPA-F	28/ 3.3	5.1	4.4	5.3	4.4	4.5	6.2
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WNNK-F	190/2100
2. WNCE-F	150/1684
3. WRKZ-F	142/1731
4. WSBA-F	124/1569
5. WQXA-F	112/1811
6. WLAN-F	98/1388
7. WHTF-F	75/1072
8. WHP	70/ 959
9. WDAC-F	68/ 694
10. WHP -F	63/ 832
11. WIOV-F	56/ 703
12. WTPA-F	44/ 636
WHYL A/F	44/ 566
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WNNK-F	1747/35.6	34.9	33.5
2. WHP	812/16.5	14.9	16.3
3. WHP -F	722/14.7	17.7	14.8
4. WRKZ-F	701/14.3	16.7	15.8
5. WQXA-F	600/12.2	13.8	14.1
6. WHIT-F	555/11.3	12.7	14.4
WCMB	555/11.3	7.0	9.5
8. WNCE-F	520/10.6	8.7	6.9
9. WHYL A/F	460/ 9.4	9.8	10.4
10. WLBR	434/ 8.8	7.8	6.2
11. WTPA-F	426/ 8.7	11.5	11.1
12. WHTF-F	377/ 7.7	8.2	8.1
13.			
14.			
15.			

12+ FM SHARE (METRO): 75.03% (586 of 781) (FAL 86: 73.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WHP	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>
2. WQXA-F>	2. WHTF-F	2. WHP-F	2. WHP-F	2. WHP-F	2. WNNK-F	2. WHP >	2. WHP-F	2. WHP-F	2. WQXA-F>	2. WRKZ-F
3.	3. WTPA-F	3. WHTF-F	3. WCMB	3. WRKZ-F	3. WHP-F	3. WRKZ-F	3. WNCE-F	3. WNCE-F	3. WHP-F	3. WHP
4.	4. WHIT-F	4. WHIT-F	4. WRKZ-F	4. WCMB	WNCE-F	4. WHP-F	4. WHP	4. WHP	4. WRKZ-F	4. WHP-F
5.	5. WHYC-F+	WRKZ-F	5. WHYL-F+	5. WHYL-F+	5. WRKZ-F	5. WLBR	WRKZ-F	5. WHYL-F+	5. WHIT-F	5. WHYL-F+
			6. WHIT-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>
2. WHIT-F	2.	2. WHIT-F	2. WHP-F	2. WHP-F
3. WHYL-F+	3.	3. WHP-F	3. WHIT-F	3. WHIT-F
WQXA-F	4.	4.	4.	WHYL-F+
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNNK-F>	1. WNNK-F>	1. WNNK-F	1. WNNK-F>	1. WNNK-F>
2. WHTF-F	2. WHTF-F	2. WTPA-F	2. WHTF-F	2. WRKZ-F
3. WTPA-F>	3. WTPA-F>	WHTF-F	3. WTPA-F	3. WCMB
4.	4. WGRX-F	4.	4. WRKZ-F	4. WHP-F
5.	5. WHYL-F+	5.	5. WCMB	WHYL-F+

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		217 (4)	217 (4)	27.8	27.4
AOR/CLASSIC		75 (3)	75 (3)	9.6	8.1
AC/OLDIES/SOFT ROCK	42 (2)	52 (3)	94 (5)	12.0	18.1
MOR/VARIETY/FULL	102 (3)		102 (3)	13.1	13.8
COUNTRY	9 (1)	97 (3)	106 (4)	13.6	16.8
BLACK/URBAN					
BTFL MUSIC/EZ		105 (2)	105 (2)	13.4	10.3
NEWS/TALK					
NOSTALGIA	18 (1)		18 (1)	2.3	3.5
RELIGION/GOSPEL		22 (1)	22 (1)	2.8	1.7
SPANISH					
CLASSICAL		7 (1)	7 (1)	0.9	
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	24 (2)	11 (2)	35 (4)	4.5	0.4
			781 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville	1.7/3.2
WHGB	1400	Harrisburg	2.1/4.3
WKBO	1230	Harrisburg	1.1/5.6
WMSP	94.9	Harrisburg	.8/2.5
WQIN	1290	Lykenson	.8/1.4
WUFM-F	100.1	Lebanon	.5/2.7
WWII	720	Shiremanstown	1.2/2.0
WDAC-F	94.5	Lancaster	2.6/3.3
WGCB-F	96.1	Reaving	.8/1.8
WIOV-F	105.1	Ephrata	1.2/3.3
WLAN-F	96.9	Lancaster	1.3/5.2
WSBA-F	103.3	York	2.0/5.5
WGRX-F	100.7	Westminster	1.8/4.1
WQKX-F	94.1	Sunbury	.4/2.6
WRFY-F	102.5	Reaving	.5/1.8

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	US 2,$ 26.00* (Eastman)	McKenna	
WHGB, 1400, 1 KW	, NOSTALGIA	SMN ,$ 18.00 (Mc-Guild)	Scott	
WHP , 580, 5 KW (DA-N)	, MOR	CBS ,$ 55.00* (Katz)	Commonwealth	
WKBO, 1230, 1 KW	, OLDIES	APR,SMN,$ 28.00 (Banner)		
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR/AC	ABC-I,$ 18.00 (Masla)		(LEBANON)
WHP-F , 97.3, 14 KW @ 840,	BTFL/EZ	ABC-D,$ 60.00* (Katz)	Commonwealth	
WHYL-F+, 102.3, 3 KW @ 300,	COUNTRY	APR,$ 31.00 (HNWH)		
WNNK-F , 104.1, 15 KW @ 950,	CHR	APR,$ 80.00* (Christal)	Keymarket	
WRKZ-F , 106.7, 50 KW @ 500,	COUNTRY	ABC-E,$ 63.00* (Mc-Guild)	Eastern	
WHIT-F , 99.3, 3 KW @ 300,	AC	US 1,$ 40.00* (Eastman)	McKenna	
WTPA-F , 93.5, 3 KW @ 300,	AOR	ABC-R,$ 35.00* (Republic)		

Other rated stations - See York or Lancaster

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HARTFORD

Arbitron Rank/Pop (12+): 40/895,500

MSA Rank/Pop: 43/1,110,000
ADI # 23 (w/New Haven)
Average Person Ratings: 16.8
Market TSL: 22.0 hours

Stations: 24/14
Diaries: 1428/627:1/49.4%
Sample Target: 1170
% Below Line: 8.5
% Not Listed: 10.8

1987 Revenue: $33,200,000
HH Inc.: $41,923
Retail $: 9.1 Bil
Pop per Station: 63,964
#1 Biller: WTIC $9,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WTIC	303/19.8	18.4	19.0	19.2	18.4	19.1	15.5
2. WTIC-F	227/14.8	13.7	14.1	13.0	15.4	13.9	20.0
3. WRCH-F	143/ 9.3	8.3	9.3	9.0	9.6	9.0	5.8
4. WDRC-F	135/ 8.8	5.7	7.3	7.6	5.2	7.4	7.1
5. WKSS-F	77/ 5.0	6.0	5.5	4.9	5.8	5.4	6.2
6. WHCN-F	75/ 4.9	4.9	4.6	4.0	4.2	4.6	8.3
7. WCCC A/F	67/ 4.4	5.0	5.1	5.2	4.7	4.9	6.3
8. WIOF-F	61/ 4.0	5.9	4.7	4.4	6.6	4.8	2.7
9. WRCQ	54/ 3.5	5.2	3.2	4.3	4.2	3.8	2.9
10. WPOP	45/ 2.9	3.4	3.4	3.8	1.8	3.4	3.6
11. WPLR-F	30/ 2.0	1.7	1.1	1.5	.9	1.8	1.4
WWYZ-F	30/ 2.0	2.5	1.1	1.5	2.8	1.8	1.6
13. WDRC	27/ 1.8	2.6	2.0	2.2	2.0	2.2	1.1

12+ TSA	1/4/CUME
1. WTIC	427/49.07
2. WTIC-F	316/47.59
3. WRCH-F	280/34.36
4. WDRC-F	237/37.18
5. WKSS-F	170/32.48
6. WKCI-F	139/25.67
WCCC A/F	139/21.19
8. WPLR-F	127/20.41
9. WHCN-F	126/24.93
10. WIOF-F	124/22.34
11. WAQY-F	106/17.93
12. WHYN-F	95/14.93
13. WWRX-F	79/ 8.55

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WTIC	3229/35.3	35.1	34.0
2. WTIC-F	2912/31.8	34.2	35.2
3. WDRC-F	2017/22.0	17.1	14.7
4. WRCH-F	1836/20.1	20.4	19.3
5. WKSS-F	1521/16.6	18.5	18.4
6. WHCN-F	1422/15.5	16.1	13.8
7. WCCC A/F	1231/13.5	15.7	13.1
8. WIOF-F	1136/12.4	15.6	16.5
9. WPOP	878/ 9.6	10.9	7.6
10. WPLR-F	695/ 7.6	7.3	5.9
11. WRCQ	693/ 7.6	7.4	7.4
12. WDRC	598/ 6.5	6.0	8.2
13.			

12+ FM SHARE (METRO): 65.98% (902 of 1367) (FAL 86: 65.62%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WTIC-F	1. WTIC >
2. WKSS-F>	2. WDRC-F	2. WDRC-F	2. WDRC-F>	2. WDRC-F>	2. WRCH-F>
3. WCCC-F+	3. WHCN-F	3. WTIC	3. WTIC >	WTIC	3. WDRC-F
4.	4. WCCC-F+>	4. WHCN-F	4. WIOF-F	4. WRCH-F	4. WTIC-F
5.	5. WKSS-F	5. WCCC-F+	5. WHCN-F	5. WIOF-F	5. WRCQ
	6. WIOF-F	6. WIOF-F	6. WRCH-F	6. WHCN-F	6. WPOP
		7. WRCH-F	7. WKSS-F		7. WIOF-F
		8. WKSS-F			

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTIC >	1. WTIC-F	1. WTIC-F	1. WTIC	1. WTIC-F
2. WTIC-F>	2. WTIC	2. WTIC >	2. WTIC-F>	2. WTIC >
3. WDRC-F	3. WRCH-F	3. WRCH-F	3. WKSS-F	3. WRCH-F
4. WRCH-F	4. WDRC-F>	4. WDRC-F>	4. WRCH-F	4. WDRC-F>
5. WKSS-F	5. WCCC-F+	5. WKSS-F	5. WHCN-F	5. WHCN-F
	6. WIOF-F	6. WCCC-F+	6. WDRC-F	6. WIOF-F
		7. WHCN-F		7. WKSS-F
				8. WCCC-F+

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F
2. WDRC-F	2. WDRC-F>	2. WDRC-F	2. WDRC-F	2. WTIC
3. WKSS-F	3. WHCN-F	3. WHCN-F	3. WTIC	3. WRCH-F
4. WCCC-F+	4. WKSS-F	WIOF-F	4. WIOF-F	4. WDRC-F
5.	5. WCCC-F	5. WWYZ-F	5. WRCH-F	5. WIOF-F>
	WIOF-F		6. WKSS-F	
			7. WHCN-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F	1. WTIC-F>	1. WDRC-F	1. WTIC-F	1. WDRC-F
2. WCCC-F+	2. WHCN-F	WTIC-F	2. WDRC-F	2. WTIC
3. WHCN-F	3. WCCC-F+	3. WHCN-F	3. WHCN-F	3. WTIC-F>
4.	4. WDRC-F>	4. WCCC-F+	4. WCCC-F+>	4. WHCN-F
5.	5.	5. WKSS-F	WTIC	5. WRCH-F
			6. WKSS-F	6. WKSS-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		321 (3)	321 (3)	23.5	24.6
AOR/CLASSIC	3 (1)	196 (5)	199 (6)	14.6	12.4
AC/OLDIES/SOFT ROCK	27 (1)	231 (4)	258 (5)	18.9	19.8
MOR/VARIETY/FULL	303 (1)		303 (1)	22.2	20.8
COUNTRY	9 (1)	5 (1)	14 (2)	1.0	1.1
BLACK/URBAN	14 (1)		14 (1)	1.0	1.3
BTFL MUSIC/EZ		149 (2)	149 (2)	10.9	10.9
NEWS/TALK	50 (2)		50 (2)	3.7	2.9
NOSTALGIA	59 (2)		59 (2)	4.3	4.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.2
			1367 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKHT	1230	Manchester	.6/1.3
WKND	1480	Windsor	.9/2.2
WCTY-F	97.7	Norwich	.3/ .8
WKCI-F	101.3	Hamden	1.1/6.2
WAQY-F	102.1	Springfield	1.4/6.4
WCBS	880	New York	.3/1.4
WHYN-F	93.1	Springfield	.3/2.4
WMAS	1450	Springfield	.3/ .6
WSRS-F	96.1	Worcester	.4/ .7
WWRX-F	103.7	Westerly	.3/1.4

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, AC/OLDIES	,$ 36.00*	(Mc-Guild)	Buckley
WGAB, 1550, 5 KW/740 W (DA-2)	, TALK	ABC-T,$ 20.00	(---)	
WKHT, 1230, 1 KW	, COUNTRY	MBS,$ 24.00*	(P/W)	
WKND, 1480, 500 W (DAYS,DA)	, BLACK	NBN,$ 28.00*	(Roslin)	
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS,$ 53.00*	(Eastman)	Merv Griffin
WRCQ, 910, 5 KW (DA-2)	, NOSTALGIA	ABC-E,$ 45.00*	(Banner)	
WRYM, 840, 1 KW (DAYS)	, SPANISH	,$ 22.00*	(Caballero)	
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC,$185.00*	(Katz)	Chase
WCCC-F+, 106.9, 23 KW @ 720, AOR		Source,ABC-C,$ 50.00*	(Durpetti)	
WDRC-F , 102.9, 20 KW @ 810, OLDIES		,$ 64.00*	(Mc-Guild)	Buckley
WHCN-F , 105.9, 16 KW @ 867, AOR		ABC-R,$ 59.00*	(Masla)	Beck-Ross
WIOF-F , 104.1, 18 KW @ 835, AC		CBS-R,$ 73.00*	(Eastman)	Merv Griffin (WATERBURY)
WKSS-F , 95.7, 17 KW @ 880, CHR		,$ 80.00	(MMR)	
WLVH-F , 93.7, 21 KW @ 780, SPANISH		APR,$ 30.00*	(MMR)	Sage
WRCH-F , 100.5, 8 KW @ 1250, BTFL/EZ		ABC-D,$ 81.00*	(Banner)	
WTIC-F , 96.5, 20 KW @ 810, CHR		,$135.00*	(Katz)	Chase
WWYZ-F , 92.5, 18 KW @ 860, AC		US 2,$ 48.00*	(Blair)	(WATERBURY)

Other ranked stations - See New Haven or Springfield

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HONOLULU

Arbitron Rank/Pop (12+): 55/687,600

MSA Rank/Pop: 62/837,000
ADI # None
Average Person Ratings: 16.3
Market TSL: 22.0 hours

Stations: 21/21
Diaries: 1196/575:1/52.6%
Sample Target: 1010
% Below Line: 0
% Not Listed: 4.1

1987 Revenue: $16,500,000
HH Inc.: $41,840
Retail $: 5.5 Bil
Pop per Station: 32,743
#1 Biller: KSSK $4,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KQMQ A/F	161/14.4	16.4	14.0	15.2	15.2	15.0	
2. KSSK	145/13.0	13.4	14.0	10.9	13.2	12.8	
3. KUMU A/F	140/12.6	10.4	10.2	13.4	10.5	11.7	
4. KXPW-F	106/ 9.3	9.8	7.8	6.6	7.7	8.4	
5. KPOI-F	97/ 8.7	7.5	6.6	7.2	10.1	7.5	
6. KRTR-F	79/ 6.6	5.7	5.9	5.2	5.4	5.9	
7. KIKI	58/ 5.2	4.7	6.3	4.6	2.3	5.2	
8. KMAI-F	55/ 4.9	6.6	8.0	10.7	10.3	7.6	
9. KGU	54/ 4.8	3.5	4.5	4.9	3.6	4.4	
10. KCCN	49/ 4.4	4.0	4.6	4.0	3.9	4.3	
11. KHVH	42/ 3.8	4.0	3.9	3.7	4.7	3.9	
12. KDEO	25/ 2.2	2.0	1.9	1.1	2.0	1.8	
13.							
14.							
15.							

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	
5.	HONOLULU'S METRO AND TSA ARE THE SAME.
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. KQMQ A/F 2353/34.3	32.4	29.3
2. KSSK 1708/24.9	26.9	26.7
3. KUMU A/F 1489/21.7	17.6	20.7
4. KXPW-F 1372/20.0	23.0	22.8
5. KPOI-F 1059/15.4	15.2	18.2
6. KMAI-F 1057/15.4	21.5	21.0
7. KRTR-F 1044/15.2	15.0	14.3
8. KHVH 859/12.5	11.5	13.0
9. KIKI 813/11.8	13.8	8.3
10. KGU 730/10.6	10.5	10.9
11. KCCN 701/10.2	10.3	10.2
12. KDEO 337/ 4.9	6.0	5.1
13.		
14.		
15.		

12+ FM SHARE (METRO): 54.21% (580 of 1070) (FAL 86: 56.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KQMQ-F+>	1. KQMQ-F+	1. KQMQ-F+	1. KSSK >	1. KSSK >	1. KUMU-F+	1. KSSK >	1. KUMS-F+	1. KQMQ-F+>	1. KQMQ-F+>	1. KQMQ-F+
2. KXPW-F	2. KPOI-F	2. KSSK	2. KQMQ-F+	2. KUMU-F+	2. KSSK >	2. KQMQ-F+>	2. KQMQ-F+	2. KUMU-F+	2. KXPW-F	2. KUMU-F+
3. KMAI-F	3. WXPW-F	3. KPOI-F	3. KUMU-F+	3. KQMQ-F+	3. KGU	3. KUMU-F+	3. KSSK	3. KSSK	3. KUMU-F+	3. KPOI-F
4.	4. KSSK	4. KUMU-F+	4. KRTR-F	4. KRTR-F	4. KHVH	4. KXPW-F	4. KPOI-F	KXPW-F	4. KPOI-F	4. KSSK
5.	5. KRTR-F	5. KXPW-F	5. KPOI-F	5. KPOI-F	5. KCCN	5. KPOI-F	5. KXPW-F	5. KPOI-F	5.	5. KXPW-F
			6. KIKI	6. KIKI	KIKI					
				7. KXPW-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQMQ-F+>	1. KQMQ-F+>	1. KQMQ-F+	1. KQMQ-F+>	1. KSSK	1. KPOI-F	1. KPOI-F	1. KPOI-F	1. KPOI-F	1. KSSK
2. KXPW-F	2. KXPW-F	2. KRTR-F	2. KSSK	2. KUMU-F+	2. KQMQ-F+	2. KQMQ-F+>	2. KQMQ-F+	2. KQMQ-F+	2. KUMU-F+
3.	3. KRTR-F	3. KSSK	3. KXPW-F	3. KQMQ-F+	3. KXPW-F	3. KXPW-F	3. KSSK	3. KSSK	3. KPOI-F
4.	4. KPOI-F	4. KXPW-F	4. KRTR-F	4. KRTR-F	4. KMAI-F	4. KMAI-F>	4. KXPW-F	4. KUMU-F+	4. KQMQ-F+
5.	5. KSSK	5.	5. KUMU-F+	5. KXPW-F	5.	5.	5. KIKI	5. KXPW-F	5. KIKI
							6. KRTR-F		

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	31 (1)	185 (2)	216 (3)	20.2	23.5
AOR/CLASSIC		97 (1)	97 (1)	9.1	10.8
AC/OLDIES/SOFT ROCK	58 (1)	180 (2)	238 (3)	22.2	20.2
MOR/VARIETY/FULL	145 (1)		145 (1)	13.6	14.1
COUNTRY	25 (1)		25 (1)	2.3	2.2
BLACK/URBAN					
BTFL MUSIC/EZ	22 (1)	118 (1)	140 (2)	13.1	11.2
NEWS/TALK	96 (2)		96 (2)	9.0	8.9
NOSTALGIA					0.8
RELIGION/GOSPEL	12 (2)		12 (2)	1.1	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	101 (6)		101 (6)	9.4	7.5
			1070 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	.4/2.3
KISA	1540	Honolulu	.4/1.4
KLHT	1040	Honolulu	.6/1.8
KLNI	1380	Pearl City	1.1/2.1
KNDI	1270	Honolulu	1.3/1.9
KOHO	1170	Honolulu	1.1/1.8
KZOO	1210	Honolulu	.8/1.8

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	,$ 25.00*	(Roslin)		
KDEO, 940, 10 KW	, COUNTRY	MBS,$ 23.00	(Masla)		
KGU , 760, 10 KW	, NEWS/TALK	CBS,ABC-T,$ 28.00	(Banner)		
KHVH, 990, 5 KW	, NEWS/TALK	NBC,ABC-I,$ 40.00	(HNWH)		
KIKI, 830, 10 KW	, OLDIES	,$ 38.00	(Katz)	Parker	
KSSK, 590, 5 KW	, MOR/AC	,$ 95.00*	(Eastman)	H & G	
KAIM-F , 95.5, 100 KW @ 421,	RELIGION	,$ 10.00	(---)		
KMAI-F , 93.9, 100 KW @ 421,	CHR	,$ 35.00*	(Katz)	Parker	
KPOI-F , 97.5, 83 KW @ 46,	AOR	,$ 45.00*	(Republic)		
KQMQ-F+, 93.1, 54 KW @ -119,	CHR	US 1,APR,$ 60.00*	(Christal)		
KRTR-F , 96.3, 75 KW @ 2120,	AC	,$ 32.00*	(Torbet)		
KUMU-F+, 94.7, 100 KW @ 500,	BRFL/EZ	,$ 44.00*	(Torbet)		
KXPW-F , 92.3, 100 KW @ 1685,	AC	,$ 61.00*	(Eastman)	H & G	

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HOUSTON

Arbitron Rank/Pop (12+): 8/2,990,500

MSA Rank/Pop: 8/3,710,000
ADI # 10
Average Person Ratings: 17.9
Market TSL: 24.0 hours

Stations: 29/29
Diaries: 2502/1195:1/45.5%
Sample Target: 2030
% Below Line: 0
% Not Listed: 8.9

1987 Revenue: $100,300,000
HH Inc.: $36,984
Retail $: 26.3 Bil
Pop per Station: 103,121
#1 Biller: KIKK A/F $12,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KIKK-F	443/8.3	7.3	8.0	7.6	6.8	7.8	7.7
2. KMJQ-F	416/7.8	10.3	9.1	9.9	9.8	9.3	11.6
3. KKBQ A/F	352/6.5	7.5	7.1	8.1	6.4	7.3	7.8
4. KRBE A/F	343/6.5	7.3	6.7	6.2	6.6	6.7	9.2
5. KLOL-F	333/6.2	5.6	4.3	4.4	4.6	5.1	5.8
6. KILT-F	314/5.9	6.0	7.3	6.4	6.0	6.4	6.6
7. KODA-F	303/5.7	5.5	5.4	5.5	6.9	5.5	4.9
8. KFMK-F	265/4.9	4.9	5.2	5.3	5.9	5.1	5.4
9. KTRH	263/4.9	6.9	6.8	4.6	4.7	5.8	4.5
10. KZFX-F	257/4.8	3.8	4.0	3.8	4.1	4.1	4.4
11. KQUE-F	224/4.2	3.9	4.0	4.4	4.1	4.1	3.2
12. KKHT-F	223/4.2	2.6	2.0	1.6	2.3	2.6	3.4
13. KLAT	166/3.1	.8	1.1	1.6	1.6	1.7	1.4
KPRC	166/3.1	2.2	2.9	2.6	2.7	2.7	2.9
15. KLTR-F	150/2.8	2.5	2.8	2.9	2.5	2.8	2.0
16. KJYY-F	98/1.8	2.7	2.5	2.5	3.4	2.4	1.0
17. KYOK	91/1.7	1.4	1.8	1.2	1.3	1.5	1.2
18. KCOH	74/1.4	1.2	1.8	1.9	1.6	1.6	1.0
19. KEYH	64/1.2	1.3	1.6	1.9	1.0	1.5	2.7
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KIKK-F	482/4903
2. KMJQ-F	425/3886
3. KRBE A/F	381/6800
4. KILT-F	370/4938
5. KKBQ A/F	365/6135
6. KLOL-F	364/4482
7. KODA-F	336/4517
8. KTRH	296/4967
9. KFMK-F	284/3691
10. KZFX-F	277/3156
11. KQUE-F	226/2270
12. KKHT-F	223/2899
13. KPRC	171/2976
14. KLAT	168/7137
15. KLTR-F	159/2992
16. KJYY-F	103/1837
17. KYOK	91/1314
18. KCOH	74/ 946
19. KEYH	65/ 502
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. KRBE A/F 6133/20.5	21.3	20.5
2. KKBQ A/F 5752/19.2	19.2	18.9
3. KIKK-F 4903/16.4	18.7	15.7
4. KILT-F 4220/14.1	16.3	13.0
5. KTRH 4104/13.7	17.2	16.6
6. KODA-F 3992/13.3	12.5	16.4
7. KLOL-F 3983/13.3	12.2	13.2
8. KMJQ-F 3698/12.3	15.1	15.5
9. KFMK-F 3417/11.4	11.6	13.5
10. KZFX-F 2951/ 9.8	9.4	9.3
11. KLTR-F 2912/ 9.7	11.8	10.5
12. KKHT-F 2847/ 9.5	9.0	8.8
13. KPRC 2821/ 9.4	8.1	8.6
14. KQUE-F 2210/ 7.4	7.5	8.1
15. KJYY-F 1779/ 5.9	7.0	9.4
16. KYOK 1314/ 4.4	5.3	4.7
17. KLAT 1108/ 3.7	2.5	4.0
18. KQQK-F 1054/ 3.5	3.3	1.5
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 78.98% (3854 of 4880) (FAL 86: 80.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKBQ-F+	1. KLOL-F	1. KIKK-F	1. KIKK-F	1. KIKK-F	1. KODA-F	1. KIKK-F+	1. KIKK-F	1. KIKK-F	1. KMJQ-F>	1. KIKK-F
2. KRBE-F+>	KMJQ-F	KMJQ-F	2. KFMK-F	2. KFMK-F	2. KTRH	2. KILT-F+	2. KODA-F	2. KMJQ-F	2. KKBQ-F+	2. KMJQ-F
3. KMJQ-F>	3. KZFX-F	3. KLOL-F	3. KILT-F	3. KILT-F	3. KIKK-F	3. KTRH	3. KQUE-F	3. KKBQ-F+	KRBE-F+>	3. KKBQ-F+
4. KLOL-F	4. KIKK-F	4. KFMK-F	4. KZFX-F	4. KZFX-F	4. KQUE-F	4. KLOL-F	4. KFMK-F	KRBE-F+	4. KLOL-F	4. KZFX-F
5. KIKK-F	5. KRBE-F+	5. KZFX-F	5. KLOL-F	KMJQ-F	5. KILT-F	5. KKBQ-F+	5. KZFX-F	5. KLOL-F	5. KIKK-F+	5. KRBE-F+
6.	6. KKBQ-F+	6. KRBE-F+	6. KMJQ-F	6. KLOL-F	6. KPRC	6. KMJQ-F	6. KMJQ-F	6. KILT-F	6. KTRH	6. KILT-F
7.	7. KFMK-F	7. KILT-F	7. KKHT-F	7. KODA-F	7. KFMK-F	7. KFMK-F	7. KKHT-F	7. KODA-F	7. KILT-F	7. KLOL-F
8.	8.	8. KKBQ-F+	8. KKBQ-F+	8. KKHT-F	8. KMJQ-F	8. KRBE-F+	8. KILT-F	8. KZFX-F	8. KODA-F	8. KODA-F
9.	9.	9.	9.	9. KKBQ-F+	9.	9.	KLOL-F	9. KFMK-F	9.	9. KFMK-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KIKK-F	1. KIKK-F
2. KRBE-F	2. KIKK-F	2. KFMK-F	2. KMJQ-F	2. KFMK-F
3. KKBQ-F+>	3. KKBQ-F+	3. KMJQ-F	3. KRBE-F+	3. KILT-F
4. KLOL-F	4. KRBE-F+	4. KKBQ-F+	4. KKBQ-F+	4. KMJQ-F
5. KIKK-F	5. KFMK-F	5. KILT-F	5. KFMK-F	5. KKBQ-F+
6.	6. KILT-F	6. KKHT-F	6. KILT-F	6. KKHT-F
7.	7. KLOL-F	7. KLTR-F	7. KKHT-F	7. KLTR-F
8.	8.	8. KRBE-F+	8. KLTR-F	8. KRBE-F+
9.	9.	KZFX-F	9.	9.
10.	10.	10. KLOL-F	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOL-F	1. KLOL-F	1. KZFX-F	1. KLOL-F	1. KLOL-F
2. KMJQ-F>	2. KZFX-F	2. KLOL-F>	2. KZFX-F	2. KIKK-F
3. KRBE-F+	3. KMJQ-F>	3. KMJQ-F	3. KMJQ-F	KZFX-F
4. KZFX-F	4. KIKK-F	4. KIKK-F	4. KIKK-F	4. KFMK-F
5. KKHT-F	5. KRBE-F+	5. KFMK-F	5. KFMK-F	5. KILT-F
6. KIKK-F	6. KKHT-F	6. KKHT-F	6. KILT-F	6. KLAT
7. KKBQ-F+	7. KKBQ-F+	KLAT-F	7. KKHT-F	KODA-F
8.	8. KFMK-F	8. KILT-F	8. KRBE-F+	8. KMJQ-F
9.	9.	KKBQ-F+	9.	9.
10.	10.	10. KTRH	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	30 (2)	671 (2)	701 (4)	14.4	17.0
AOR/CLASSIC		590 (2)	590 (2)	12.1	9.7
AC/OLDIES/SOFT ROCK		736 (4)	736 (4)	15.1	13.7
MOR/VARIETY/FULL					
COUNTRY	75 (2)	757 (2)	832 (4)	17.0	16.2
BLACK/URBAN	165 (2)	416 (1)	581 (3)	11.9	14.1
BTFL MUSIC/EZ		303 (1)	303 (1)	6.2	7.7
NEWS/TALK	429 (2)		429 (2)	8.8	8.3
NOSTALGIA		224 (1)	224 (1)	4.6	4.6
RELIGION/GOSPEL	76 (2)		76 (2)	1.6	2.3
SPANISH	333 (4)	41 (1)	374 (5)	7.7	5.5
CLASSICAL		40 (1)	40 (1)	0.8	1.0
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			4880 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHCB-F	105.7	Houston	.9/2.5
KIKK	650	Pasadena	.7/1.9
KILT	610	Houston	.7/3.5
KJOJ-F	106.9	Conroe	.5/1.6
KQQK-F	106.5	Galveston	.8/3.5
KRTS-F	92.1	Seabrook	.7/2.1
KXYZ	1320	Houston	1.0/2.7
KYST	920	Texas City	.9/1.5

RADIO STATIONS

AM STATIONS

KCOH, 1430, 1 KW	, BLACK	SBN,NBN,$ 57.00	(Roslin)		
KEYH, 850, 10 KW (DAYS,DA)	, SPANISH	,$ 45.00*	(Lotus)		
KIKK, 650, 250 W (DAYS)	, COUNTRY	,$ 55.00	(Torbet)	Viacom	
KILT, 610, 5 KW (DA-2)	, COUNTRY	,$ 70.00*	(Banner)	Legacy	
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F,$ 75.00*	(Mc-Guild)	Gannett	
KLAT, 1010, 5 KW (DA-2)	, SPANISH	,$ 96.00	(Katz)	Tichenor	
KLVL, 1480, 1 KW/500 W (DA-N)	, SPANISH	,$ 30.00	(---)		
KNUZ, 1230, 1 KW	, OLDIES	ABC-D,$ 45.00*	(Republic)		
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	NBC,ABC-T,NBC-T,$122.00*	(Eastman)		
KRBE, 1070, 10 KW/5 KW (DA-2)	, CHR	,$ NA	(Katz)	Susquehanna	
KTRH, 740, 50 KW (DA-1)	, NEWS	MBS,ABC-I,$101.00*	(CBS)		
KXYZ, 1320, 5 KW (DA-N)	, SPANISH	,$ 75.00	(Caballero)	Infinity	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,$ 54.00	(Masla)	All Pro	

FM STATIONS

KFMK, 97.9, 100 KW @ 1920, AC		,$210.00*	(MMR)	First Media	
KIKK, 95.7, 100 KW @ 1920, COUNTRY		,$225.00*	(Torbet)	Viacom	
KILT, 100.3, 100 KW @ 1920, COUNTRY		,$160.00*	(Banner)	Legacy	
KJYY, 94.5, 100 KW @ 1970, SOFT AC		Trans,$120.00	(Durpetti)	Entercom	
KKBQ, 92.9, 100 KW @ 1920, CHR		ABC-F,$240.00*	(Mc-Guild)	Gannett	
KKHT, 96.5, 100 KW @ 2000, AC		ABC-R,$130.00*	(Republic)	Malrite	
KRTS, 92.1, 3 KW @ 300, CLASSICAL		,$ 75.00	(CMBS)		(SEABROOK)
KLOL, 101.1, 100 KW @ 1949, AOR		Source,$158.00*	(CBS)		
KLTR, 93.7, 100 KW @ 1779, AC		CBS-R,$160.00	(CBS)	CBS	
KMJQ, 102.1, 100 KW @ 1720, URBAN		,$195.00*	(Christal)	Keymarket	
KODA, 99.1, 100 KW @ 1920, BTFL/EZ		,$220.00*	(Group W)	Westinghouse	
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA		ABC-E,$124.00*	(Eastman)		
KRBE, 104.1, 100 KW @ 1920, CHR		,$185.00*	(Katz)	Susquehanna	
KZFX, 107.5, 100 KW @ 2000, CLASSIC AOR		,$135.00*	(Republic)	Shamrock	

CALL LETTER CHANGES

KLEF changes to KRTS (Sept.)

FORMAT CHANGES

KKHT-F reclassified as AC

STATION SALES

KFMK-F: Sold to Cook Inlet for $38,000,000 (est) + Tax Cert.
KTEK: From Universal to Marsh for $2,400,000 (est)

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HUNTINGTON, WV

Arbitron Rank/Pop (12+): 124/278,800

MSA Rank/Pop: 140/338,000
ADI # 46 (w/Charleston)
Average Person Ratings: 13.5
Market TSL: 18.8 hours

Stations: 18/14
Diaries: 833/335:1/57.8%
Sample Target: 680
% Below Line: 8.8
% Not Listed: 7.8

1987 Revenue: $6,100,000
HH Inc.: $25,239
Retail $: 1.97 Bil
Pop per Station: 19,914
#1 Biller: WTCR A/F $1,800,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WTCR-F	112/29.9	22.1	25.2	27.4	22.2		
2. WKEE-F	85/22.7	27.5	21.1	17.7	14.1		
3. WAMX A/F	40/10.7	12.1	15.1	17.2	26.6		
4. WKLC-F	26/ 7.0	3.7	2.9	4.4	5.2		
5. WEMM-F	17/ 4.5	4.0	4.3	4.9	5.5		
6. WTCR	12/ 3.2	3.7	3.1	3.6	4.7		
7. WKEE	10/ 2.7	4.4	3.4	3.9	3.7		
8.							
9.							
10.							

12+ TSA	1/4/CUME
1. WTCR-F	142/1542
2. WKEE-F	130/1708
3. WAMX A/F	79/1249
4. WQBE-F	65/ 613
5. WKLC-F	53/ 670
6. WEMM-F	34/ 558
7. WPAY-F	28/ 608
8. WVAF-F	15/ 295
WTCR	15/ 284
10. WKEE	10/ 257

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WTCR-F	1089/39.3	35.9	38.2
2. WKEE-F	1070/38.7	40.7	28.4
3. WAMX A/F	643/23.3	18.7	28.1
4. WKLC-F	355/12.8	9.5	10.0
5. WEMM-F	287/10.4	9.8	10.4
6. WTCR	267/ 9.6	10.0	9.9
7. WKEE	207/ 7.5	10.4	8.8
8.			
9.			
10.			

12+ FM SHARE (METRO): 88.41% (305 of 345) (FAL 86: 82.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKEE-F>	1. WKEE-F>	1. WTCR-F>	1. WTCR-F>	1. WTCR-F>	1. WTCR-F>	1. WTRC-F+>	1. WTCR-F+>	1. WTCR-F>	1. WTCR-F+	1. WTCR-F+>
2.	2. WTCR-F	2. WKEE-F>	2. WKEE-F	2. WKEE-F	2.	2. WKEE-F>	2. WKEE-F>	2. WKEE-F>	2. WKEE-F>	2. WKEE-F>
3.	3. WAMX-F+>	3. WAMX-F+>	3. WAMX-F+>	3. WAMX-F+>	3.	3. WAMX-F+	3. WAMX-F+>	3. WAMX-F+>	3. WKLC-F	3. WAMX-F+
4.	4. WKLC-F	4. WKLC-F	4. WKLC-F	4. WKLC-F	4.	4.	4.	4. WKLC-F	4. WAMX-F+	4. WKLC-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WEMM-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WTCR-F>	1. WTCR-F>
2. WTCR-F>	2. WTCR-F>	2. WTCR-F	2. WKEE-F>	2. WKEE-F>
3. WAMX-F+	3. WAMX-F+>	3. WAMX-F+	3. WAMX-F+	3. WAMX-F+>
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKEE-F>	1. WKEE-F>	1. WAMX-F+	1. WTCR-F>	1. WTCR-F>
2. WKLC-F	2. WTCR-F	WKEE-F	2. WKEE-F>	2. WKEE-F
3. WTCR-F	WKLC-F	WTCR-F	3. WAMX-F+	3. WAMX-F+
4. WAMX-F+	4. WAMX-F+	4. WKLC-F	4. WKLC-F	4. WKLC-F
5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		85 (1)	85 (1)	24.6	23.9
AOR/CLASSIC		26 (1)	26 (1)	7.5	15.2
AC/OLDIES/SOFT ROCK	17 (2)	35 (2)	52 (4)	15.1	3.8
MOR/VARIETY/FULL	3 (1)		3 (1)	0.9	6.3
COUNTRY	12 (1)	127 (4)	139 (5)	40.3	34.0
BLACK/URBAN					
BTFL MUSIC/EZ		7 (2)	7 (2)	2.0	5.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	6 (1)	25 (2)	31 (3)	9.0	7.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.6	3.8
			345 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEZ-F	106.3	Milton	1.3/3.4
WCMI	1340	Ashland	.5/2.9
WGOH	1370	Grayson	1.6/2.3
WIRO	1230	Ironton	.8/3.4
WLGC-F	105.5	Greenup	.8/2.0
WMLU-F	107.1	Ironton	2.4/4.9
WPAY-F	104.1	Portmouth	2.1/6.8
WBES-F	96.1	Charleston	.5/1.4
WQBE-F	97.5	Charleston	.8/2.3
WVAF-F	99.9	Charleston	.5/1.4

RADIO STATIONS

WKEE, 800, 5 KW/185 W (DA-2) , OLDIES	CBS,$ NA	(Katz)	Capitol-Goodman
WTCR, 1420, 5 KW/500 W (DA-N) , COUNTRY	ABC-I,$ 20.00*	(Mc-Guild)	CRB
WAEZ-F , 106.3, 3 KW @ 300, BTFL/EZ	US 2,$ 17.00*	(---)	(MILTON)
WAMX-F+, 93.7, 100 KW @ 741, AC/CONTEMP	ABC-F,$ 40.00*	(Banner)	
WEMM-F , 107.9, 50 KW @ 500, RELIGION	,$ 13.00	(---)	Mortenson
WKEE-F , 100.5, 53 KW @ 560, CHR	ABC-C,$ 60.00*	(Katz)	
WPAY-F , 104.1, 100 KW @ 840, RELIGION/COUNTRY	US 2,$ 12.00	(---)	(PORTSMOUTH)
WTCR-F , 103.3, 50 KW @ 500, COUNTRY	ABC-I,$ 50.00*	(Mc-Guild)	CRB

WQBE,WKLC - See Charleston

MISCELLANEOUS COMMENTS WKEE A/F sold by Capitol (Goodman) for $3,100,000 (Blackburn)... WAMX A/F sold by Stoner for $1,900,00... WGNT changes call to WAMX and simulcasts with WAMX-F...

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INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/993.500

MSA Rank/Pop: 40/1,230,000
ADI # 24
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 19/18
Diaries: 2003/364:1/55.9%
Sample Target: 1500
% Below Line: 0.6
% Not Listed: 6.5

1987 Revenue: $43,800,000
HH Inc.: $34,011
Retail $: 9.1 Bil
Pop per Station: 40,533
#1 Biller: WIBC $9,200,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WFBQ-F	229/13.7	16.5	16.3	14.1	13.9	15.2	15.6
WFMS-F	229/13.7	11.9	10.8	11.6	10.7	12.0	15.0
3. WIBC	219/13.1	13.0	14.6	14.8	14.4	13.9	12.0
4. WZPL-F	167/10.0	8.0	6.9	8.1	8.5	8.3	11.5
5. WTLC-F	136/ 8.2	8.7	9.2	8.6	10.9	8.7	9.9
6. WXTZ-F	133/ 8.0	8.0	9.2	8.8	8.5	8.5	5.2
7. WENS-F	112/ 6.7	7.4	7.5	7.9	8.3	7.4	6.3
8. WKLR-F	86/ 5.2	4.1	4.1	4.9	3.7	4.6	6.7
9. WTPI-F	67/ 4.0	4.4	3.5	4.2	3.0	4.0	3.7
10. WTUX	55/ 3.3	3.3	4.0	3.6	2.8	3.6	1.3
11. WIRE	36/ 2.2	2.4	1.9	2.3	1.9	2.2	1.3
12. WNDE	23/ 1.4	1.5	1.7	1.4	1.8	1.5	.8
13.							
14.							
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WFBQ-F	414/4837
2. WFMS-F	305/2933
3. WZPL-F	239/3399
4. WIBC	231/3007
5. WXTZ-F	181/2386
6. WTLC-F	156/1621
7. WENS-F	143/2389
8. WKLR-F	102/1772
9. WTPI-F	82/1338
10. WTUX	61/ 780
11. WTTS-F	44/1002
12. WIRE	40/ 975
13. WNDE	31/ 632
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WIBC	2678/26.7	26.1	25.3
2. WFBQ-F	2549/25.4	27.6	25.9
3. WZPL-F	2171/21.7	21.7	22.5
4. WFMS-F	2107/21.0	22.1	17.9
5. WENS-F	1805/18.0	19.5	20.9
6. WXTZ-F	1538/15.4	17.9	17.7
7. WTLC-F	1377/13.7	12.9	13.2
8. WKLR-F	1368/13.7	15.7	13.6
9. WTPI-F	1043/10.4	9.9	8.1
10. WIRE	890/ 8.9	6.7	7.8
11. WTUX	685/ 6.6	5.9	5.9
12. WNDE	477/ 4.8	6.0	6.6
13.			
14.			
15.			

12+ FM SHARE (METRO): 76.77% (1196 of 1558) (FAL 86: 75.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZPL-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFMS-F>	1. WFMS-F>	1. WIBC >	1. WFBQ-F	1. WFMS-F	1. WFMS-F	1. WZPL-F>	1. WFMS-F>
2. WFBQ-F	2. WFMS-F	2. WFMS-F>	2. WFBQ-F>	2. WFBQ-F	2. WFMS-F	2. WIBC-F>	2. WFBQ-F	2. WFBQ-F	2. WFBQ-F	2. WFBQ-F
3. WTLC-F	3. WZPL-F	3. WTLC-F	3. WIBC	3. WIBC	3. WXTZ-F	3. WFMS-F	3. WIBC >	3. WZPL-F	3. WIBC	3. WZPL-F
4. WENS-F	4. WTLC-F	4. WENS-F	4. WENS-F	4. WTLC-F	4. WTUX	4. WZPL-F	4. WXTZ-F	4. WIBC	4. WFMS-F	4. WIBC
5.	5. WENS-F	5. WZLP-F	5. WTLC-F	5. WENS-F	5. WTLC-F	5. WXTZ-F	5. WENS-F	5. WTLC-F	5. WTLC-F	5. WTLC-F
6.	6. WKLR-F>	6. WIBC	6. WKLR-F	6. WXTZ-F	6.	6. WTLC-F	6. WTLC-F	6. WXTZ-F	6. WENS-F>	6. WXTZ-F
7.	7. WIBC	7. WKLR-F	7. WTPI-F	7. WTPI-F	7.	7. WENS-F	7. WZPL-F	7. WENS-F	7. WXTZ-F	7. WKLR-F
8.	8. WTPI-F	8.	8.	8. WKLR-F	8.	8.	8. WKLR-F	8.	8.	8. WENS-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WZPL-F	1. WFBQ-F	1. WFMS-F	1. WFMS-F>	1. WFMS-F>
2. WFBQ-F>	2. WZPL-F	2. WFBQ-F	2. WFBQ-F	2. WIBC
3. WENS-F	3. WFMS-F	3. WTLC-F	3. WENS-F	3. WTLC-F
4. WTLC-F	4. WTLC-F	4. WENS-F	WZPL-F	4. WENS-F
5. WFMS-F	5. WENS-F	5. WTPI-F	5. WTLC-F>	5. WFBQ-F
6.	6. WTPI-F	6. WZPL-F	6. WIBC	WXTZ-F
7.	7. WIBC	7. WIBC	WTPI-F	7. WTPI-F
8.	8. WKLR-F	8.	8.	8. WZPL-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFMS-F
2. WKLR-F	2. WFMS-F	2. WFMS-F	2. WFMS-F>	2. WFBQ-F>
WZPL-F	3. WKLR-F>	3. WKLR-F	3. WKLR-F>	3. WIBC
4. WTLC-F	4. WZPL-F	4. WENS-F	4. WIBC	4. WKLR-F>
5. WFMS-F	5. WTLC-F	5. WIBC	5. WTLC-F	5. WENS-F
6. WENS-F	6. WENS-F	6. WTLC-F	6. WENS-F	6. WTLC-F
7.	7.	WZPL-F	7. WZPL-F	7. WXTZ-F
8.	8.	8.	8.	WTPI-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		167 (1)	167 (1)	10.7	9.3
AOR/CLASSIC		315 (2)	315 (2)	20.2	19.2
AC/OLDIES/SOFT ROCK	23 (1)	187 (3)	210 (4)	13.5	14.8
MOR/VARIETY/FULL	228 (2)		228 (2)	14.6	16.1
COUNTRY	36 (1)	235 (2)	271 (3)	17.4	13.8
BLACK/URBAN		144 (2)	144 (2)	9.2	11.9
BTFL MUSIC/EZ		133 (1)	133 (1)	8.5	9.3
NEWS/TALK					
NOSTALGIA	55 (1)		55 (1)	3.5	3.1
RELIGION/GOSPEL	20 (2)	15 (1)	35 (3)	2.2	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			1558 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	.4/1.3
WCBK-F	102.3	Martinsville	.4/2.0
WPZZ-F	95.9	Franklin	.5/2.3
WTTS-F	92.3	Bloomingon	.5/3.9
WXIR-F	98.3	Plainfield	.9/2.6
WXLW	950	Indianapolis	.8/1.7
WLW	700	Cincinnati	.5/2.0

RADIO STATIONS

AM STATIONS

WBRI, 1500, 5 KW (DAYS,DA)	, RELIGION	,$ 17.00	(---)		
WFBM, 1110, 500 W (DAYS,DA)	, NOSTALGIA	,$ 11.00	(---)		(NOBLESVILLE)
WGRT, 810, 250 W (DAYS)	, GOSPEL	SBN,$ 20.00	(---)	Universal	
WIBC, 1070, 50 KW/10 KW (DA-2)	, MOR	,$140.00	(Durpetti)	Sconnix	
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 40.00*	(Republic)	WIN	
WNDE, 1260, 5 KW (DA-N)	, OLDIES	US 2,$ 45.00*	(Katz)	Great America	
WNTS, 1590, 5 KW/500W (DA-2)	, RELIGION	,$ 20.00	(---)		
WTUX, 1310, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 42.00*	(MMR)	Panache	
WXLW, 950, 5 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)		

FM STATIONS

WKLR, 93.1, 13 KW @ 1022, CLASSIC ROCK	,$ 60.00	(Durpetti)	Sconnix	
WENS, 97.1, 23 KW @ 739, AC	,$105.00*	(Christal)	Emmis	
WFBQ, 94.7, 52 KW @ 850, AOR	Source,$130.00*	(Katz)	Great American	
WFMS, 95.5, 13 KW @ 1000, COUNTRY	,$ 95.00*	(Mc-Guild)	Susquehanna	
WTLC, 105.7, 50 KW @ 445, BLACK	,$ 75.00*	(MMR)	Panache	
WXTZ, 103.3, 18 KW @ 850, BTFL/EZ	,$ 77.00*	(Republic)	WIN	
WZPL, 99.5, 50 KW @ 500, CHR	APR,$ 80.00*	(HNWH)	Booth	
WTPI, 107.9, 22 KW @ 885, SOFT AC	APR,CBS-R,$ 45.00*	(Eastman)		
WXIR, 98.3, 3 KW @ 300, RELIGION	,$ 17.00	(---)		(PLAINFIELD)
WATI, 107.1, 3 KW @ 300, COUNTRY	SMN,$ 32.00	(Regional)	Universal	(DANVILLE)
WTTS, 92.3, 37 KW @ 1090, AC	,$ 37.00	(Republic)	Sarkes Tarzian	(BLOOMINGTON)

CALL LETTER CHANGES

WEAG changes to WKLR

FORMAT CHANGES

WKLR: From CHR to Classic Rock (Aug.)

STATION SALES

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JACKSONVILLE

Arbitron Rank/Pop (12+): 53/598,000

MSA Rank/Pop: 59/861,000
ADI # 57
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 24/22
Diaries: 1048/666:1/48.3%
Sample Target: 1000
% Below Line: 0.9
% Not Listed: 14.3

1987 Revenue: $19,200,000
HH Inc.: $30,862
Retail $: 5.6 Bil
Pop per Station: 31,727
#1 Biller: WAPE A/F $3,800,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WAPE A/F	248/20.5	21.8	16.5	23.1	22.5	20.5	26.1
2. WQIK-F	127/10.5	8.6	11.0	11.0	8.7	10.3	10.4
3. WFYV-F	116/ 9.6	7.9	9.2	6.7	5.3	8.4	12.2
4. WAIV-F	95/ 7.8	7.6	9.2	6.6	7.4	7.8	4.9
5. WIVY-F	81/ 6.7	4.8	5.2	7.1	7.1	6.0	6.0
6. WEJZ-F	49/ 4.0	3.3	2.3	3.7	3.5	3.3	2.5
WPDQ-F	49/ 4.0	2.5	2.9	2.1	1.3	2.9	4.5
8. WCRJ-F	46/ 3.8	5.6	4.6	3.2	3.6	4.3	5.7
9. WOKV	43/ 3.5	2.5	2.3	3.3	3.6	2.9	2.6
10. WZAZ	41/ 3.4	3.3	3.3	4.1	3.9	3.5	2.8
11. WCGL	31/ 2.6	4.0	5.8	2.5	2.2	3.7	2.0
12.							

12+ TSA	1/4/CUME
1. WAPE A/F	325/3219
2. WQIK-F	150/1557
3. WFYV-F	134/1416
4. WAIV-F	111/1735
5. WIVY-F	92/1624
6. WEJZ-F	59/ 902
WRUF-F	59/ 800
8. WNFI-F	51/ 748
WCRJ-F	51/ 736
10. WPDQ-F	50/ 572
11. WOKV	44/ 735
12. WZAZ	41/ 463

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WAPE A/F 2476/34.1	29.6	32.7
2. WAIV-F 1412/19.4	16.8	15.2
3. WIVY-F 1382/19.0	16.3	19.9
4. WQIK-F 1290/17.8	17.2	17.5
5. WFYV-F 1207/16.6	13.0	13.3
6. WEJZ-F 720/ 9.9	9.3	11.4
7. WOKV 689/ 9.5	6.9	8.5
8. WCRJ-F 677/ 9.3	8.6	9.0
9. WPDQ-F 554/ 7.6	5.6	2.6
10. WZAZ 463/ 6.4	5.4	7.6
11.		
12.		

12+ FM SHARE (METRO): 80.96% (842 of 1040) (FAL 86: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WAPE-F+>	1. WAPE-F>	1. WAPE-F+	1. WAPE-F+	1. WAPE-F+	1. WQIK-F>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>
2.	2. WFYV-F>	2. WFYV-F	2. WFYV-F	2. WFYV-F	2. WAIV-F	2. WQIK-F	2. WQIK-F	2. WQIK-F	2. WFYV-F	2. WQIK-F
3.	3. WIVY-F	3. WAIV-F	3. WAIV-F	3. WQIK-F	3. WEJZ-F	3. WAIV-F	3. WFYV-F>	3. WFYV-F	3. WAIV-F	3. WFYV-F
4.	4. WAIV-F>	4. WIVY-F	4. WQIK-F	4. WAIV-F>	4. WAPE-F+	4. WFYV-F	4. WIVY-F	4. WAIV-F	4. WPDQ-F	4. WAIV-F
5.	5. WPDQ-F	WQIK-F	5. WIVY-F	5. WIVY-F	WOKV	5. WIVY-F	5. WAIV-F	5. WIVY-F	5. WZAZ	WIVY-F
	6. WQIK-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAPE-F>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F+
2. WFYV-F	2. WIVY-F	2. WAIV-F	2. WAIV-F	2. WAIV-F
WIVY-F	3. WAIV-F	3. WIVY-F>	3. WIVY-F	3. WQIK-F
4.	4. WFYV-F>	4. WFYV-F	4. WQIK-F	4. WIVY-F>
5.	5.	5. WQIK-F	5. WFYV-F	5. WCRJ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPE-F+>	1. WFYV-F	1. WFYV-F>	1. WFYV-F	1. WFYV-F>
2. WFYV-F>	2. WAPE-F+>	2. WAPE-F+>	2. WAPE-F+>	2. WQIK-F
3. WPDQ-F	3. WAIV-F	3. WAIV-F	3. WQIK-F	3. WAPE-F+
4. WAIV-F	4. WIVY-F	WIVY-F	4. WAIV-F	4. WAIV-F
5. WIVY-F	5. WPDQ-F	5. WPDQ-F	5. WIVY-F	5. WIVY-F
		WQIK-F		

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	6 (1)	249 (2)	255 (3)	24.5	26.3
AOR/CLASSIC		120 (2)	120 (2)	11.5	6.6
AC/OLDIES/SOFT ROCK	12 (2)	195 (3)	212 (5)	20.4	24.2
MOR/VARIETY/FULL					1.0
COUNTRY	13 (1)	173 (2)	186 (3)	17.9	16.2
BLACK/URBAN	41 (1)	49 (1)	90 (2)	8.7	7.7
BTFL MUSIC/EZ		49 (1)	49 (1)	4.7	1.8
NEWS/TALK	43 (1)		43 (1)	4.1	4.5
NOSTALGIA	9 (1)		9 (1)	0.9	
RELIGION/GOSPEL	51 (3)		51 (3)	4.9	11.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	23 (2)	7 (1)	30 (3)	2.9	1.1
			1040 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAOC	1420	St. Augustine	.4/ .7
WJAX	1220	Jacksonville	.7/2.7
WJXR-F	92.1	MacClenny	.6/2.9
WQIK	1320	Jacksonville	1.1/3.7
WROS	1050	Jacksonville	1.1/3.3
WRQL	1460	Jacksonville	.6/1.9
WRXJ	930	Jacksonville	.4/2.4
WSOS-F	105.5	St. Augustine	1.6/2.0
WSVE	1280	Jacksonville	1.5/1.8
WVOJ	970	Jacksonville	.6/2.1
WNFI-F	99.9	Palatha	.6/3.9
WRUF-F	103.7	Gainsville	.3/1.4

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N),	CHR	,$ NA	(Christal)	H & G	
WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN,$ 15.00	(---)		
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	,$ NA	(---)		
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK CBS,ABC-T,	NBC-T,$ 35.00*	(MMR)	EZ	
WQIK, 1320, 5 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(Eastman)	Jacor	
WZAZ, 1400, 1 KW	, BLACK	SBN,$ 27.00*	(Roslin)		
WAIV-F, 96.9, 100 KW @ 935,	AC	,$ 90.00*	(MMR)	EZ	
WAPE-F, 95.1, 100 KW @ 860,	CHR	ABC-R,$100.00*	(Christal)	H & G	
WCRJ-F, 107.3, 100 KW @ 350,	COUNTRY	,$ 65.00*	(Katz)	Hoker	
WEJZ-F, 96.1, 100 KW @ 830,	BTFL/EZ	,$ 45.00*	(Christal)	Win	
WFYV-F, 104.5, 100 KW @ 700,	AOR	Source,$ 85.00*	(Mc-Guild)	Metroplex	
WIVY-F, 102.9, 100 KW @ 984,	AC	APR ,$ 77.00*	(Torbet)	Gilmore	
WPDQ-F, 92.7, 3 KW @ 300,	BLACK	,$ 22.00*	(Republic)		(GREEN COVE SPGS)
WQIK-F, 99.1, 100 KW @ 620,	COUNTRY	ABC-E,$ 85.00*	(Eastman)	Jacor	

WNFI - See Daytona Beach

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JOHNSON CITY - KINGSPORT - BRISTOL

Arbitron Rank/Pop (12+): 90/376,500

MSA Rank/Pop: 106/452,000
ADI # 86
Average Person Ratings: 15.6
Market TSL: 21.0 hours

Stations: 25/22
Diaries: 926/407:1/61.3%
Sample Target: 770
% Below Line: 3.4
% Not Listed: 7.8

1987 Revenue: $9,100,000
HH Inc.: $26,658
Retail $: 2.6 Bil
Pop per Station: 17,114
#1 Biller: WQUT-F $1,800,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WQUT-F	142/24.1	25.2	19.5	19.1	22.4		
2. WXBQ-F	105/17.9	17.2	18.4	18.9	20.3		
3. WTFM-F	70/11.9	14.1	13.2	13.4	9.5		
4. WJCW	58/ 9.9	7.6	7.7	5.6	8.9		
5. WUSJ-F	20/ 3.4	5.3	1.6	3.1	.5		
6. WZXY-F	19/ 3.2	3.4	3.9	5.4	3.2		
7. WIVK-F	15/ 2.6	.5	2.0	1.6	.8		
8. WMCH	14/ 2.4	1.9	1.3	1.2	.8		
9. WKPT	13/ 2.2	1.7	1.4	3.0	1.1		
10.							
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WQUT-F	208/2052
2. WXBQ-F	145/1819
3. WTFM-F	92/1109
4. WJCW	59/ 594
5. WMEV-F	25/ 291
6. WIVK A/F	23/ 326
7. WUSJ-F	20/ 285
8. WZXY-F	19/ 302
9. WMCH	14/ 96
10. WKPT	13/ 250
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WQUT-F	1415/37.5	36.7	33.3
2. WXBQ-F	1196/31.7	29.0	32.2
3. WTFM-F	832/22.0	26.1	26.0
4. WJCW	563/14.9	14.8	16.6
5. WZXY-F	302/ 8.0	7.3	8.3
6. WUSJ-F	285/ 7.6	7.5	4.8
7. WKPT	239/ 6.3	5.0	5.9
8. WIVK A/F	326/ 4.5	NA	NA
9. WKIN	168/ 4.5	5.2	4.5
10.			
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 71.03% (385 of 542) (FAL 86: 70.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQUT-F>	1. WQUT-F>	1. WQUT-F>	1. WXBQ-F	1. WXBQ-F	1. WXBQ-F>	1. WQUT-F>	1. WQUT-F	1. WQUT-F>	1. WQUT-F>	1. WQUT-F>
2. WZXY-F	2. WTFM-F>	2. WXBQ-F	2. WQUT-F	2. WQUT-F	2. WJCW >	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F>	2. WXBQ-F
3. WXBQ-F	3. WXBQ-F>	3. WTFM-F>	3. WTFM-F>	3. WTFM-F	3. WQUT-F	3. WJCW	3. WTFM-F>	3. WTFM-F	3. WTFM-F>	3. WTFM-F>
4. WTFM-F	4.	4.	4.	4. WJCW >	4. WTFM-F	4. WTFM-F>	4. WJCW	4. WJCW >	4. WJCW >	4. WJCW
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQUT-F>	1. WQUT-F>	1. WQUT-F>	1. WQUT-F>	1. WXBQ-F>
2.	2. WTFM-F	2. WTFM-F	2. WXBQ-F>	2. WQUT-F>
3.	3. WXBQ-F>	3. WXBQ-F	3. WTFM-F>	3. WTFM-F>
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUT-F>	1. WQUT-F>	1. WQUT-F	1. WQUT-F>	1. WXBQ-F
2.	2. WTFM-F>	2. WTFM-F>	2. WXBQ-F	2. WQUT-F
3.	3. WXBQ-F>	3. WXBQ-F	3. WTFM-F>	3. WTFM-F
4.	4.	4.	4.	4. WJCW
5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	10 (1)	163 (3)	173 (4)	31.9	24.4
AOR/CLASSIC		3 (1)	3 (1)	0.6	4.4
AC/OLDIES/SOFT ROCK		74 (2)	74 (2)	13.7	18.2
MOR/VARIETY/FULL	7 (2)		7 (2)	1.3	1.6
COUNTRY	93 (7)	145 (4)	238 (11)	43.9	39.2
BLACK/URBAN					
BTFL MUSIC/EZ	13 (1)		13 (1)	2.4	1.6
NEWS/TALK					
NOSTALGIA					2.0
RELIGION/GOSPEL	26 (3)		26 (3)	4.8	3.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	8 (1)		8 (1)	1.5	2.6
RADIO STATIONS			542 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WBBI	1230	Abingdon	.5/1.6
WBCV	1550	Bristol	.7/ .9
WBEJ	1240	Elizabethton	1.7/4.0
WEMB	1420	Erwin	1.2/1.4
WETB	790	Johnson City	1.7/2.5
WGAT	1050	Gate City	1.0/2.7
WIDD	1520	Elizabethton	1.4/1.8
WIKQ-F	94.9	Greenville	.7/2.7
WKIN	1320	Kingsport	1.2/4.5
WMEV-F	1010	Marion	.9/2.4
WOPI	1490	Bristol	.5/2.4
WRGS	1320	Rogersville	.7/1.8
WUSJ	1590	Jonesboro	.3/1.1
WZAP	690	Bristol	1.4/3.9
WIMZ-F	103.5	Knoxville	.5/1.1
WKSF-F	99.9	Asheville	.3/2.4

WBEJ, 1240, 1 KW	, COUNTRY	,$ 8.00	(---)		(ELIZABETHTON)
WFHG, 980, 5 KW/1 KW (DA-N)	, AC	ABC-D,$ 15.00*	(Mc-Guild)	Nininger	(BRISTOL, VA)
WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	CBS,$ 25.00*	(Katz)	Bloomington	(JOHNSON CITY)
WKIN, 1320, 5 KW/500 W (DA-N)	, COUNTRY	APR,$ 13.00*	(---)	Bahakel	(KINGSPORT)
WKPT, 1400, 1 KW	, BTFL/EZ	ABC-E,$ 14.00*	(Republic)	Home News	(KINGSPORT)
WMCH, 1260, 1 KW (DAYS)	, GOSPEL	,$ 8.00	(---)		(CHURCH HILL)
WIKQ-F, 94.9, 100 KW @ 1289, AC		,$ 10.00	(---)		(GREENVILLE)
WQUT-F, 101.5, 100 KW @ 1500, CHR/AOR		US 1,$ 48.00*	(Katz)	Bloomington	(JOHNSON CITY)
WTFM-F, 98.5, 100 KW @ 1260, AC		ABC-E,$ 33.00*	(Republic)	Home News	(KINGSPORT)
WUSJ-F, 99.3, 3 KW @ -79, COUNTRY (?)		CBS-R,$ 16.00	(Durpetti)		(ELIZABETHTON)
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY		ABC-I,$ 41.00*	(Mc-Guild)	Nininger	(BRISTOL)
WZXY-F, 104.9, 1 KW @ 475, CHR		ABC-C,$ 17.00*	(---)	Bahakel	(KINGSPORT)

WIVK, WIMZ - See Knoxville

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KALAMAZOO

Arbitron Rank/Pop (12+): 160/181,300

MSA Rank/Pop: 191/218,000
ADI # 39 (w/Grand Rapids)
Average Person Ratings: 15.1
Market TSL: 20.0 hours

Stations: 17/10
Diaries: 639/284:1/56.0%
Sample Target: 610
% Below Line: 24.7
% Not Listed: 9.5

1987 Revenue: $7,100,000
HH Inc.: $35,744
Retail $: 1.67 Bil
Pop per Station: 18,130
#1 Biller: WKFR-F $2,200,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WKFR-F	56/20.4	15.6	14.6	14.8	11.5		
2. WKZO	36/13.1	12.9	10.4	13.4	11.9		
3. WNWN-F	31/11.3	13.7	10.1	11.0	12.3		
4. WQLR-F	25/ 9.1	9.1	10.1	8.5	11.9		
5. WJFM-F	14/ 5.1	7.2	8.6	10.2	9.6		
6. WKLQ-F	13/ 4.7	4.9	5.2	3.5	.4		
WOOD-F	13/ 4.7	3.8	7.1	4.6	6.2		
8. WGRD-F	12/ 4.4	3.8	3.7	3.5	5.0		
9. WKMI	11/ 4.0	2.7	1.9	4.2	7.3		
10. WLAV-F	9/ 3.3	4.2	3.7	5.7	3.5		
11. WQSN	7/ 2.5	3.4	1.1	2.1	.4		
WHEZ	7/ 2.5	1.5	4.5	3.2	1.2		
13.							

12+ TSA	1/4/CUME
1. WKFR-F	77/899
2. WNWN-F	66/716
3. WKZO	45/823
4. WQLR-F	34/457
5. WKLQ-F	32/513
6. WLAV-F	31/360
7. WJFM-F	29/534
8. WOOD-F	25/398
9. WGRD-F	24/578
10. WQXC-F	12/161
11. WKMI	11/251
12.	
13.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WKFR-F	639/35.2	37.6	32.2
2. WKZO	598/32.9	29.4	28.4
3. WNWN-F	354/19.5	19.0	18.0
4. WGRD-F	316/17.4	17.8	15.0
5. WQLR-F	299/16.5	18.0	19.2
WJFM-F	299/16.5	18.4	20.6
7. WKLQ-F	237/13.0	11.0	13.0
8. WOOD-F	213/11.7	10.7	12.3
9. WKMI	208/11.4	11.5	10.8
10.			
11.			
12.			
13.			

12+ FM SHARE (METRO): 72.69% (181 of 249) (FAL 86: 77.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKFR-F	1. WKFR-F>	1. WKFR-F>	1. WKFR-F>	1. WKRF-F	1. WKZO	1. WKZO >	1. WKFR-F>	1. WKFR-F>	1. WKFR-F+>	1. WKFR-F
2. WKLQ-F	2. WJFM-F	2. WNWN-F	2. WNWN-F	2. WNWN-F>	2. WQLR-F	2. WKFR-F>	2. WNWN-F	2. WNWN-F>	2. WKZO >2.	WNWN-F
3. WGRD-F	3. WKMI-F	3. WKZO	3. WKZO	3. WKZO >	3. WNWN-F>	3. WNWN-F	3. WQLR-F	3. WQLR-F	3. WNWN-F	3. WKZO
4.	WKZO	4. WJFM-F	4. WJFM-F	4. WJFM-F	4. WOOD-F	4. WQLR-F	4. WKZO	4. WJFM-F	4. WKLQ-F	4. WQLR-F>
5.	WNWN-F	5. WKMI	5. WKMI	5. WQLR-F	5. WKMI	5.	5. WJFM-F	5. WKZO	5. WQLR-F	5.
	WGRD-F	WGRD-F	6. WQLR-F	6. WKMI	WQSN-F		6. WKMI	6. WGRD-F	6. WGRD-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKFR-F>	1. WKFR-F>	1. WKRF-F>	1. WKFR-F>	1. WKFR-F	1. WKFR-F>	1. WKFR-F>	1. WKFR-F>	1. WKFR-F>	1. WNWN-F
2.	2.	2. WJFM-F	2. WNWN-F	2. WNWN-F>	2. WGRD-F	2. WNWN-F	2. WKMI	2. WNWN-F	2. WKFR-F>
3.	3.	3. WKMI	3. WJFM-F	3. WKZO	WLAV-F	3. WKZO	WKZO	3. WKZO	WKZO
4.	4.	4.	4. WKZO	WJFM-F>	4.	WGRD-F	WNWN-F	4. WGRD-F	4. WKMI
5.	5.	5.	5.	5. WQLR-F	5.	WLAV-F	5. WJFM-F	5. WKMI	5. WQLR-F
								WLAV-F	WJFM-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		81 (3)	81 (3)	32.5	27.7
AOR/CLASSIC		10 (2)	10 (2)	4.0	4.2
AC/OLDIES/SOFT ROCK	19 (3)	21 (3)	40 (6)	16.1	15.5
MOR/VARIETY/FULL	36 (1)		36 (1)	14.5	12.6
COUNTRY	7 (1)	31 (1)	38 (2)	15.3	13.0
BLACK/URBAN					
BTFL MUSIC/EZ		38 (2)	38 (2)	15.3	19.3
NEWS/TALK					
NOSTALGIA					5.0
RELIGION/GOSPEL	6 (1)		6 (1)	2.4	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			249 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKPR	1420	Kalamazoo	2.2/3.4
WQXC	980	Otsego	.4/ .2
WQXC-F	100.9	Otsego	.4/2.7
WIBM-F	94.1	Jackson	2.2/5.2
WJXQ-F	106.1	Jackson	.4/3.5

RADIO STATIONS

WHEZ, 1560, 4 KW (DAYS,DA)	, NOSTALGIA	,$ 12.00	(Christal)		
WKMI, 1360, 5 KW/1 KW (DA-N)	, AC	ABC-D,$ 22.00	(Eastmen)		
WKPR, 1420, 1 KW (DAYS,DA)	, RELIGION	,$ 7.00	(---)		
WKZO, 590, 5 KW (DA-N)	, MOR	CBS,MBS,$ 40.00	(Mc-Guild)		
WQSN, 1470, 500 W/1 KW (DA-1)	, COUNTRY	,$ 10.00	(Banner)	Fairfield	
WKFR-F, 103.3, 50 KW @ 500, CONTEMP		,$ 50.00*	(Eastman)		(BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY		ABC-E,$ 31.00	(Christal)		(COLD WATER)
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ		,$ 27.00	(Banner)	Fairfield	

Other ranked stations - See Grand Rapids or Lansing

MISCELLANEOUS COMMENTS WHEZ changes from Nostalgia to Oldies (Sept.)...

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KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,240,900

MSA Rank/Pop: 28/1,540,000
ADI # 28
Average Person Ratings: 16.7
Market TSL: 22.0 hours

Stations: 24/23
Diaries: 1650/752:1/59.3%
Sample Target: 1360
% Below Line: 0.4
% Not Listed: 5.5

1987 Revenue: $39,200,000
HH Inc.: $36,363
Retail $: 11.7 Bil
Pop per Station: 53,952
#1 Biller: WDAF $4,900,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WDAF	270/12.8	8.0	14.3	11.6	11.2	11.7	12.0
2. KBEQ-F	207/ 9.8	8.8	9.3	10.1	8.0	9.5	9.2
3. KYYS-F	194/ 9.2	8.3	10.4	8.5	9.9	9.1	12.2
4. KCMO	161/ 7.6	8.2	5.0	6.0	7.3	6.7	6.3
KPRS-F	161/ 7.6	5.6	4.6	4.7	3.7	5.6	9.4
6. KFKF A/F	152/ 7.2	5.5	6.3	6.3	7.9	6.3	8.1
7. KMBR-F	151/ 7.1	6.0	7.3	7.8	7.3	7.1	4.2
8. KMBZ	105/ 5.0	8.1	7.0	4.5	5.5	6.2	3.4
9. KCFX-F	82/ 3.9	5.3	4.4	5.3	4.1	4.7	5.7
10. KCPW-F	72/ 3.4	5.6	5.9	4.3	5.5	4.8	3.5
WHB	72/ 3.4	2.7	1.9	2.4	2.1	2.6	3.3
12. KLSI-F	69/ 3.3	4.6	3.9	3.2	4.6	3.8	3.6
13. KUDL-F	66/ 3.1	3.9	3.2	4.7	5.7	3.7	2.6
14. KJLA	55/ 2.6	3.0	2.8	4.0	3.2	3.1	2.6
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WDAF	451/4920
2. KBEQ-F	283/3908
3. KYYS-F	254/3278
4. KCMO	215/3255
5. KMBR-F	194/2069
6. KFKF A/F	174/2321
KPRS-F	174/1336
8. KCFX-F	138/2008
9. KMBZ	112/1939
10. WHB	111/1921
11. KCPW-F	104/2168
12. KLSI-F	81/1537
13. KUDL-F	75/1403
14. KJLA	62/ 839
15. KXTR-F	46/ 883
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KBEQ-F	3054/24.2	23.5	23.4
2. WDAF	2742/21.7	23.5	22.9
3. KCMO	2397/19.0	12.9	19.9
4. KYYS-F	2273/18.0	17.9	17.7
5. KFKF A/F	1903/15.0	16.3	16.8
6. KMBZ	1786/14.1	17.8	14.2
7. KCPW-F	1716/13.6	15.8	15.9
8. KMBR-F	1633/12.9	15.5	16.0
9. KCFX-F	1439/11.4	11.5	12.4
10. WHB	1339/10.6	7.4	9.1
11. KLSI-F	1337/10.6	11.4	11.8
12. KPRS-F	1233/ 9.8	9.1	9.3
13. KUDL-F	1222/ 9.7	10.1	16.9
14. KJLA	730/ 5.8	6.5	7.5
15. KXTR-F	623/ 4.9	5.6	4.7
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 62.09% (1240 of 1997) (FAL 86: 65.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBEQ-F>	1. KYYS-F>	1. KYYS-F>	1. KYYS-F	1. WDAF	1. WDAF	1. WDAF	1. WDAF >	1. WDAF	1. KBEQ-F	1. KBEQ-F
2. KPRS-F	2. KBEQ-F	2. KBEQ-F	2. WDAF	2. KFKF-F+	2. KMBR-F	2. KBEQ-F	2. KCMO	2. KBEQ-F	2. KPRS-F	2. WDAF
KYYS-F	3. KPRS-F	3. KFKF-F+	3. KFKF-F+	KYYS-F	3. KCMO	3. KCMO	3. KMBR-F	3. KYYS-F>	3. KMBZ	3. KPRS-F
4. KCPW-F	4. KFKF-F+	4. WDAF	4. KBEQ-F	4. KPRS-F	4. KMBZ	KYYS-F	4. KYYS-F	4. KPRS-F	4. KYYS-F>	4. KYYS-F
5.	5. KCFX-F	5. KPRS-F	5. KPRS-F	5. KBEQ-F	5. KFKF-F+	5. KFKF-F+	5. KFKF-F+	5. KMBR-F	5. KCMO	5. KFKF-F+>
6.	6. KCPW-F	6. KCFX-F	6. KCMO	6. KCMO	6. KPRS-F	6. KMBR-F	6. KBEQ-F	6. KFKF-F+	KMBR-F	6. KMBR-F
7.	7. WDAF	7.	7. KLSI-F	KMBR-F	7. KJLA	7. KMBC	7. KPRS-F	7. KCMO	7. WDAF	7. KCMO
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBEQ-F	1. KBEQ-F	1. KBEQ-F	1. KBEQ-F	1. WDAF
2. KYYS-F>	2. KYYS-F	2. KYYS-F	2. KYYS-F	2. KBEQ-F
3. KCPW-F	3. KFKF-F+	3. KFKF-F+	3. KFKF-F+	3. KFKF-F+
4. KFKF-F+	4. KPRS-F	4. KPRS-F	4. WDAF	4. KMBR-F
5. KPRS-F	5. KCPW-F	KUDL-F	5. KPRS-F	5. KYYS-F
6. KUDL-F	6. KUDL-F	6. KLSI-F	6. KUDL-F	6. KPRS-F
7. WDAF	7.	7.	7. KLSI-F	7. KLSI-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KYYS-F>	1. KYYS-F>	1. KYYS-F>	1. KYYS-F>	1. WDAF
2. KPRS-F>	2. KPRS-F	2. KCFX-F	2. KFKF-F+	2. KYYS-F
3. KBEQ-F	3. KCFX-F>	3. KPRS-F	KPRS-F	3. KFKF-F+
4. KCFX-F	4. KBEQ-F	4. WDAF	4. WDAF	4. KCMO
5. KFKF-F+	5. KFKF-F+	5. KCMO	5. KCFX-F	5. KPRS-F
6.	6.	KFKF-F+	6. KCMO	6. KCFX-F
7.	7.	7. KBEQ-F	7. KBEQ-F	7. WHB
8.	8.	8.	8. WHB	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		279 (2)	279 (2)	14.0	8.5
AOR/CLASSIC		284 (3)	284 (3)	14.2	15.5
AC/OLDIES/SOFT ROCK	72 (1)	153 (3)	225 (4)	11.3	17.7
MOR/VARIETY/FULL	105 (1)		105 (1)	5.3	
COUNTRY	278 (2)	144 (1)	422 (3)	21.1	20.2
BLACK/URBAN	14 (1)	161 (1)	175 (2)	8.8	10.2
BTFL MUSIC/EZ		151 (1)	151 (1)	7.6	7.7
NEWS/TALK	161 (1)		161 (1)	8.1	13.5
NOSTALGIA	55 (1)		55 (1)	2.8	3.4
RELIGION/GOSPEL	72 (3)		72 (3)	3.6	1.8
SPANISH					
CLASSICAL		34 (1)	34 (1)	1.7	1.5
JAZZ/NEW AGE/ECLECTIC		26 (1)	26 (1)	1.3	
UNKNOWN/OTHERS		8 (1)	8 (1)	0.4	
			1997 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMZU-F	101.1	Carrollton	.4/ .8
KCCV	1510	Independence	1.4/1.5
KCWV-F	98.9	Leavenworth	1.2/4.8
KCXL	1140	Liberty	.7/1.8
KEXS	1090	Excelsior Springs	.5/1.6
KLTY-F	106.5	Liberty	.9/4.2
KPRT	1590	Kansas City	1.6/3.0
KXTR-F	96.5	Kansas City	1.6/4.9
KLZR-F	105.9	Lawrence	.4/1.8

RADIO STATIONS

AM STATIONS

KBEQ, 1480, 1 KW/500 W (DA-1)	, TALK		,$ 16.00	(---)	
KCCV, 1510, 10 KW (DAYS)	, RELIGION		,$ 20.00	(---)	
KCKM, 1340, 1 KW	, COUNTRY		,$ NA	(HNWH)	Sconnix
KCMO, 810, 50 KW/5 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,	$ 80.00*	(Mc-Guild)	Gannett
KCNW, 1380, 5 KW (DAYS)	, RELIGION		,$ 26.00	(---)	Universal
KCXL, 1140, 500 W (DAYS)	, BLACK	SBN,	$ 20.00*	(Lazar)	
KJLA, 1190, 5 KW/250 W (DA-N)	, NOSTALGIA	MBS,	$ 35.00*	(Roslin)	
KMBZ, 980, 5 KW (DA-N)	, MOR/TALK	NBC,NBC-T,	$ 72.00*	(Durpetti)	Bonneville
KPRT, 1590, 1 KW	, GOSPEL	MBS,	$ 35.00	(Republic)	
WDAF, 610, 5 KW	, COUNTRY	ABC-E,	$115.00*	(Katz)	Great American
WHB , 710, 10 KW/5 KW (DA-2)	, AC	APR,	$ 53.00*	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 984, CHR		ABC-C,	$ 80.00	(Banner)	Noble
KCFX, 100.7, 100 KW @ 846, CLASSIC AOR		US 1,	$ 50.00*	(MMR)	Hoker
KCPW, 94.9, 100 KW @ 1057, CHR/URBAN			,$ 57.00*	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 465, COUNTRY			,$ 75.00*	(HNWH)	Sconnix
KLSI, 93.3, 100 KW @ 428, AC		CNN,	$ 65.00*	(Eastman)	Sandusky
KLTY, 106.5, 100 KW @ 880, AC		CBS-R,	$ 44.00*	(Torbet)	Trans Columbia
KMBR, 99.7, 100 KW @ 950, BTFL/EZ			,$ 72.00*	(Durpetti)	Bonneville
KPRS, 103.3, 100 KW @ 450, BLACK		NBN,	$ 54.00*	(Republic)	
KUDL, 98.1, 100 KW @ 555, AC		APR,	$ 95.00*	(Christal)	Shamrock
KXTR, 96.5, 100 KW @ 546, CLASSICAL		US 2,	$ 38.00	(CMBS)	
KYYS, 102.1, 100 KW @ 1013, AOR		Source,	$ 80.00*	(Katz)	Great American
KCWV, 98.9, 100 KW @ 988, JAZZ/NEW AGE		SMN,	$ 42.00	(CBS)	

CALL LETTER CHANGES

KZZC changes to KCWV

FORMAT CHANGES

KCWV: From Classic Hits to Jazz/New Age

STATION SALES

KLTY-F: From Trans Columbia to Olympic for $4,000,000
KCNW: From Universal to Marsh for $1,500,000 (Est)
KCWV A/F: Sold to Ragan Henry for $8,700,000 (Mahlman)

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KNOXVILLE

Arbitron Rank/Pop (12+): 67/508,000

MSA Rank/Pop: 84/605,000
ADI # 61
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 19/19
Diaries: 987/515:1/52.6%
Sample Target: 890
% Below Line: 0
% Not Listed: 8.5

1987 Revenue: $12,700,000
HH Inc.: $27,698
Retail $: 4.9 Bil
Pop per Station: 26,737
#1 Biller: WIVK A/F $4,600,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WIVK A/F	311/34.9	34.2	37.1	36.2	31.1	35.6	32.3
2. WMYU-F	122/13.7	14.5	8.0	9.3	11.2	11.4	10.4
3. WIMZ A/F	106/11.9	13.6	15.5	14.0	16.5	13.8	18.5
4. WEZK-F	95/10.7	11.8	10.2	10.6	11.6	10.8	8.8
5. WOKI-F	54/16.1	6.4	7.9	7.4	6.2	7.0	7.6
6. WTNZ-F	33/ 3.7	2.8	2.7	1.8	.7	2.8	5.4
7. WRJZ	13/ 1.5	1.7	1.7	2.4	1.9	1.8	.6
8. WGAP	12/ 1.3	1.0	1.0	1.5	1.5	1.4	1.2
9.							
10.							

12+ TSA	1/4/CUME
1. WIVK A/F	488/4398
2. WIMZ A/F	165/2108
3. WOKI-F	160/2428
4. WMYU-F	153/2118
5. WEZK-F	149/1537
6. WTNZ-F	34/ 506
7.	
8.	
9.	
10.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WIVK A/F	2440/48.1	46.6	45.0
2. WMYU-F	2118/30.5	24.0	27.1
3. WIMZ A/F	1263/24.9	29.0	29.2
4. WEZK-F	1016/20.0	18.9	20.8
5. WOKI-F	857/16.9	20.5	19.4
6. WTNZ-F	485/ 9.6	7.4	2.9
7. WNOX	328/ 6.5	8.5	9.2
8. WRJZ	276/ 5.4	4.1	5.5
9.			
10.			

12+ FM SHARE (METRO): 84.13% (684 of 813) (FAL 86: 80.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WOKI-F	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>
2. WIMZ-F+	2. WIMZ-F+	2. WMYU-F	2. WMYU-F>	2. WMYU-F>	2. WEZK-F>	2. WMYU-F	2. WMYU-F	2. WMYU-F	2. WIMZ-F+>	2. WMYU-F
WIVK-F+	3. WMYU-F>	3. WIMZ-F+>	3. WIMZ-F+	3. WIMZ-F+	3. WMYU-F	3. WIMZ-F+	3. WEZK-F	3. WIMZ-F+	3. WMYU-F	3. WIMZ-F+
4. WTNZ-F	4. WOKI-F	4. WEKZ-F	4. WEZK-F	4. WEZK-F	4.	4. WEZK-F>	4. WIMZ-F+	4. WEZK-F>	4. WOKI-F	4. WEKZ-F>
5.	5.	5. WOKI-F	5.	5.	5.	5.	5.	5.	5. WEZK-F	5. WOKI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>
2. WMYU-F>	2. WMYU-F>	2. WMYU-F	2. WMYU-F	2. WMYU-F
3. WIMZ-F+	3. WIMZ-F+>	3. WIMZ-F+>	3. WIMZ-F+	3. WEZK-F
4. WOKI-F	4. WOKI-F>	4. WOKI-F	4. WOKI-F	4. WIMZ-F+
5. WTNZ-F	5.	5.	5. WEZK-F	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIMZ-F+>	1. WIMZ-F+	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F>
2. WMYU-F>	2. WIVK-F+>	2. WIMZ-F+	2. WIMZ-F+	2. WMYU-F
3. WIVK-F+	3. WMYU-F>	3. WMYU-F>	3. WMYU-F	3. WIMZ-F+
4. WOKI-F	4.	4.	4. WEZK-F	4. WEZK-F
WTNZ-F	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	10.7	7.2
AOR/CLASSIC	3 (1)	103 (1)	106 (2)	13.0	18.1
AC/OLDIES/SOFT ROCK		122 (1)	122 (1)	15.0	13.1
MOR/VARIETY/FULL		8 (1)	8 (1)	1.0	1.6
COUNTRY	89 (6)	269 (2)	358 (8)	44.0	[illegible]
BLACK/URBAN	9 (1)		9 (1)	1.1	
BTFL MUSIC/EZ		95 (1)	95 (1)	11.7	12.8
NEWS/TALK					
NOSTALGIA					1.5
RELIGION/GOSPEL	20 (2)		20 (2)	2.4	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	8 (1)		8 (1)	1.0	1.2
			813 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBZW	1040	Powell	.9/2.0
WJFC	1480	Jefferson City	.4/1.1
WJFC-F	99.3	Jefferson City	.1/1.4
WKNF-F	94.3	Oak Ridge	.9/3.5
WKXV	900	Knoxville	.8/3.8
WLIQ	1340	Knoxville	1.0/3.3
WNOX	990	Knoxville	1.2/6.5
WSEV	930	Sevierville	1.1/2.9
WYSH	1380	Clinton	1.0/1.8

RADIO STATIONS

WNOX, 990, 10 KW (DA-2)	, COUNTRY	CBS,$ 18.00*	(Eastman)	REBS	
WRJZ, 620, 5 KW (DA-N)	, RELIGION	ABC-D,$ 13.00	(---)		
WSEV, 930, 5 KW (DAYS,DA)	, COUNTRY	,$ 12.00	(---)		(SEVIERVILLE)

WIVK (50 KW,DAYS,DA) simulcasts with WIVK-F (850)
WIMZ (1240, 1 KW) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ	,$ 57.00*	(Christal)	South Central	
WIMZ-F, 103.5, 100 KW @ 1723, AOR	Source,$ 70.00*	(Banner)	Stoner	
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC-E,$100.00*	(Katz)	Dick	
WMYU-F, 102.1, 100 KW @ 1000, AC	US 1,$ 60.00*	(Eastman)	Jacor	
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC-F,$ 43.00*	(HNWH)		(OAK RIDGE)
WTNZ-F, 95.3, 3 KW @ 300, CHR	US 2,$ 20.00	(Eastman)	REBS	

MISCELLANEOUS COMMENTS WKGN changes calls to WLIQ...

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LANCASTER

Arbitron Rank/Pop (12+): 107/322,100

MSA Rank/Pop: 115/392,000
ADI # 45 (w/York & Harrisburg)
Average Person Ratings: 15.2
Market TSL: 20.0 hours

Stations: 22/6
Diaries: 696/463:1/54.9%
Sample Target: 700
% Below Line: 36.9
% Not Listed: 16.1

1987 Revenue: $5,800,000
HH Inc.: $32,938
Retail $: 2.64 Bil
Pop per Station: 53,683
#1 Biller: WLAN-F $1,600,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WLAN-F	75/15.3	13.8	12.7	11.8	13.2		
2. WNCE-F	62/12.6	14.0	15.1	14.2	16.4		
3. WSBA-F	41/ 8.4	10.7	10.5	6.8	7.7		
4. WDAC-F	40/ 8.1	7.1	8.3	6.6	5.7		
5. WIOV-F	39/ 7.9	9.7	7.9	9.3	9.8		
6. WRKZ-F	31/ 6.3	6.9	5.6	9.3	7.7		
7. WHTF-F	28/ 5.7	4.7	5.4	6.6	4.6		
8. WQXA-F	20/ 4.1	3.4	2.2	2.5	2.7		
9. WSBA	13/ 2.6	1.8	1.6	2.3	2.0		
10. WUSL-F	12/ 2.4	.6	1.0	---	.5		
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WNCE-F	113/1236
2. WSBA-F	108/1270
3. WLAN-F	93/1261
WRKZ-F	93/1061
5. WQXA-F	79/1233
6. WHTF-F	56/ 791
7. WIOV-F	54/ 676
8. WSBA	50/ 786
9. WDAC-F	49/ 558
10. WNNK-F	36/ 533
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WLAN-F	981/30.3	30.1	29.2
2. WNCE-F	672/20.8	19.4	23.3
3. WSBA-F	586/18.1	21.0	18.5
4. WIOV-F	457/14.1	17.4	18.2
5. WDAC-F	449/13.9	12.7	13.8
6. WHTF-F	430/13.3	9.2	10.9
7. WRKZ-F	412/12.7	13.8	14.5
8. WQXA-F	388/12.0	12.5	9.3
9. WRFY-F	254/ 7.9	7.8	8.5
10. KYW	221/ 6.8	5.5	3.8
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 91.02% (375 of 412) (FAL 86: 91.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WLAN-F>	1. WLAN-F>	1. WLAN-F>	1. WLAN-F>	1. WLAN-F>	1. WNCE-F>	1. WLAN-F>	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WNCE-F
2. WUSL-F	2. WHTF-F>	2. WSBA-F	2. WSBA-F>	2. WSBA-F	2. WDAC-F	2. WNCE-F	2. WNCE-F>	2. WNCE-F	2. WNCE-F	2. WLAN-F
3. WQXA-F	3. WSBA-F	3. WHTF-F	3. WHTF-F	3. WNCE-F	WIOV-F	3. WSBA-F	3. WSBA-F	3. WSBA-F	3. WDAC-F	3. WIOV-F
4.	4. WQXA-F	4. WRKZ-F	4. WNCE-F	4. WIOV-F	4. WSBA-F	4. WDAC-F	4. WIOV-F	4. WIOV-F	4. WHTF-F	4. WHTF-F
5.	WRKZ-F	5. WNCE-F	WRKZ-F	WRKZ-F	5. WLAN-F	WIOV-F	5. WDAC-F	5. WDAC-F	5. WUSL-F	5. WRKZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLAN-F>	1. WLAN-F>	1. WLAN-F>	1. WLAN-F>	1. WLAN-F>	1. WLAN-F	1. WLAN-F	1. WHTF-F	1. WLAN-F>	1. WLAN-F
2. WHTF-F	2. WHTF-F	2. WSBA-F	2. WSBA-F>	2. WSBA-F>	2. WHTF-F	WHTF-F>	2. WLAN-F>	2. WHTF-F	2. WSBA-F
WQXA-F	3. WSBA-F	3. WHTF-F	3. WHTF-F	3. WNCE-F	3.	3. WRKZ-F	3. WIOV-F	3. WSBA-F	3. WNCE-F
4.	4. WQXA-F	4. WRKZ-F	4. WQXA-F	4. WDAC-F	4.	WSBA-F	WRKZ-F	4. WRKZ-F	4. WHTF-F
5.	5.	5.	5. WNCE-F	5. WIOV-F	5.	5. WIOV-F	WSBA-F	5. WIOV-F	WRKZ-F
								WNCE-F	6. WIOV-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		103 (5)	103 (5)	25.0	23.3
AOR/CLASSIC		33 (3)	33 (3)	8.0	8.2
AC/OLDIES/SOFT ROCK		53 (3)	53 (3)	12.9	13.9
MOR/VARIETY/FULL	13 (1)		13 (1)	3.2	3.7
COUNTRY		70 (2)	70 (2)	17.0	16.6
BLACK/URBAN		12 (1)	12 (1)	2.9	1.4
BTFL MUSIC/EZ		62 (1)	62 (1)	15.0	18.6
NEWS/TALK	4 (1)		4 (1)	1.0	1.4
NOSTALGIA	14 (2)		14 (2)	3.4	3.2
RELIGION/GOSPEL		42 (2)	42 (2)	10.2	10.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	6 (1)		6 (1)	1.5	
			412 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WGSA	1310	Ephrata	1.2/1.8
WLPA	1490	Lancaster	1.8/6.1
WNNK-F	104.1	Harrisburg	.6/1.9
WYCR-F	98.5	York	.6/4.3
KYW	1060	Philadelphia	.8/6.8
WBYO-F	107.5	Boyertown	.4/2.3
WEEU	850	Reading	1.0/1.6
WEGX-F	106.1	Philadelphia	.4/2.4
WGRX-F	100.7	Westminster	.4/2.3
WMGK-F	102.9	Philadelphia	.8/2.1
WRFY-F	102.5	Reading	1.6/7.9

RADIO STATIONS

WLAN, 1390,	5 KW/1 KW (DA-2)	, NOST/JAZZ	CBS,MBS,$ 10.00*	(HNWH)	Peoples	
WLPA, 1490,	1 KW	, NOSTALGIA	NBC,$ 11.00*	(Torbet)	Hall	
WDAC-F, 94.5,	50 KW @ 500,	RELIGION	,$ 20.00	(Savalli)		
WIOV-F, 105.1,	50 KW @ 500,	COUNTRY	ABC-E,$ 30.00*	(HNWH)	Brill	(EPHRATA)
WLAN-F, 96.9,	50 KW @ 500,	CHR	CBS-R,ABC-F,$ 43.00*	(HNWH)	Peoples	
WNCE-F, 101.3,	50 KW @ 500,	BTFL/EZ	NBC,$ 40.00*	(Torbet)	Hall	

Other ranked stations - See York or Harrisburg

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LANSING

Arbitron Rank/Pop (12+): 98/352,100

MSA Rank/Pop: 110/430,000
ADI # 105
Average Person Ratings: 16.1
Market TSL: 21.3 hours

Stations: 19/15
Diaries: 940/375:1/55.1%
Sample Target: 780
% Below Line: 9.3
% Not Listed: 13.5

1987 Revenue: $12,000,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 23,473
#1 Biller: WVIC A/F $3,200,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WVIC-F	111/19.5	18.7	26.6	---	18.4		26.3
2. WITL A/F	92/16.2	14.8	14.3	---	15.0		12.8
3. WJIM-F	43/ 7.6	8.2	6.6	---	6.0		4.6
4. WJR	38/ 6.7	8.0	4.4	---	4.3		4.1
5. WIBM-F	33/ 5.8	5.8	5.2	---	6.3		4.3
6. WFMK-F	29/ 5.1	5.9	8.1	---	7.2		6.5
7. WJXQ-F	27/ 4.7	4.5	3.5	---	6.1		6.3
8. WMMQ-F	26/ 4.6	5.8	5.4	---	6.1		6.8
9. WILS-F	25/ 4.4	2.8	3.9	---	3.1		3.5
10. WILS	19/ 3.3	.5	.3	---	.5		4.7
11. WLNZ-F	17/ 3.0	4.4	3.9	---	6.9		3.8

12+ TSA	1/4/CUME
1. WVIC-F	154/1808
2. WITL A/F	143/1563
3. WJR	112/1410
4. WJXQ-F	61/1004
5. WIBM-F	56/ 821
WIOG-F	56/ 621
7. WJIM-F	54/ 700
8. WFMK-F	48/ 893
9. WMMQ-F	30/ 648
10. WILS-F	25/ 459
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WVIC-F	1327/37.6	47.3	38.1
2. WITL A/F	935/26.5	21.3	22.2
3. WFMK-F	584/16.5	18.7	19.4
4. WMMQ-F	552/15.6	17.7	16.7
5. WJR	525/14.9	13.1	11.7
6. WJIM-F	515/14.6	13.1	13.5
7. WJXQ-F	472/13.4	15.9	18.2
8. WIBM-F	455/12.9	15.0	16.1
9. WILS-F	444/12.6	12.0	9.9
10. WLNZ-F	294/ 8.3	12.3	13.4
11. WILS	272/ 7.7	3.4	4.6

12+ FM SHARE (METRO): 83.74% (412 of 492) (FAL 86: 87.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WITL-F+	1. WITL-F+	1. WITL-F+>	1. WVIC-F+>	1. WVIC-F+	1. WVIC-F+	1. WVIC-F>	1. WVIC-F+
2. WJXQ-F	2. WITL-F+	2. WITL-F+>	2. WVIC-F>	2. WVIC-F>	2. WJR	2. WITL-F+>	2. WITL-F+>	2. WITL-F+>	2. WITL-F+>	2. WITL-F+>
3.	3. WFMK-F	3. WIBM-F	3. WIBM-F>	3. WIBM-F>	3. WJIM-F>	3. WJR	3. WJIM-F	3. WJIM-F	3. WMMQ-F	3. WJIM-F>
4.	4. WMMQ-F	4. WFMK-F	4. WFMK-F	4. WJIM-F	4. WIBM-F	4. WJIM-F+	4. WFMK-F	4. WMMQ-F	4. WJXQ-F	4. WJR
5.	5. WJXQ-F	5. WMMQ-F	5. WJIM-F	5. WFMK-F	5. WVIC-F	5. WFMX-F	5. WIBM-F	5. WIBM-F	5. WJIM-F	5. WIBM-F
										WILS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F
2. WFMK-F	2. WFMK-F	2. WFMK-F	2. WITL-F+>	2. WITL-F+>
3. WILS-F	3. WITL-F+	3. WITL-F+	3. WFMK-F	3. WIBM-F
WJXQ-F	4. WILS-F	4. WIBM-F	4. WIBM-F	4. WFMX-F
5.	5. WIBM-F	5.	5. WILS-F	5. WJIM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F>	1. WVIC-F>	1. WVIC-F	1. WVIC-F	1. WITL-F+>
2. WJXQ-F	2. WMMQ-F	2. WITL-F+	2. WITL-F+>	2. WVIC-F>
3. WMMQ-F	3. WITL-F+	3. WMMQ-F>	3. WMMQ-F	3. WIBM-F
4. WLNZ-F	4. WJXQ-F	4. WFMK-F	4. WIBM-F	4. WMMQ-F
5.	5. WLNZ-F	WJIM-F	5. WJXQ-F	5. WJIM-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	3 (1)	118 (3)	121 (4)	24.6	28.6
AOR/CLASSIC		70 (3)	70 (3)	14.2	16.0
AC/OLDIES/SOFT ROCK		87 (3)	87 (3)	17.7	19.5
MOR/VARIETY/FULL	38 (1)		38 (1)	7.7	6.0
COUNTRY	6 (1)	86 (1)	[illegible]2 (2)	18.7	17.1
BLACK/URBAN	29 (2)		[illegible]9 (2)	5.9	3.7
BTFL MUSIC/EZ	2 (1)	51 (2)	[illegible] (3)	10.8	9.1
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			492 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJIM	1240	Lansing	.4/4.9
WNLF	1390	Charlotte	.4/1.3
WVIC	730	E. Lansing	.5/1.9
WXLA	1170	Diamondale	1.8/3.0
WCZY-F	95.5	Detroit	.4/1.0
WIOG-F	102.5	Bay City	.9/3.4
WOOD-F	105.7	Grand Rapids	1.4/4.5

RADIO STATIONS

WITL, 1010, 500 W/13 W	, COUNTRY	ABC-E,$ NA	(Mc-Guild)	Midwest Family
WJIM, 1240, 1 KW	, BTFL	NBC,$ NA	(Torbet)	
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	,$ 15.00*	(Patt)	

WVIC (730, 500 W, DAYS,DA) simulcasts with WVIC-F

WFMK-F , 99.1,	28 KW @ 600, AC	,$ 55.00*	(Republic)	Liggett	
WIBM-F , 94.1,	50 KW @ 500, OLDIES	US 2,$ 33.00*	(MMR)		(JACKSON)
WILS-F , 101.7,	3 KW @ 180, AC	US 1,$ 27.00	(Banner)		
WITL-F , 100.7,	27 KW @ 680, COUNTRY	ABC-E,$ 45.00	(Mc-Guild)	Midwest Family	
WJIM-F , 97.5,	28 KW @ 440, BTFL/EZ	NBC,$ 24.00*	(Torbet)		
WJXQ-F , 106.1,	50 KW @ 500, AOR	ABC-C,$ 29.00*	(Christal)		(JACKSON)
WLNZ-F , 92.1,	3 KW @ 300, AOR	,$ 27.00*	(MMR)		
WMMQ-F , 92.7,	3 KW @ 300, CLASSIC AOR	Source,$ 32.00*	(HNWH)		(CHARLOTTE)
WVIC-F+, 94.9,	49 KW @ 500, CHR	,$ 72.00*	(Katz)	Goodrich	

WJR - See Detroit

MISCELLANEOUS COMMENTS WJIM A/F sold to Leicinger for $3,500,000 (Mahlman)... WLNZ (50%) sold to Blair/Burkhart-Abrams for $2,500,000 (Est)... WILS-AM now programming Black... WIBM A/F (Jackson) sold to CR for $4,075,000...

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LAS VEGAS

Arbitron Rank/Pop (12+): 74/472,300

MSA Rank/Pop: 85/575,000
ADI # 94
Average Person Ratings: 15.9
Market TSL: 21.3 hours

Stations: 19/19
Diaries: 922/512:1/50.4%
Sample Target: 820
% Below Line: 0
% Not Listed: 17.1

1987 Revenue: $17,600,000
HH Inc.: $30,679
Retail $: 4.7 Bil
Pop per Station: 24,858
#1 Biller: KLUC-F/KRSR $2,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KLUC-F	86/11.3	12.3	11.2	9.1	10.9	11.0	14.0
2. KXTZ-F	73/ 9.6	13.0	12.4	10.6	12.2	11.4	6.5
KFMS A/F	73/ 9.6	10.2	7.9	10.8	9.3	9.6	9.8
4. KYRK-F	63/ 8.2	4.8	6.1	5.2	6.2	6.1	7.5
5. KOMP-F	54/ 7.1	9.1	8.5	8.5	6.9	8.3	12.1
6. KMZQ-F	46/ 6.0	8.1	10.1	6.4	10.8	7.7	6.7
7. KORK	45/ 5.9	4.0	4.6	6.1	4.3	5.2	2.7
8. KKLZ-F	36/ 4.7	5.7	3.6	3.6	6.6	4.4	5.1
9. KDWN	30/ 3.9	2.7	3.1	3.9	3.8	3.4	1.7
10. KLSQ-F	25/ 3.3	2.2	3.2	3.1	2.8	3.0	2.3
KNUU	25/ 3.3	2.9	1.3	2.0	2.2	2.4	1.8
12. KEYV-F	18/ 2.4	2.5	3.1	4.5	2.7	3.1	2.9
13. KENO	17/ 2.2	1.6	1.4	2.1	1.6	1.8	1.1
14. KRRI-F	14/ 1.8	2.5	1.9	2.8	3.5	2.3	2.5
15. KRLV-F	13/ 1.7	---	---	---	---	1.7	.8

12+ TSA	1/4/CUME
1. KXTZ-F	91/ 895
2. KLUC-F	86/1150
3. KFMX A/F	85/ 903
4. KYRK-F	64/1009
5. KOMP-F	57/ 598
6. KMZQ-F	46/ 549
7. KORK	45/ 434
8. KKLZ-F	36/ 563
9. KDWN	33/ 384
10. KLSQ-F	25/ 392
KNUU	25/ 390
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KLUC-F	1144/23.8	25.5	22.8
2. KYRK-F	992/20.7	15.9	16.5
3. KMFS A/F	829/17.3	14.5	17.4
4. KXTZ-F	800/16.7	16.9	17.9
5. KOMP-F	584/12.2	18.9	15.6
6. KKLZ-F	563/11.7	8.9	13.6
7. KMZQ-F	549/11.4	17.4	17.6
8. KORK	409/ 8.8	6.1	7.7
9. KNUU	390/ 8.1	6.9	6.9
10. KLSQ-F	387/ 8.1	9.2	6.3
11. KRRI-F	346/ 7.2	5.7	8.3
12. KDWN	318/ 6.6	9.6	8.3
13. KEYV-F	265/ 5.5	7.0	7.5
14. KENO	249/ 5.2	5.5	5.0
15. KRLV-F	228/ 4.8	---	---

12+ FM SHARE (METRO): 77.41% (490 of 633) (FAL 86: 82.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KFMS-F+	1. KFMS-F+	1. KXTZ-F>	1. KFMS-F+	1. KXTZ-F	1. KLUC-F	1. KYRK-F	1. KLUC-F
KYRK-F	2. KOMP-F>	2. KOMP-F	2. KLUC-F	2. KLUC-F	2. KFMS-F+	2. KLUC-F	2. KLUC-F	2. KXTZ-F	2. KLUC-F>	2. KFMS-F+
3.	3. KYRK-F	3. KFMS-F+	3. KMZQ-F	KMZQ-F	3. KORK >	3. KXTZ-F	3. KFMS-F+	3. KYRK-F	3. KXTZ-F	3. KXTZ-F
4.	4. KKLZ-F	4. KYRK-F	4. KYRK-F	4. KXTZ-F>	4. KDWN	4. KMZQ-F	4. KOMP-F	4. KFMS-F+	4. KFMS-F+	4. KYRK-F
5.	5. KFMS-F+	5. KMZQ-F	5. KXTZ-F	5. KYRK-F	5. KMZQ-F	5. KORK	5. KMZQ-F	5. KOMP-F	KOMP-F	5. KORK
	6. KMZQ-F	6. KKLZ-F	6. KKLZ-F	6. KKLZ-F	KNUU					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLUC-F>	1. KLUC-F>	1. KLUC-F	1. KLUC-F>	1. KMZQ-F	1. KOMP-F>	1. KOMP-F>	1. KOMP-F	1. KOMP-F	1. KFMS-F+>
2. KOMP-F	2. KYRK-F	2. KYRK-F	2. KMZQ-F	2. KLUC-F	2. KLUC-F	2. KLUC-F	2. KKLZ-F	2. KKLZ-F	2. KKLZ-F
3. KYRK-F	3. KFMS-F+	3. KFMS-F+	3. KYRK-F	KXTZ-F	3. KKLZ-F	3. KKLZ-F	KLUC-F	KLUC-F	3. KOMP-F
4.	KMZQ-F	KMZQ-F	4. KFMS-F+	4. KFMS-F+	4. KYRK-F	4. KYRK-F	4. KFMS-F+	4. KFMS-F+	4. KLUC-F
5.	KOMP-F	5. KLSQ-F	5. KXTZ-F	5. KYRK-F	5.	5. KFMS-F+	KYRK-F	5. KYRK-F	5. KENO
				6. KLSQ-F					

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	7 (1)	86 (1)	93 (2)	14.7	12.6
AOR/CLASSIC		90 (2)	90 (2)	14.2	15.6
AC/OLDIES/SOFT ROCK	17 (1)	116 (5)	133 (6)	21.0	25.5
MOR/VARIETY/FULL	3 (1)		3 (1)	0.5	
COUNTRY	16 (2)	62 (1)	78 (3)	12.3	12.9
BLACK/URBAN		63 (1)	63 (1)	10.0	7.2
BTFL MUSIC/EZ		73 (1)	73 (1)	11.5	14.0
NEWS/TALK	55 (2)		55 (2)	8.7	6.8
NOSTALGIA	45 (1)		45 (1)	7.1	5.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.5
			633 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KRAM	1340	Las Vegas	.7/3.4
KROL	870	Laughlin	.4/1.0
KRSR	1140	N. Las Vegas	.9/2.8

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	,$ 20.00	(Banner)		
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	Trans,$ 15.00*	(Christal)	Lotus	
KRSR, 1140, 10 KW/2.5 KW (DA-N)	, CHR/AOR	ABC-E,$ 15.00*	(---)	Nationwide	
KNUU, 970, 5 KW/500 W (DA-2)	, TALK (?)	MBS,CBS,$ 14.00*	(---)		
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	NBC,$ 21.00*	(MMR)	Anchor	
KRAM, 1340, 1 KW	, COUNTRY	,$ 16.00	(Banner)	Medina	

KFMS (1410, 5 KW, DA-2) simulcasting with KFMS-F

KEYV-F , 93.1, 50 KW @ 103, AC	,$ 23.00	(HNWH)			
KFMS-F+, 101.9, 100 KW @ 1110, COUNTRY	,$ 42.00*	(Katz)			
KKLZ-F , 96.3, 100 KW @ 175, CLASSIC AOR	,$ 28.00*	(Banner)	Medina		
KLSQ-F , 95.5, 100 KW @ 1120, OLDIES/CLASSIC	,$ 24.00*	(Torbet)	SRO		
KLUC-F , 98.5, 100 KW @ 1180, CHR	ABC-C,$ 57.00*	(Mc-Guild)	Nationwide		
KMZQ-F , 100.5, 98 KW @ 1180, AC	,$ 43.00*	(Republic)	Olympic		
KOMP-F , 92.3, 100 KW @ 1520, AOR	,$ 41.00*	(Christal)	Lotus		
KRRI-F , 105.5, 120 W @ 1477, OLDIES	MBS,$ 20.00*	(Torbet)		(BOULDER CITY)	
KXTZ-F , 94.1, 100 KW @ 1250, BTFL	,$ 51.00*	(Durpetti)	Parker		
KYRK-F , 97.1, 55 KW @ 1936, CHR/URBAN	,$ 30.00*	(MMR)	Anchor		
KRLV-F , 106.5, 100 KW @ ?? , AC	,$ NA	(Eastman)			

MISCELLANEOUS COMMENTS KRAM changes from Country to Black (Jan.)... KMJJ changes to KRSR and format from Oldies to AOR/Z-Rock (Sept.)...

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LEXINGTON

Arbitron Rank/Pop (12+): 128/275,400

MSA Rank/Pop: 139/335,000
ADI # 76
Average Person Ratings: 14.4
Market TSL: 19.3 hours

Stations: 17/14
Diaries: 735/375:1/51.5%
Sample Target: 660
% Below Line: 2.3
% Not Listed: 9.8

1987 Revenue: $10,700,000
HH Inc.: $31,229
Retail $: 2.4 Bil
Pop per Station: 19,671
#1 Biller: WVLK-F $2,400,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WVLK-F	66/16.5	13.0	17.2	16.5	17.2		18.9
2. WLAP-F	62/15.5	14.2	9.7	14.0	16.1		15.5
3. WKQQ-F	52/13.0	9.9	10.9	14.4	11.1		16.0
4. WFMI-F	38/ 9.5	10.6	13.2	8.4	7.9		12.9
5. WVLK	35/ 8.8	9.9	10.0	9.3	12.0		7.0
6. WCOZ-F	17/ 4.3	4.8	6.0	6.0	5.4		3.9
7. WMGB-F	15/ 3.8	5.0	2.7	1.4	2.0		3.6
8. WBBE	12/ 3.0	3.4	3.2	3.0	2.0		1.7
9. WJMM-F	11/ 2.8	2.9	2.2	1.9	1.8		1.9
10. WLXG	10/ 2.5	3.6	4.0	4.4	2.5		1.5
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WVLK-F	184/2286
2. WLAP-F	161/1963
3. WKQQ-F	89/1255
4. WFMI-F	65/ 962
5. WHAS	58/ 876
6. WVLK	42/ 800
7. WCOZ-F	23/ 402
8. WLAP	18/ 420
9. WMGB-F	16/ 413
10.	
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WLAP-F	840/30.3	28.8	28.2
2. WVLK-F	839/30.3	26.9	29.7
3. WKQQ-F	676/24.4	23.6	23.3
4. WFMI-F	646/23.3	24.4	26.4
5. WVLK	580/20.9	21.1	25.9
6. WMGB-F	351/12.7	12.2	11.8
7. WCOZ-F	341/12.3	10.1	11.4
8. WLAP	322/11.6	10.2	16.9
9. WJMM-F	189/ 6.8	7.5	6.6
10. WLXG	207/ 7.5	9.6	10.6
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 73.06% (263 of 360) (FAL 86: 70.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WFMI-F>	1. WLAP-F	1. WLAP-F	1. WVLK-F>	1. WVLK-F>	1. WVLK-F>	1. WVLK-F	1. WLAP-F	1. WLAP-F	1. WFMI-F	1. WVLK-F
2. WKQQ-F	2. WKQQ-F>	2. WVLK-F	2. WLAP-F>	2. WLAP-F>	2. WVLK >	2. WVLK	2. WVLK-F>	2. WVLK-F	2. WLAP-F	2. WLAP-F
WLAP-F	3. WVLK-F>	3. WKQQ-F>	3. WKQQ-F>	3. WKQQ-F	3. WBBE	3. WKQQ-F	3. WKQQ-F>	3. WKQQ-F>	3. WKQQ-F	3. WFMI-F
4.	4. WFMI-F	4.	4. WVLK	4. WVLK. >	WLAP	4. WLAP-F>	4. WVLK	4. WFMI-F>	4. WVLK-F	4. WKQQ-F>
5.	5. WMGB-F	5.	5. WCOZ-F	5. WCOZ-F	WLAP-F	5. WFMI-F	5. WCOZ-F	5. WVLK	5. WLAP	5. WVLK
				6. WMGB-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WLAP-F	1. WLAP-F>	1. WLAP-F>	1. WVLK-F	1. WVLK-F>
2. WKQQ-F	2. WVLK-F>	2. WVLK-F>	2. WLAP-F>	2. WLAP-F>
3. WFMI-F	3. WKQQ-F	3. WCOZ-F	3. WKQQ-F	3. WVLK-F
4. WVLK-F	4. WFMI-F	WVLK	WVLK	4. WCOZ-F>
5.	5. WCOZ-F	5. WKQQ-F	5. WCOZ-F	5.
	WVLK	WMGB-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKQQ-F>	1. WKQQ-F>	1. WKQQ-F>	1. WKQQ-F>	1. WKQQ-F
2. WLAP-F>	2. WLAP-F>	2. WLAP-F>	2. WLAP-F>	2. WLVK-F>
3.	3.	3. WVLK-F	3. WVLK-F>	3. WLAP-F>
4.	4.	4. WMGB-F	4.	4. WVLK
5.	5.	5.	5.	5. WFMI-F
				WMGB-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		100 (2)	100 (2)	27.8	26.1
AOR/CLASSIC		52 (1)	52 (1)	14.4	12.5
AC/OLDIES/SOFT ROCK	10 (1)	32 (2)	42 (3)	11.7	7.6
MOR/VARIETY/FULL	55 (4)		55 (4)	15.3	19.0
COUNTRY	9 (1)	66 (1)	75 (2)	20.8	20.1
BLACK/URBAN					0.8
BTFL MUSIC/EZ	3 (1)	2 (1)	5 (2)	1.4	6.8
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	3.3	3.7
RELIGION/GOSPEL	8 (1)	11 (1)	19 (2)	5.3	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			360 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCGW	770	Nicholasville	2.0/ 2.3
WHRS	1380	Winchester	.8/ 1.5
WLAP	630	Lexington	3.3/11.6
WNVL	1250	Nicholasville	2.3/ 2.5
WHAS	840	Louisville	1.3/ 4.5
WLW	700	Cincinnati	.5/ 2.2
WWEZ-F	92.5	Cincinnati	.5/ 1.3

RADIO STATIONS

WBBE, 1580, 10 KW/45 W (DA-1)	, NOSTALGIA	,$ 14.00*	(Republic)	Audubon	
WLAP, 630, 5 KW/1 KW (DA-2)	, MOR	CBS,US 2,$ 31.00	(Mc-Guild)	Trumper	
WLXG, 1300, 2.5 KW/1 KW (DA-N)	, OLDIES	NBC,$ 18.00*	(HNWH)		
WVLK, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 38.00*	(Katz)	Bluegrass	
WCOZ-F, 96.7, 3 KW @ 300, SOFT AC		NBC,$ 18.00*	(HNWH)		(PARIS)
WFMI-F, 100.1, 1 KW @ 460, CHR		ABC-F,$ 35.00*	(Roslin)	Cromwell	(WINCHESTER)
WJMM-F, 106.3, 3 KW @ 300, RELIGION		,$ 13.00	(---)	Mortenson	(VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 551, AOR		,$ 52.00*	(Christal)	Village	
WLAP-F, 94.5, 100 KW @ 660, CHR		US 1,$ 44.00	(Mc-Guild)	Trumper	
WMGB-F, 103.1, 3 KW @ 300, AC		,$ 26.00	(Republic)	Audubon	(GEORGETOWN)
WVLK-F, 92.9, 100 KW @ 854, COUNTRY		,$ 57.00*	(Katz)	Bluegrass	

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LITTLE ROCK

Arbitron Rank/Pop (12+): 84/413,000

MSA Rank/Pop: 97/512,000
ADI # 55
Average Person Ratings: 16.3
Market TSL: 21.8 hours

Stations: 20/20
Diaries: 914/452:1/53.7%
Sample Target: 800
% Below Line: 0
% Not Listed: 7.8

1987 Revenue: $12,000,000
HH Inc.: $32,274
Retail $: 3.4 Bil
Pop per Station: 20,650
#1 Biller: KSSN-F $3,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KSSN-F	140/20.6	15.5	15.9	17.7	17.6		19.2
2. KKYK-F	71/10.5	8.4	9.6	11.7	13.1		10.4
3. KZOU-F	62/ 9.1	11.2	12.3	10.3	4.8		16.7
4. KEZQ-F	60/ 8.8	10.8	12.0	10.4	12.4		6.1
5. KHLT-F	47/ 6.9	5.5	4.9	5.3	6.6		5.9
6. KARN	46/ 6.8	6.1	6.5	7.5	8.7		4.8
7. KWTD-F	41/ 6.0	6.1	5.1	3.2	3.2		5.9
8. KMJX-F	33/ 4.9	9.0	4.8	8.7	7.7		9.0
9. KLRA	23/ 3.4	3.1	4.5	4.0	4.1		1.6
10. KFXE-F	22/ 3.2	2.5	1.7	.9	---		1.9
KOKY	22/ 3.2	5.2	8.0	6.3	4.7		4.2
12. KZLR A/F	15/ 2.2	2.1	---	---	---		1.9
KCHB	15/ 2.2	.7	---	---	---		---

12+ TSA	1/4/CUME
1. KSSN-F	253/2343
2. KKYK-F	132/2164
3. KEZQ-F	131/1248
4. KZOU-F	121/1898
5. KFXE-F	91/ 806
6. KMJX-F	66/ 724
7. KHLT-F	56/ 896
8. KARN	55/ 864
9. KWTD-F	41/ 419
10. KLRA	32/ 565
11. KZLR A/F	24/ 360
12. KOKY	22/ 374
13.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. KSSN-F 1225/29.5	26.1	28.4
2. KKYK-F 1122/27.0	26.8	27.8
3. KZOU-F 932/22.4	23.0	23.1
4. KEZQ-F 685/16.5	17.7	16.9
5. KHLT-F 671/16.2	15.3	14.8
6. KARN 635/15.3	12.8	15.1
7. KLRA 418/10.1	8.7	10.8
8. KMJX-F 417/10.0	14.9	10.4
9. KWTD-F 396/ 9.5	10.7	9.3
10. KOKY 374/ 9.0	12.3	13.7
11. KFXE-F 283/ 6.8	7.2	6.6
12. KZLR A/F 230/ 5.5	4.9	---
13.		

12+ FM SHARE (METRO): 79.20% (495 of 625) (FAL 86: 74.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZOU-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KZOU-F	1. KSSN-F>
2. KKYK-F>	2. KKYK-F	2. KKYK-F	2. KHLT-F	2. KHLT-F	2. KEZQ-F	2. KKYK-F>	2. KEZQ-F+	2. KEZQ-F+	2. KWTD-F	2. KKYK-F
3. KWTD-F	3. KMJX-F	3. KHLT-F	3. KKYK-F>	3. KKYK-F>	3. KARN >	3. KARN	3. KHLT-F	3. KKYK-F	3. KSSN-F	3. KZOU-F>
4. KSSN-F	KZOU-F	4. KZOU-F	4. KEZQ-F	4. KEZQ-F	4. KHLT-F	4. KZEQ-F+	4. KKYK-F>	4. KZOU-F	4. KKYK-F>	4. KEZQ-F
5.	5. KHLT-F	5. KMJX-F	5. KZOU-F	5.	5. KLRA	KZOU-F	5.	5. KHLT-F	5. KARN	5. KHLT-F
	6. KWTD-F								KEZQ-F+	6. KARN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KSSN-F	1. KSSN-F	1. KSSN-F	1. KSSN-F>	1. KSSN-F>
KWTD-F	2. KKYK-F>	2. KKYK-F>	2. KKYK-F	2. KHLT-F
3. KKYK-F	3. KWTD-F	3. KHLT-F>	3. KHLT-F>	3. KKYK-F>
4. KZOU-F	KZOU-F	4. KZOU-F	4. KEZQ-F	4. KEZQ-F
5.	5. KHLT-F	5. KEZQ-F	KWTD-F	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMJX-F	1. KSSN-F	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>
2. KZOU-F	2. KMJX-F>	2. KMJX-F	2. KMJX-F	2. KHLT-F
3. KSSN-F	3. KZOU-F	3. KHLT-F	3. KKYK-F	3. KKYK-F
4. KKYK-F	4. KKYK-F>	4. KKYK-F	4. KZOU-F	4. KMJX-F
5.	5. KHLT-F	5. KZOU-F	5. KHLT-F	5. KARN

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	28.8	23.9
AOR/CLASSIC	1 (1)	47 (2)	48 (3)	7.7	5.2
AC/OLDIES/SOFT ROCK		47 (1)	47 (1)	7.5	5.4
MOR/VARIETY/FULL					
COUNTRY	23 (1)	162 (2)	185 (3)	29.6	24.2
BLACK/URBAN	37 (2)	41 (1)	78 (3)	12.5	16.0
BTFL MUSIC/EZ	6 (1)	60 (1)	66 (2)	10.6	13.7
NEWS/TALK	46 (1)		46 (1)	7.4	7.1
NOSTALGIA					
RELIGION/GOSPEL	17 (4)		17 (4)	2.7	4.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.8	0.5
			625 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAY	1090	Little Rock	.6/3.5
KEZQ	1150	N. Little Rock	.9/3.5
KITA	1440	Little Rock	.7/2.1
KMTL	760	Sherwood	.7/2.3
KQLV-F	102.3	Sheridan	.7/2.7
KSOH	1050	Little Rock	.4/1.8

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS,$ 38.00*	(Banner)	
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	NBC,$ 24.00*	(Mc-Guild)	Signal
KOKY, 1250, 660 W/50 W (DA-2)	, BLACK	,$ 25.00*	(Christal)	Encore
KEZQ-F+, 100.3, 44 KW @ 1369,	BTFL/EZ	ABC-D,$ 52.00*	(MMR)	
KFXE-F , 92.3, 100 KW @ 982,	URBAN/CHR	,$ NA	(Banner)	(PINE BLUFF)
KHLT-F , 94.1, 100 KW @ 770,	AC	NBC,US 1,$ 40.00*	(Mc-Guild)	Signal
KKYK-F , 103.7, 100 KW @ 1510,	CHR	,$ 65.00*	(Banner)	
KMJX-F , 105.1, 100 KW @ 534,	AOR	ABC-R,$ 50.00*	(HNWH)	
KSSN-F , 95.7, 100 KW @ 1664,	COUNTRY	ABC-E,$ 85.00*	(Katz)	Barnstable
KWTD-F , 106.3, 3 KW @ 290,	BLACK	MBS,$ 27.00*	(Roslin)	(LONOKE)
KZLR-F , 94.9, 100 KW @ 1843,	AOR/CHR	,$ 30.00	(Durpetti)	So. Starr (PINE BLUFF)
KZOU-F , 98.5, 100 KW @ 880,	CHR	,$ 48.00*	(Christal)	Encore

MISCELLANEOUS COMMENTS KFXE changes to Urban/CHR (Jan.)...

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LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,604,700

MSA Rank/Pop: 2/11,300,000
ADI # 2
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 41/41
Diaries: 4440/1938:1/45.4%
Sample Target: 3440
% Below Line: 0
% Not Listed: 10.0

1987 Revenue: $293,600,000
HH Inc.: $37,900
Retail $: 80.0 Bil
Pop per Station: 209,871
#1 Biller: KIIS A/F $29,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share	12+ TSA	1/4/CUME	12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KPWR-F	1157/7.5	6.6	7.0	5.7	6.5	6.7	9.4	1. KIIS A/F	1317/22955	1. KIIS A/F	19651/22.3	21.6	20.6
2. KIIS A/F	1111/7.2	6.5	7.4	6.4	6.3	6.9	9.1	2. KPWR-F	1243/17213	2. KPWR-F	15599/17.7	17.1	16.5
3. KABC	852/5.5	5.8	5.2	6.1	5.4	5.7	5.3	3. KABC	922/10837	3. KFWB	13480/15.3	12.1	13.5
4. KOST-F	691/4.5	4.9	4.3	4.8	4.1	4.6	4.0	4. KLOS-F	799/11266	4. KOST-F	11647/13.2	12.8	12.6
5. KJOI-F	657/4.3	4.5	4.9	4.7	4.9	4.6	3.3	5. KOST-F	785/13532	5. KRTH-F	10753/12.2	11.4	12.3
6. KFWB	649/4.2	2.6	3.0	4.2	3.4	3.5	3.6	6. KRTH-F	735/13744	6. KNX	10541/11.9	10.9	13.0
7. KBIG-F	622/4.0	4.3	3.7	3.8	3.9	4.0	3.3	7. KBIG-F	715/11839	7. KBIG-F	9875/11.2	10.2	9.7
8. KLOS-F	591/3.8	3.0	2.9	2.8	2.3	3.1	3.7	8. KJOI-F	701/ 9067	8. KABC	9490/10.7	12.7	12.2
9. KROQ-F	572/3.7	4.3	4.1	4.0	3.9	4.0	5.8	9. KFWB	686/14415	9. KLOS-F	8512/ 9.6	8.7	9.2
10. KRTH-F	566/3.7	3.3	3.8	3.6	4.0	3.6	2.6	10. KNX	681/14198	10. KROQ-F	8456/ 9.6	10.8	10.3
11. KLSX-F	551/3.6	3.0	3.3	3.6	3.1	3.4	3.7	11. KROQ-F	661/ 9940	11. KLSX-F	8426/ 9.5	8.6	6.9
12. KNX	496/3.2	2.8	3.0	3.3	3.6	3.1	2.7	12. KLSX-F	580/ 9278	12. KJOI-F	8182/ 9.3	9.4	11.4
13. KTNQ	460/3.0	2.3	3.1	2.3	3.3	2.7	2.4	13. KIQQ-F	495/ 8985	13. KIQQ-F	7658/ 8.7	8.2	8.9
14. KIQQ-F	432/2.8	2.7	2.9	2.9	3.6	2.8	2.3	14. KTNQ	472/ 4366	14. KTWV-F	6041/ 6.8	7.5	7.4
15. KMPC	380/2.5	2.8	2.8	2.4	2.7	2.6	2.3	15. KMPC	456/ 7073	15. KMPC	5936/ 6.7	8.0	7.8
16. KLVE-F	378/2.5	2.8	3.0	3.2	2.3	2.9	2.1	16. KTWV-F	419/ 7133	16. KZLA-F	5120/ 5.8	4.8	4.5
17. KTWV-F	356/2.3	2.7	2.5	1.9	1.6	2.4	3.5	17. KLVE-F	401/ 4827	17. KLVE-F	4515/ 5.1	5.8	5.7
18. KZLA-F	321/2.1	2.5	1.9	1.7	1.8	2.1	2.0	18. KZLA-F	359/ 5857	18. KNX-F	4323/ 4.9	4.0	4.7
19. KJLH-F	279/1.8	2.2	2.0	2.4	1.8	2.1	2.9	19. KFI	319/ 6743	19. KFAC-F	4229/ 4.8	4.3	4.8
20. KFAC-F	239/1.6	1.7	1.2	1.3	1.3	1.5	1.7	20. KJLH-F	288/ 3987	20. KFI	4116/ 4.7	4.9	5.2
21. KDAY	228/1.5	1.5	1.8	1.6	1.2	1.6	1.6	21. KFAC-F	283/ 5018	21. KTNQ	4083/ 4.6	5.0	5.6
22. KLAC	216/1.4	1.0	1.4	1.6	1.5	1.4	.9	22. KNX-F	266/ 5474	22. KJLH-F	3875/ 4.4	5.6	6.2
23. KFI	203/1.3	1.4	1.2	1.4	1.3	1.3	1.3	23. KLAC	256/ 4164	23. KRLA	3843/ 4.4	4.4	5.4
24. KRTH	197/1.3	1.2	1.6	.9	.9	1.3	.5	24. KDAY	230/ 3861	24. KDAY	3763/ 4.3	4.9	4.3
25. KNX-F	196/1.3	1.6	.9	1.1	1.4	1.2	1.1	25. KRTH	208/ 3960	25. KRTH	3479/ 3.9	5.0	3.8

12+ FM SHARE (METRO): 67.57% (9470 of 14016) (FAL 86: 66.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPWR-F>	1. KPWR-F	1. KIIS A/F	1. KIIS A/F>	1. KIIS A/F>	1. KABC >	1. KIIS A/F	1. KIIS A/F	1. KPWR-F	1. KPWR-F>	1. KPWR-F
2. KROQ-F	2. KIIS A/F>	2. KPWR-F>	2. KRTH-F	2. KRTH-F	2. KJOI-F	2. KABC	2. KPWR-F	2. KIIS A/F>	2. KOST-F	2. KIIS A/F
3. KIIS A/F	3. KLOS-F	3. KLOS-F	3. KOST-F	3. KOST-F	3. KFWB	3. KFWB	3. KBIG-F	3. KOST-F	3. KROQ-F	3. KRTH-F
4. KDAY	4. KLSX-F	4. KOST-F	4. KLSX-F	4. KPWR-F	4. KNX	4. KPWR-F>	4. KABC	4. KLOS-F	KABC	4. KLOS-F
5.	5. KROQ-F	5. KLSX-F	KPWR-F	5. KLSX-F	5. KBIG-F	5. KNX	5. KOST-F	5. KBIG-F	5. KIIS A/F	5. KJOI-F
6.	6. KOST-F	6. KRTH-F	6. KBIG-F	6. KBIG-F	6. KMPC	6. KJOI-F	6. KJOI-F	6. KROQ-F	6. KLSX-F	KLSX-F
7.	7. KRTH-F>	7. KBIG-F	7. KLOS-F	7. KIQQ-F	7. KOST-F	7. KRTH-F	7. KRTH-F	7. KJOI-F	7. KLOS-F	7. KOST-F
8.	8. KBIG-F	8. KROQ-F	8. KTNQ	8. KTNQ	8. KIIS A/F	KTNQ	8. KLOS-F	8. KRTH-F	8. KJOI-F	8. KROQ-F
9.	9. KTWV-F	9. KTNQ	9. KIQQ-F	9. KLOS-F	KIQQ-F	9. KOST-F	KLSX-F	9. KFWB	9. KNX	9. KBIG-F
10.	10. KJLH-F	10. KIQQ-F	10. KTWV-F	10. KTWV-F	10. KTNQ	KROQ-F	10. KIQQ-F	KNX	10. KFWB	KABC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPWR-F>	1. KPWR-F	1. KIIS A/F	1. KIIS A/F	1. KIIS A/F
2. KIIS A/F	2. KIIS A/F>	2. KPWR-F>	2. KPWR-F	2. KOST-F
3. KOST-F	3. KOST-F	3. KLSX-F	3. KOST-F>	3. KPWR-F
4. KROQ-F	4. KLSX-F	4. KRTH-F	4. KBIG-F	4. KBIG-F
5. KLSX-F	5. KBIG-F	5. KOST-F	5. KRTH-F	5. KRTH-F
6. KLOS-F	6. KRTH-F	6. KTWV-F	6. KIQQ-F	KIQQ-F
7. KLVE-F	7. KROQ-F	7. KBIG-F	KLSX-F	7. KTWV-F
8. KBIG-F	8. KJLH-F	8. KJLH-F	8. KLVE-F	8. KJOI-F
9. KJLH-F	9. KTWV-F	9. KIQQ-F	9. KTWV-F	KABC
10.	KLOS-F	10. KLOS-F	KJLH-F	10. KLVE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPWR-F	1. KLOS-F	1. KIIS A/F	1. KLOS-F	1. KIIS A/F
2. KLOS-F	2. KPWR-F	2. KLOS-F	KIIS A/F	2. KRTH-F
3. KROQ-F>	3. KIIS A/F	3. KLSX-F	3. KPWR-F	3. KLSX-F
4. KIIS A/F	4. KLSX-F	4. KRTH-F	4. KLSX-F	4. KLOS-F
5. KLSX-F	5. KROQ-F	5. KPWR-F	5. KRTH-F	5. KTNQ
6. KNAC-F	6. KRTH-F>	6. KOST-F	6. KROQ-F	6. KABC
7.	7. KOST-F	7. KTNQ	7. KTNQ	7. KPWR-F
8.	8. KTNQ	8. KNX-F	8. KBIG-F	KFWB
9.	9. KNAC-F	9. KTWV-F	9. KOST-F	9. KBIG-F
10.	10. KTWV-F	10. KROQ-F	10. KFWB	KTWV-F

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	49 (1)	1062 (1)	1111 (2)	7.9	7.1
AOR/CLASSIC		2075 (5)	2075 (5)	14.8	13.9
AC/OLDIES/SOFT ROCK	577 (3)	2494 (6)	3071 (9)	21.9	24.0
MOR/VARIETY/FULL					
COUNTRY	216 (1)	321 (1)	537 (2)	3.8	3.7
BLACK/URBAN	309 (2)	1581 (3)	1890 (5)	13.5	13.7
BTFL MUSIC/EZ	-	657 (1)	657 (1)	4.7	5.5
NEWS/TALK	2052 (4)		2052 (4)	14.6	14.6
NOSTALGIA	380 (1)		380 (1)	2.7	3.0
RELIGION/GOSPEL		156 (2)	156 (2)	1.1	0.8
SPANISH	871 (4)	378 (1)	1249 (5)	8.9	10.4
CLASSICAL	27 (1)	239 (1)	266 (2)	1.9	1.6
JAZZ/NEW AGE/ECLECTIC		507 (2)	507 (2)	3.6	---
UNKNOWN/OTHERS	65 (1)		65 (1)	0.5	1.8
			14016 (41)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	.9/3.5
KALI	1430	San Gabriel	.8/2.1
KFAC	1330	Los Angeles	.2/ .8
KFSG-F	96.3	Los Angeles	.6/1.8
KGFJ	1230	Los Angeles	.5/1.9
KGIL	1260	San Fernando	.4/1.1
KIEV	870	Glendale	.4/1.7
KKGO-F	105.1	Los Angeles	1.0/3.4
KKLA-F	99.5	Los Angeles	.4/1.9
KMPC-F	101.9	Glendale	.7/2.8
KNAC-F	105.5	Long Beach	1.1/2.6
KNOB-F	97.9	Long Beach	.5/1.9
KRLA	1110	Pasadena	1.1/4.4
KSKQ	1540	Los Angeles	.9/1.9
KWKW	1300	Pasadena	1.0/1.9

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I,ABC-T,$360.00	(Katz)	Cap Cities/ABC	
KALI, 1430, 5 KW (DA-2)	, SPANISH CONTEMP	,$ 77.00	(MMR)	United	
KBRT, 740, 10 KW (DAYS,DA)	, RELIGION	,$ 50.00*	(---)	Crawford	
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN,$100.00	(Roslin)	Heritage	
KFI , 640, 50 KW	, AC	MBS,$175.00*	(Christal)	Cox	
KFWB, 980, 5 KW	, NEWS	UPI,NBC,$285.00	(Group W)	Westinghouse	
KGFJ, 1230, 1 KW	, BLACK	SBN,SMN,$ NA	(---)		
KIEV, 870, 5 KW/1 KW (DA-N)	, TALK	,$100.00*	(---)		
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC-D,$135.00*	(Eastman)	Malrite	
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA	,$200.00	(Durpetti)	Golden West	
KNX , 1070, 50 KW	, NEWS	CBS,$270.00	(CBS)	CBS	
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	,$130.00*	(MMR)	Greater Media	
KRTH, 930, 5 KW (DA-N)	, OLDIES	US 1,$ NA	(Republic)	RKO	
KSKQ, 1540, 50 KW/10 KW (DA-D)	, SPANISH CONTEMP	,$100.00*	(Caballero)	Spanish Brdcst.	
KTNQ, 1020, 50 KW (DA-2)	, SPANISH AC	,$160.00*	(Caballero)	H & G	
KWKW, 1300, 5 KW/1 KW (DA-2)	, SPANISH	,$ 91.00	(Lotus)	Lotus	

FM STATIONS

KACE, 103.9, 2 KW @ 390,	BLACK	APR,$ 70.00*	(Masla)	All Pro	
KBIG, 104.3, 105 KW @ 2890,	SOFT AC	,$260.00*	(CBS)	Bonneville	
KFAC, 92.3, 43 KW @ 2835,	CLASSICAL	,$215.00	(Mc-Guild)		
KFSG, 96.3, 54 KW @ 480,	RELIGION	APR,$ 25.00	(---)		
KGIL, 94.3, 3 KW @ -180,	SOFT AC	,$ 45.00	(HNWH)	Buckley	(SAN FERNANDO)
KIIS, 102.7, 8 KW @ 2790,	CHR	,$500.00*	(Mc-Guild)	Gannett	
KIQQ, 100.3, 5 KW @ 3060,	SOFT AC	Trans,$250.00*	(HNWH)	Outlet	
KJLH, 102.3, 3 KW @ 300,	BLACK	,$110.00*	(Radio West)		(COMPTON)
KJOI, 98.7, 75 KW @ 1180,	BTFL/EZ	,$280.00*	(Banner)	Legacy	
KKGO, 105.1, 18 KW @ 2900,	JAZZ	APR,$ NA	(Torbet)		
KLOS, 95.5, 63 KW @ 3129,	AOR	ABC-R,$300.00*	(Katz)	Cap Cities/ABC	
KLSX, 97.1, 55 KW @ 770,	CLASSIC AOR	,$240.00*	(MMR)	Greater Media	
KLVE, 107.5, 30 KW @ 2800,	SPANISH AC	,$170.00*	(Caballero)	H & G	
KNAC, 105.5, 2 KW @ 400,	AOR	ABC-F,$100.00*	(Masla)		(LONG BEACH)
KNX , 93.1, 29 KW @ 3496,	SOFT AOR	CBS-R,$165.00*	(CBS)	CBS	
KOST, 103.5, 13 KW @ 3100,	AC	,$275.00*	(Christal)	Cox	
KNOB, 97.9, 79 KW @ 420,	SOFT AC	,$103.00	(Masla)		(LONG BEACH)
KPWR, 105.9, 72 KW @ 770,	URBAN/CHR	,$300.00	(HNWH)	Emmis	
KROQ, 106.7, 5 KW @ 1388,	AOR	,$330.00*	(Torbet)	Infinity	
KRTH, 101.1, 51 KW @ 3130,	OLDIES	US 2,$280.00*	(Republic)	RKO	
KTWV, 94.7, 58 KW @ 2835,	JAZZ/AZ	Source,$175.00*	(Banner)	Metropolitan	
KMPC, 101.9, .7 KW @ 2848,	CONTEMP	,$150.00	(Durpetti)	Golden West	
KZLA, 93.9, 49 KW @ 720,	COUNTRY	,$145.00*	(Eastman)	Malrite	

CALL LETTER CHANGES

KUTE changes to KMPC-F

FORMAT CHANGES

KMPC-F: From "Quiet Storm" to Soft AC (Oct.)

STATION SALES

KNOB-F (Long Beach): Sold to Spanish Brdcst. Systems for $15,000,000 (Grandy)

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LOUISVILLE

Arbitron Rank/Pop (12+): 45/797,800

MSA Rank/Pop: 48/971,000
ADI # 47
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 17/17
Diaries: 1428/559:1/57.7%
Sample Target: 1200
% Below Line: 0
% Not Listed: 6.1

1987 Revenue: $22.300,000
HH Inc.: $30,919
Retail $: 6.2 Bil
Pop per Station: 46,929
#1 Biller: WHAS $6,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WHAS	201/16.1	13.0	16.2	14.8	15.6	15.0	12.6
2. WAMZ-F	178/14.3	16.6	15.4	15.8	15.2	15.5	13.5
3. WDJX-F	116/ 9.3	9.5	9.1	8.6	7.7	9.1	11.9
4. WQMF-F	110/ 8.8	8.8	7.9	8.8	8.9	8.6	10.4
5. WVEZ-F	106/ 8.5	9.0	7.5	8.3	8.6	8.3	6.9
6. WRKA-F	98/ 7.9	6.3	8.1	5.7	6.4	7.0	10.2
7. WLRS-F	78/ 6.3	5.9	6.5	5.7	4.2	6.1	8.9
8. WLOU	56/ 4.5	3.2	4.4	3.4	3.7	3.9	2.7
9. WJYL-F	51/ 4.1	6.1	5.7	5.1	5.7	5.3	6.4
10. WAVG	48/ 3.8	4.9	4.5	5.2	4.2	4.6	3.3
11. WXVW	32/ 2.6	3.2	2.5	2.9	2.3	2.8	2.2
12. WCII	31/ 2.5	1.2	.3	1.0	1.5	1.3	1.1
13.							
14.							
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WAMZ-F	282/3028
2. WHAS	274/3634
3. WDJX-F	194/2413
4. WQMF-F	138/1866
5. WVEZ-F	118/1561
6. WRKA-F	101/1353
7. WLRS-F	82/1685
8. WLOU	56/ 608
9. WAVG	52/1029
10. WJYL-F	52/ 668
11. WXVW	33/ 402
12. WCII	31/ 499
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WHAS 2570/32.3	33.1	30.8
2. WAMZ-F 1816/22.8	24.2	26.2
3. WLRS-F 1650/20.7	18.6	15.0
WDJX-F 1650/20.7	22.6	17.6
5. WQMF-F 1413/17.8	17.2	17.0
6. WVEZ-F 1406/17.7	15.2	17.2
7. WRKA-F 1315/16.5	20.[illegible]	15.4
8. WAVG 968/12.2	11.3	13.9
9. WJYL-F 654/ 8.2	10.1	9.0
10. WLOU 608/ 7.6	8.3	7.6
11. WCII 474/ 6.0	3.0	6.0
12. WXVW 397/ 5.0	5.1	5.5
13.		
14.		
15.		
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 64.64% (757 of 1171) (FAL 86: 63.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDJX-F>	1. WQMF-F	1. WAMZ-F>	1. WAMZ-F	1. WAMZ-F	1. WHAS >	1. WHAS >	1. WAMZ-F	1. WHAS >	1. WDJX-F	1. WAMZ-F
2. WLRS-F	2. WAMZ-F	2. WQMF-F	2. WHAS	2. WHAS >	2. WAMZ-F>	2. WAMZ-F>	2. WHAS	2. WAMZ-F	2. WHAS	2. WHAS
3. WQMF-F>	3. WDJX-F	3. WHAS	3. WRKA-F	3. WRKA-F	3. WVEZ-F	3. WQMF-F	3. WVEZ-F	3. WDJX-F	3. WAMZ-F	3. WVEZ-F
4.	4. WLRS-F	4. WRKA-F	4. WVEZ-F	4. WVEZ-F	4. WAVG	4. WDJX-F	4. WQMF-F	4. WVEZ-F	4. WQMF-F	4. WDJX-F
5.	WRKA-F	5. WVEZ-F	5. WQMF-F	5. WQMF-F	WRKA-F	5. WRKA-F	5. WRKA-F	5. WQMF-F	5. WVEZ-F	5. WRKA-F
6.	6. WVEZ-F	6. WDJX-F	6.	6.	6.	6. WVEZ-F	6.	6.	6.	6. WQMF-F
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDJX-F>	1. WDJX-F	1. WAMZ-F	1. WAMZ-F>	1. WAMZ-F>
2. WLRS-F	2. WAMZ-F	2. WRKA-F	2. WHAS	2. WHAS
3. WJYL-F	3. WVEZ-F	3. WVEZ-F	3. WDJX-F	3. WRKA-F
WLOU	4. WRKA-F	4. WHAS	4. WRKA-F	4. WVEZ-F>
5. WQMF-F	5. WLRS-F	5. WDJX-F	WVEZ-F	5.
WVEZ-F	6.	6. WLRS-F	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQMF-F>	1. WQMF-F>	1. WQMF-F>	1. WQMF-F	1. WAMZ-F
2. WLRS-F	2. WAMZ-F	2. WAMZ-F	2. WAMZ-F	2. WHAS
3. WDJX-F	3. WLRS-F	3. WRKA-F	3. WHAS	3. WQMF-F
4. WAMZ-F	4. WRKA-F	4. WHAS	4. WRKA-F	4. WRKA-F
5.	5. WHAS	5. WLRS-F	5. WLRS-F	5. WVEZ-F
6.	6.	6.	6. WVEZ-F	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		194 (2)	194 (2)	16.6	12.9
AOR/CLASSIC		110 (1)	110 (1)	9.4	9.7
AC/OLDIES/SOFT ROCK	31 (1)	204 (2)	235 (3)	20.1	16.3
MOR/VARIETY/FULL	249 (2)		249 (2)	21.3	21.4
COUNTRY	28 (2)	178 (1)	206 (3)	17.6	20.8
BLACK/URBAN	56 (1)	51 (1)	107 (2)	9.1	10.9
BTFL MUSIC/EZ					1.4
NEWS/TALK					
NOSTALGIA	32 (1)		32 (1)	2.7	2.5
RELIGION/GOSPEL	18 (2)	20 (1)	38 (3)	3.2	4.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			1171 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKY	790	Louisville	.9/4.8
WFIA	900	Louisville	.3/1.3
WLLV	1240	Louisville	1.1/2.0
WTMT	620	Louisville	1.4/2.9
WXLN-F	103.9	Louisville	1.6/4.1

RADIO STATIONS

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2)	, COUNTRY	MBS,$ 30.00* (Katz)		Federal
WAVG, 970, 5 KW (DA-2)	, MOR	NBC,NBC-T,US 2,$ 39.00* (MMR)		
WCII, 1080, 10 KW/1 KW (DA-2)	, OLDIES	SMN,CBS,$ 35.00* (Republic)		Great Trails
WDGS, 1290, 500 W/1 KW (DA-2)	, BLACK	NBN,$ 15.00 (Masla)		
WFIA, 900, 1 KW/163 W	, RELIGION	,$ 14.00 (---)		
WHAS, 840, 50 KW	, MOR	ABC-I,$100.00* (Christal)		Clear Channel
WLLV, 1240, 1 KW	, RELGION	,$ 17.00 (Roslin)		
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN,$ 38.00* (MMR)		Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	,$ 16.00 (Masla)		
WXVW, 1450, 1 KW	, NOSTALGIA	SMN,$ 30.00* (S. Katz)		

FM STATIONS

WAMZ, 97.5, 100 KW @ 505, COUNTRY	,$ 78.00* (Christal)		Clear Channel
WDJX, 99.7, 20 KW @ 720, CHR	CBS-R,$ 60.00* (Eastman)		Great Trails
WJYL, 101.7, 3 KW @ 300, URBAN	,$ 38.00* (Banner)		
WLRS, 102.3, 3 KW @ 300, CHR	ABC-R,$ 48.00 (MMR)		
WQMF, 95.7, 34 KW @ 580, AOR	Source,$ 62.00* (Torbet)		
WRKA, 103.1, 3 KW @ 300, AC	ABC-D,$ 64.00* (Banner)		Capitol-Johnson
WVEZ, 106.9, 25 KW @ 670, SOFT AC	,$ 50.00* (Katz)		Federal
WXLN, 103.9, 3 KW @ 300, RELIGION	ABC-C,$ 18.00 (---)		

CALL LETTER CHANGES

WAKY changes from BTFL to Country

FORMAT CHANGES

STATION SALES

WJYL-F (Jefferson) sold by Interurban to Media Capital for $1,700,000 (Blackburn)

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LUBBOCK

Arbitron Rank/Pop (12+): 161/181,100

MSA Rank/Pop: 188/222,000
ADI # 149
Average Person Ratings: 16.0
Market TSL: 21.5 hours

Stations: 17/15
Diaries: 689/263:1/49.9%
Sample Target: 550
% Below Line: 1.0
% Not Listed: 10.8

1987 Revenue: $7,000,000
HH Inc.: $30,358
Retail $: 1.66 Bil
Pop per Station: 12,073
#1 Biller: KRLB A/F $1,800,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KRLB A/F	89/31.0	32.3	26.8	26.8	23.1		
2. KLLL-F	42/14.6	16.7	17.7	17.4	19.3		
3. KFMX-F	36/12.5	10.9	9.5	8.5	10.0		
4. KTEZ-F	24/ 8.4	7.5	7.8	5.2	9.0		
5. KKIK-F	14/ 4.9	5.4	7.1	7.6	5.1		
KFYO	14/ 4.9	4.4	5.1	7.0	3.9		
7. KLFB	10/ 3.5	2.0	3.7	3.7	1.9		
8. KZII-F	9/ 3.1	6.1	3.4	8.2	3.2		
9. KJAK-F	8/ 2.8	1.0	1.7	.9	1.6		
10. KCAS	7/ 2.4	2.0	---	.9	---		
KTLK	7/ 2.4	1.4	2.7	1.8	1.9		

12+ TSA	1/4/CUME
1. KRLB A/F	133/1282
2. KLLL-F	85/ 843
3. KFMX-F	50/ 551
4. KFYO	32/ 467
5. KTEZ-F	30/ 393
6. KKIK-F	23/ 414
7. KZII-F	17/ 335
8. KLFB	12/ 117
9.	
10.	
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KRLB A/F	836/46.5	50.2	46.4
2. KLLL-F	469/26.1	28.3	27.7
3. KFMX-F	404/22.5	18.1	17.3
4. KTEZ-F	304/16.9	17.0	16.2
5. KFYO	271/15.1	12.2	13.5
6. KKIK-F	263/14.6	11.7	20.4
7. KZII-F	232/12.9	15.6	13.2
8.			
9.			
10.			
11.			

12+ FM SHARE (METRO): 87.11% (223 of 256) (FAL 86: 81.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRLB-F+>	1. KRLB-F+>	1. KRLB-F+>	1. KRLB-F+>	1. KRLB-F+>	1. KLLL-F>	1. KRLB-F+>	1. KKLB-F+>	1. KRLB-F+>	1. KRLB-F+>	1. KRLB-F+>
2.	2. KFMX-F>	2. KFMX-F	2. KLLL-F>	2. KLLL-F>	2. KRLB-F+	2. KLLL-F	2. KLLL-F	2. KFMX-F	2. KFMX-F	2. KLLL-F>
3.	3. KLLL-F>	3. KLLL-F>	3. KTEZ-F	3. KTEZ-F	3. KTEZ-F	3. KFMX-F>	3. KTEZ-F	3. KLLL-F>	3.	3. KFMX-F>
4.	4. KTEZ-F	4. KTEZ-F	4. KFMX-F>	4. KFMX-F	4. KFYO	4. KTEZ-F	4. KFMX-F>	4. KTEZ-F	4.	4. KFYO
5.	5.	5.	5.	5.	5. KKIK-F	5. KFYO	5. KKIK-F	5.	5.	5. KTEZ-F
						KKIK-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRLD-F+>	1. KRLB-F+>	1. KRLB-F+>	1. KRLB-F+>	1. KRLB-F+>	1. KFMX-F	1. KFMX-F	1. KFMX-F	1. KRLB-F+	1. KRLB-F+
2. KFMX-F	2. KLLL-F	2. KLLL-F	2. KLLL-F>	2. KLLL-F>	2. KRLB-F+	2. KRLB-F+>	2. KRLB-F+>	2. KFMX-F>	2. KLLL-F
KLLL-F	3. KFMX-F>	3. KTEZ-F	3. KTEZ-F	3. KTEZ-F>	3.	3.	3.	3. KLLL-F	3. KFMX-F
4.	4. KTEZ-F	4. KFMX-F	4. KFMX-F	4.	4.	4.	4.	4. KTEZ-F	4. KTEZ-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5. KFYO

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	2 (1)	87 (1)	89 (2)	34.8	30.5
AOR/CLASSIC		45 (2)	45 (2)	17.6	14.7
AC/OLDIES/SOFT ROCK		38 (2)	38 (2)	14.8	8.1
MOR/VARIETY/FULL					2.3
COUNTRY	16 (2)	42 (1)	58 (3)	22.7	28.6
BLACK/URBAN					
BTFL MUSIC/EZ					8.9
NEWS/TALK					
NOSTALGIA	7 (1)		7 (1)	2.7	
RELIGION/GOSPEL		8 (1)	8 (1)	3.1	1.9
SPANISH	19 (3)		19 (3)	7.4	7.3
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)	3 (2)	6 (3)	2.3	
			256 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEND	1540	Lubbock	.7/4.3
KFMX	94.5	Lubbock	1.0/3.0
KXTQ	950	Lubbock	.7/4.1
KLSC-F	100.3	Lamesa	.3/2.6
KVOQ-F	98.3	Lorenzo	.7/1.7

RADIO STATIONS

KCAS, 1050, 250 W (DAYS)	, NOSTALGIA	SMN,$ 10.00*	(---)		(SLATON)
KEND, 1590, 1 KW (DA-2)	, COUNTRY	MBS,$ 12.00*	(Eastman)	Thrash	
KFYO, 790, 5 KW/1 KW (DA-2)	, COUNTRY	CBS,$ 20.00*	(Torbet)	Seaton	
KLFB, 1420, 500 W (DA-2)	, SPANISH	,$ 13.00*	(Caballero)		
KXTQ, 950, 5 KW/500 W (DA-2)	, SPANISH	,$ NA	(Katz)		
KFMX-F , 94.5, 100 KW @ 850, AOR		Source,$ 32.00*	(Katz)		
KLLL-F , 96.3, 100 KW @ 580, COUNTRY		MBS,$ 36.00*	(Eastman)	Thrash	
KRLB-F+, 99.5, 100 KW @ 817, CHR		ABC-I,$ 44.00*	(Christal)		
KKIK-F , 93.7, 100 KW @ 740, AC		ABC-C,$ 25.00*	(Banner)		
KTEZ-F , 101.1, 100 KW @ 750, SOFT AC		Trans,$ 27.00*	(HNWH)	Lotus	
KZII-F , 102.5, 100 KW @ 850, CLASSIC AOR		,$ 26.00*	(Torbet)	Seaton	

MISCELLANEOUS COMMENTS KRLB-A changes calls to KJBX (Dec.)... KSEL changes to KXTQ (Nov.)...

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MADISON

Arbitron Rank/Pop (12+): 122/287,300

MSA Rank/Pop: 133/2,700,000
ADI # 106
Average Person Ratings: 14.6
Market TSL: 19.3 hours

Stations: 15/13
Diaries: 826/348:1/65.4%
Sample Target: 670
% Below Line: 1.6
% Not Listed: 16.6

1987 Revenue: $11,600,000
HH Inc.: $33,865
Retail $: 2.7 Bil
Pop per Station: 22,100
#1 Biller: WZEE-F $2,100,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WZEE-F	68/15.9	16.2	13.0	15.5	11.5		15.6
2. WMGN-F	52/12.2	8.9	7.9	6.9	8.2		8.7
3. WIBA-F	50/11.7	11.6	9.9	13.8	10.2		14.5
4. WTSO	39/ 9.1	8.2	10.1	7.5	8.2		7.9
5. WIBA	37/ 8.7	7.3	8.6	9.2	10.6		7.1
6. WMAD-F	23/ 5.4	5.9	6.4	2.7	3.5		8.1
7. WWQM-F	21/ 4.9	5.7	5.9	5.7	6.9		5.2
8. WILV-F	13/ 3.0	2.3	2.2	3.1	2.0		3.3
9. WHIT	11/ 2.6	4.6	2.9	2.9	2.9		3.3
WTDY	11/ 2.6	2.5	3.1	5.2	3.3		1.7
11. WMAD	10/ 2.3	.9	2.9	2.9	3.8		.8
12. WSJY-F	8/ 1.9	2.7	2.6	2.7	5.3		1.7

12+ TSA	1/4/CUME
1. WZEE-F	151/2018
2. WIBA-F	118/1712
3. WMGN-F	85/1141
4. WTSO	62/ 938
5. WIBA	40/ 708
6. WWQM-F	36/ 436
WSJY-F	36/ 550
8. WILV-F	29/ 452
9. WMAD-F	26/ 452
10. WGN	17/ 349
11.	
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WZEE-F	974/33.2	36.6	32.2
2. WIBA-F	884/30.2	30.2	28.4
3. WMGN-F	657/22.4	21.5	19.0
4. WIBA	638/21.8	23.9	20.4
5. WTSO	571/19.5	15.2	20.8
6. WMAD-F	424/14.5	18.4	15.3
7. WWQM-F	285/ 9.7	11.7	14.4
8. WTDY	217/ 7.4	6.7	9.3
9. WILV-F	209/ 7.1	7.5	7.6
10. WHIT	184/ 6.3	8.2	4.0
11. WMLI-F	179/ 6.1	4.0	3.9
12. WSJY-F	155/ 5.3	6.3	6.6

12+ FM SHARE (METRO): 67.70% (241 of 356) (FAL 86: 63.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZEE-F>	1. WIBA-F	1. WMGN-F	1. WMGN-F	1. WMGN-F	1. WTSO	1. WZEE-F>	1. WMGN-F	1. WZEE-F>	1. WZEE-F>	1. WTSO
2.	WZEE-F	2. WZEE-F	2. WIBA-F	2. WIBA-F	2. WIBA >	2. WIBA	2. WIBA-F	2. WMGN-F	2. WIBA-F	2. WIBA
3.	3. WMGN-F>	3. WIBA-F>	3. WZEE-F>	3. WZEE-F>	3. WMGN-F	3. WMGN-F	3. WZEE-F	3. WIBA-F>	3. WMGN-F	3. WZEE-F
4.	4. WMAD-F	4. WMAD-F	4. WTSO	4. WTSO	4. WWQM-F	4. WIBA-F	4. WTSO	4. WTSO	WTSO	4. WMGN-F
5.	5.	5. WTSO	5. WIBA	5. WIBA	5. WILV-F	5. WTSO	5. WMAD-F	5. WIBA	5. WMAD-F	5. WIBA-F
		6. WIBA	6. WMAD-F				6. WIBA		WTDY	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WZEE-F	1. WMGN-F>	1. WMGN-F>	1. WMGN-F>	1. WMGN-F>
2. WMGN-F>	2. WZEE-F>	2. WZEE-F	2. WZEE-F>	2. WZEE-F>
3. WIBA-F	3. WIBA-F	3. WIBA-F	3. WIBA-F	3. WIBA
4. WMAD-F	4. WMAD-F	4. WMAD-F	4. WIBA	WWQM-F
5.	5.	5.	WMAD-F	5. WIBA-F
			6. WWQM-F	WTSO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIBA-F>	1. WIBA-F>	1. WIBA-F>	1. WIBA-F	1. WIBA-F>
WZEE-F	2. WZEE-F>	2. WZEE-F>	2. WZEE-F>	2. WZEE-F
3. WMAD-F	3. WMAD-F	3. WMGN-F	3. WMGN-F	3. WMGN-F
4. WMGN-F	WMGN-F	4. WMAD-F	4. WTSO	4. WTSO
5.	5.	5. WTSO	5. WMAD-F	5. WIBA

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		68 (1)	68 (1)	19.1	16.3
AOR/CLASSIC		73 (2)	73 (2)	20.5	12.5
AC/OLDIES/SOFT ROCK	11 (1)	52 (1)	63 (2)	17.7	23.5
MOR/VARIETY/FULL	53 (3)		53 (3)	14.9	15.5
COUNTRY	39 (1)	21 (1)	60 (2)	16.9	20.2
BLACK/URBAN					
BTFL MUSIC/EZ		21 (2)	21 (2)	5.9	6.1
NEWS/TALK	2 (1)		2 (1)	0.6	0.6
NOSTALGIA	10 (1)		10 (1)	2.8	3.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		6 (1)	6 (1)	1.7	1.7
			356 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMLI-F	96.7	Sauk City	1.4/6.1
WGN	720	Chicago	1.2/2.6
WMAQ	670	Chicago	.5/1.6

RADIO STATIONS

WHIT, 1550, 5 KW (DAYS)	, OLDIES	ABC-E,$ 32.00	(Eastman)	McKenna
WIBA, 1310, 5 KW (DA-N)	, MOR	CBS,$ 40.00*	(Durpetti)	
WMAD, 1190, 1 KW (DAYS,DA)	, NOSTALGIA	ABC-D,$ 18.00*	(Torbet)	
WTDY, 1480, 5 KW (DA-2)	, MOR/TALK	NBC,NBC-T,$ 22.00*	(Mc-Guild)	Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY	APR,$ 34.00*	(Banner)	Midwest Family
WIBA-F, 101.5, 50 KW @ 470, AOR		CBS-R,$ 46.00*	(Durpetti)	
WILV-F, 94.9, 37 KW @ 1600, BTFL/EZ		ABC-I,$ 23.00	(Roslin)	(BARABOO)
WMAD-F, 92.1, 3 KW @ 300, CLASSIC ROCK		,$ 25.00*	(Torbet)	
WMGN-F, 98.1, 38 KW @ 580, AC		,$ 36.00*	(Mc-Guild)	Midwest Family
WSJY-F, 107.3, 50 KW @ 500, BTFL/EZ		ABC-I,$ 19.00	(---)	Goetz (FORT ATKINSON)
WWQM-F, 106.3, 3 KW @ 300, COUNTRY		ABC-E,$ 32.00	(Eastman)	McKenna
WZEE-F, 104.1, 6 KW @ 1120, CHR		,$ 45.00*	(Banner)	Midcontinent

MISCELLANEOUS COMMENTS WMAD-F reclassified as Classic Rock...

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McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 77/450,100

MSA Rank/Pop: McAllen - 125/371,500
ADI # 115 Brownsville - 168/259,900
Average Person Ratings: 18.0
Market TSL: 24.0 hours

Stations: 18/18
Diaries: 905/497:1/52.0%
Sample Target: 810
% Below Line: 0
% Not Listed: 10.8

1987 Revenue: $10,500,000
HH Inc.: $23,900
Retail $: 3.3 Bil
Pop per Station: 25,006
#1 Biller: KGBT $1,800,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KGBT	128/15.2	11.2	17.6	16.8	19.0	15.2	
2. KBFM-F	118/14.0	15.6	11.0	10.8	14.0	12.9	
3. KIWW-F	72/ 8.6	7.6	11.0	8.1	7.8	8.8	
4. KTXF-F	66/ 7.8	9.0	7.9	5.6	6.5	7.6	
5. KELT-F	59/ 7.0	7.8	6.9	6.3	7.8	7.0	
6. KRGE	54/ 6.4	6.6	7.3	8.0	8.1	7.1	
7. KRIX-F	47/ 5.6	6.1	5.3	6.1	4.5	5.8	
8. KQXX-F	44/ 5.2	6.2	3.6	6.0	4.7	5.3	
9. KVLY-F	40/ 4.8	5.5	5.6	4.6	3.6	5.1	
10. KIRT	23/ 2.7	3.6	5.0	3.4	3.2	3.7	
11. KURV	21/ 2.5	2.8	1.4	1.7	1.6	2.1	

12+ TSA	1/4/CUME
1. KGBT	147/1420
2. KBFM-F	125/1588
3. KIWW-F	85/1060
4. KTXF-F	75/ 858
5. KELT-F	59/ 920
KRGE	59/ 957
7. KRIX-F	47/ 571
8. KQXX-F	44/ 537
9. KVLY-F	42/ 451
10. KIRT	25/ 418
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KBFM-F	1472/31.5	30.0	30.7
2. KGBT	1301/28.7	30.0	33.1
3. KIWW-F	911/19.5	20.7	18.2
4. KRGE	894/19.1	18.1	21.0
5. KELT-F	888/19.0	16.3	19.1
6. KTXF-F	761/16.3	15.1	13.5
7. KRIX-F	550/11.8	14.1	9.9
8. KQXX-F	512/10.9	10.6	11.7
9. KVLY-F	439/ 9.4	9.2	9.6
10. KIRT	398/ 8.5	7.5	8.6
11. KGAR-F	302/ 6.5	6.6	6.4

12+ FM SHARE (METRO): 65.73% (493 of 750) (FAL 86: 59.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KBFM-F>	1. KBFM-F>	1. KBFM-F	1. KGBT	1. KGBT >	1. KGBT >	1. KGBT	1. KGBT >	1. KBFM-F>	1. KBFM-F>	1. KGBT
2. KRGE >	2. KRIX-F	2. KGBT	2. KELT-F	2. KIWW-F	2. KVLY-F	2. KBFM-F	2. KBFM-F	2. KGBT	2. KGBT	2. KBFM-F>
3. KGAR-F	3. KELT-F	3. KELT-F	3. KBFM-F	3. KELT-F	3. KIWW-F	3. KTXF-F	3. KELT-F	3. KIWW-F	3. KIWW-F	3. KTXF-F>
KIWW-F	4. KTXF-F	4. KTXF-F	4. KTXF-F	4. KTXF-F	4. KQXX-F	4. KRGE	4. KTXF-F	4. KELT-F	4. KQXX-F	4. KIWW-F
KRIX-F	5. KIWW-F	5. KIWW-F	5. KIWW-F	5. KBFM-F	5. KTXF-F	5. KELT-F	5. KIWW-F	5. KTXF-F	5. KRIX-F	5. KRGE
		6. KRIX-F				6. KIWW-F			6. KRGE	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBFM-F>	1. KBFM-F>	1. KELT-F	1. KBFM-F>	1. KGBT >
2. KTXF-F	2. KTXF-F	KTXF-F	2. KGBT	2. KELT-F
3. KELT-F	3. KELT-F>	3. KBFM-F	3. KELT-F	3. KBFM-F
KRIX-F	4. KGBT	4. KGBT	4. KTXF-F	4. KTXF-F
5.	KIWW-F	5. KIWW-F	5. KIWW-F	5. KIWW-F
				6. KQXX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRIX-F	1. KRIX-F	1. KRIX-F	1. KRIX-F	1. KIWW-F>
2. KBFM-F>	2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KGBT
3. KIWW-F	3. KIWW-F	KIWW-F	3. KIWW-F	3. KTXF-F
4. KELT-F	4. KELT-F	4. KELT-F	4. KGBT	4. KELT-F
5.	5. KTXF-F	KTXF-F	5. KELT-F	5. KBFM-F
			6. KTXF-F	KRIX-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	54 (1)	133 (2)	187 (3)	24.9	24.1
AOR/CLASSIC		47 (1)	47 (1)	6.3	4.9
AC/OLDIES/SOFT ROCK		59 (1)	59 (1)	7.9	10.9
MOR/VARIETY/FULL					
COUNTRY	6 (1)	71 (2)	77 (3)	10.3	9.1
BLACK/URBAN					
BTFL MUSIC/EZ		40 (1)	40 (1)	5.3	3.9
NEWS/TALK	21 (1)		21 (1)	2.8	2.3
NOSTALGIA					
RELIGION/GOSPEL		18 (1)	18 (1)	2.4	
SPANISH	167 (3)	125 (3)	292 (6)	38.9	44.7
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	9 (1)		9 (1)		
			750 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBOR	1600	Brownsville	1.9/5.3
KGAR-F	106.3	Mercedes	1.8/6.5
KITM-F	105.5	Mission	1.1/2.9
KJAV-F	104.9	Alamo	2.1/3.7
KRIO	910	McAllen	1.1/2.8

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, SPANISH		,$ 20.00*	(Lotus)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH		,$100.00*	(Katz)	Tichenor
KIRT, 1580, 1 KW/300 W	, SPANISH		,$ 24.00	(Caballero)	Gomez
KRGE, 1290, 5 KW (DA-2)	, CHR	US 1,	$ 35.00*	(Banner)	Daytona
KRIO, 910, 5 KW (DA-2)	, OLDIES (?)	APR,	$ 15.00*	(---)	
KURV, 710, 1 KW	, TALK	NBC,NBC-T,ABC-T,	$ 15.00	(Miller)	
KBFM-F, 104.1, 100 KW @ 990,	CHR	ABC-F,	$ 65.00	(Christal)	Encore
KELT-F, 94.5, 100 KW @ 800,	AC		,$ 48.00*	(Katz)	Tichenor
KIWW-F, 96.1, 100 KW @ 540,	SPANISH		,$ 55.00*	(MMR)	
KQXX-F, 98.5, 100 KW @ 1400,	SPANISH		,$ 26.00*	(Caballero)	Gomez
KRIX-F, 99.5, 100 KW @ 480,	AOR		,$ 23.00*	(Banner)	Daytona
KTXF-F, 100.3, 100 KW @ 500,	COUNTRY	ABC-E,	$ 37.00*	(Eastman)	
KVLY-F, 107.9, 100 KW @ 490,	BTFL/EZ		,$ 28.00*	(HNWH)	Tippie

MISCELLANEOUS COMMENTS KRGV changes calls to KRGE...

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MEMPHIS

Arbitron Rank/Pop (12+): 50/756,300

MSA Rank/Pop: 50/960,000
ADI # 41
Average Person Ratings: 17.1
Market TSL: 22.8 hours

Stations: 21/21
Diaries: 1150/658:1/48.2%
Sample Target: 1090
% Below Line: 0
% Not Listed: 7.7

1987 Revenue: $24,000,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 36,014
#1 Biller: WMC-F, WRVR A/F $4,200,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WHRK-F	186/14.0	13.5	15.8	14.3	16.7	14.4	16.5
2. WMC-F	121/ 9.1	11.2	11.6	10.9	10.5	10.7	11.1
3. WGKX-F	120/ 9.0	9.6	8.4	8.1	8.1	8.8	9.6
4. KRNB-F	111/ 8.4	9.2	8.8	10.2	7.4	9.2	11.6
5. WLOK	90/ 6.8	6.3	6.9	5.4	5.3	6.4	5.4
6. WRVR-F	89/ 6.7	8.0	7.2	6.6	6.9	7.1	7.1
7. WEZI-F	82/ 6.2	5.7	5.6	6.7	5.2	6.1	3.0
8. WDIA	75/ 5.7	5.3	7.1	4.3	7.0	5.6	5.9
9. WEGR-F	71/ 5.4	5.2	3.8	3.9	6.4	4.6	5.9
10. KWLN-F	53/ 4.0	4.3	3.0	2.5	1.2	3.5	6.3
11. WMC	52/ 3.9	3.3	3.2	4.9	4.1	3.8	2.4
12. WHBQ	38/ 2.9	4.6	3.9	4.6	3.7	4.0	4.0
13. WREC	33/ 2.5	3.0	2.2	3.4	3.7	2.8	2.4

12+ TSA	1/4/CUME
1. WHRK-F	243/2743
2. WGKX-F	225/2631
3. WMC-F	211/2841
4. KRNB-F	131/1892
5. WRVR-F	117/1787
6. WDIA	91/1541
WLOK	91/1011
8. WEGR-F	87/1399
9. WEZI-F	83/1081
10. KWLN-F	74/1050
11. WMC	69/ 927
12. WREC	58/1045
13. WHBQ	55/ 894

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WHRK-F	2125/27.4	29.9	28.4
2. WMC-F	1650/21.2	28.7	25.0
3. KRNB-F	1510/19.4	23.2	18.5
4. WGKX-F	1485/19.1	17.7	17.9
5. WRVR-F	1294/16.7	20.3	19.2
6. WDIA	1207/15.5	18.7	16.9
7. WEZI-F	1029/13.3	13.0	11.4
8. WLOK	985/12.7	11.9	12.4
9. WEGR-F	941/12.1	11.9	14.3
10. WMC	716/ 9.2	9.5	11.1
11. WREC	712/ 9.2	7.7	9.8
12. WHBQ	685/ 8.8	9.2	10.4
13. KWLN-F	627/ 8.1	7.5	2.7

12+ FM SHARE (METRO): 69.80% (855 of 1225) (FAL 86: 60.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHRK-F	1. WHRK-F>	1. WHRK-F>	1. WHRK-F	1. WHRK-F	1. WLOK	1. WHRK-F	1. WGKX-F	1. WHRK-F>	1. WHRK-F>	1. WHRK-F>
2. KRNB-F>	2. WMC-F	2. WMC-F	2. WGKX-F	2. WGKX-F	2. WEZI-F	2. WMC-F	2. WHRK-F	2. KRNB-F	2. KRNB-F	2. KRNB-F
3. WMC-F>	3. KRNB-F	3. WGKX-F	3. WRVR-F	3. WRVR-F	3. WGKX-F>	3. WGKX-F	WMC-F	3. WMC-F	3. WLOK	3. WMC-F
4. KWLN-F	4. WEGR-F	4. WRVR-F	4. WMC-F	4. WMC-F	4. WDIA	4. KRNB-F	4. WRVR-F	4. WGKX-F	4. WMC-F	4. WDIA
5.	5. WGKX-F	5. KRNB-F	5. KRNB-F	5. WLOK	WMC	5. WLOK	5. WEZI-F	5. WRVR-F	5. WGKX-F	5. WGKX-F
				6. KRNB-F					6. KWLN-F	6. WEZI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHRK-F	1. WHRK-F>	1. WHRK-F>	1. WHRK-F>	1. WGKX-F	1. WHRK-F	1. WHRK-F>	1. WHRK-F	1. WHRK-F>	1. WHRK-F
2. WMC-F	2. WMC-F	2. WRVR-F	2. WMC-F	2. WHRK-F	2. KWLN-F	2. WEGR-F	2. KRNB-F	2. WEGR-F	2. WGKX-F
3. KRNB-F	3. WRVR-F	3. WGKX-F	3. WGKX-F	3. WRVR-F	3. WEGR-F	3. KRNB-F	3. WEGR-F	3. KRNB-F	3. KRNB-F
4. WEGR-F	4. WGKX-F	4. WMC-F>	4. WRVR-F	4. WLOK	4. WMC-F	4. KWLN-F	4. WGKX-F	4. WMC-F	WRVR-F
5. WRVR-F	5. KRNB-F	5. KRNB-F	5. KRNB-F	WMC-F	5. KRNB-F	WMC-F	5. WMC-F	5. KWLN-F	5. WEGR-F
6. WGKX-F							6. KWLN-F	WGKX-F	
							7. WRVR-F		

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		121 (1)	121 (1)	9.9	11.5
AOR/CLASSIC		124 (2)	124 (2)	10.1	8.3
AC/OLDIES/SOFT ROCK	16 (1)	89 (1)	105 (2)	8.6	8.8
MOR/VARIETY/FULL					
COUNTRY	52 (1)	120 (1)	172 (2)	14.0	13.4
BLACK/URBAN	177 (3)	297 (2)	474 (5)	38.7	42.0
BTFL MUSIC/EZ	4 (1)	82 (1)	86 (2)	7.0	5.7
NEWS/TALK	38 (1)		38 (1)	3.1	4.1
NOSTALGIA	33 (1)		33 (1)	2.7	4.1
RELIGION/GOSPEL	38 (4)	22 (1)	60 (5)	4.9	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.4
			1225 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion	1.7/3.2
KSUD	730	W. Memphis	.3/1.7
KWAM	990	Memphis	1.2/3.5
WCRU	640	Collierville	1.6/3.6
WEZI	94.3	Germantown	.3/2.1
WMQM	1480	Memphis	.7/1.0
WRVR	104.5	Memphis	1.2/5.5
WXSS	1030	Memphis	.9/2.4

RADIO STATIONS

KSUD, 730, 250 W/108 W	, GOSPEL		,$ 10.00	(---)	
KWAM, 990, 10 KW/87 W (DA-2)	, GOSPEL		,$ 20.00	(Republic)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	SBN,APR,	$ 40.00*	(Katz)	Adams
WEZI, 1430, 2.5 KW (DAYS)	, BTFL/EZ		,$ 22.00	(Christal)	
WHBQ, 560, 5 KW/1 KW (DA-2)	, NEWS/TALK	US 1,US 2,MBC-T,	$ 40.00*	(Republic)	RKO
WLOK, 1340, 1 KW	, BLACK	SBN,NBN,	$ 34.00*	(Masla)	
WMC , 790, 5 KW (DA-N)	, COUNTRY	NBC,ABC-I,	$ 49.00*	(Banner)	Scripps-Howard
WMQM, 1480, 5 KW (DAYS)	, RELIGION		,$ 7.00	(---)	
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	CBS,	$ 34.00*	(Mc-Guild)	New Market
WRVR, 680, 10 KW/5 KW (DA-N)	, AC	Trans,	$ NA	(Christal)	Viacom
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK		,$ NA	(Bolton)	
KRNB-F, 101.1, 100 KW @ 347,	BLACK	ABC-F,	$ 46.00*	(Republic)	Rivers
WEGR-F, 102.7, 100 KW @ 900,	AOR	US 1,	$ 50.00*	(Mc-Guild)	New Market
WEZI-F, 94.3, 3 KW @ 300,	BTFL/EZ		,$ 42.00*	(Christal)	
WGKX-F, 105.9, 100 KW @ 762,	COUNTRY		,$ 63.00*	(HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530,	BLACK	NBC,	$ 75.00*	(Katz)	Adams
WMC-F , 99.7, 100 KW @ 910,	CHR	ABC-C,	$ 86.00*	(Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750,	AC		,$ 80.00*	(Christal)	Viacom
KWLN-F, 98.1, 100 KW @ 715,	AOR		,$ 23.00	(Torbet)	(OSCEOLA, AR)

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MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,581,300

MSA Rank/Pop: Miami - 22/1,784,600
ADI # 16 Fort Lauderdale - 42/1,159,400
Average Person Ratings: 19.0
Market TSL: 25.3 hours

Stations: 35/33
Diaries: 2928/882:1/45.8%
Sample Target: 2510
% Below Line: 1.3
% Not Listed: 6.6

1987 Revenue: $96,000,000
HH Inc.: $32,950
Retail $: 24.5 Bil
Pop per Station: 78,221
#1 Biller: WQBA A/F $8,100,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WLYF-F	418/8.5	7.0	8.6	9.0	8.1	8.3	4.9
2. WPOW-F	282/5.7	5.0	5.4	4.5	3.6	5.2	7.3
3. WQBA	265/5.4	6.5	5.1	5.6	5.5	5.7	3.4
4. WEDR-F	263/5.3	3.9	4.1	5.0	4.2	4.6	6.6
5. WCMQ-F	259/5.3	4.2	4.8	4.6	3.8	4.7	3.2
6. WJQY-F	207/4.2	4.7	4.4	3.5	4.2	4.2	3.6
7. WAXY-F	206/4.2	4.5	3.5	3.0	3.2	3.8	4.5
8. WINZ	193/3.9	5.0	6.3	5.0	3.6	5.1	3.2
9. WHYI-F	185/3.8	3.3	4.5	4.9	3.7	4.1	4.1
10. WMXJ-F	183/3.7	2.5	1.7	2.5	2.6	2.6	5.6
11. WAQI	179/3.6	3.4	3.2	4.6	3.5	3.7	2.8
12. WIOD	177/3.6	2.9	3.6	3.1	4.0	3.3	3.4
13. WNWS	172/3.5	3.3	3.9	3.5	3.9	3.6	2.6
14. WGTR-F	169/3.4	3.2	2.6	2.2	2.3	2.9	5.4
15. WKQS-F	149/3.0	3.1	2.8	4.2	3.7	3.3	2.9
16. WLVE-F	138/2.8	3.2	3.7	2.4	2.7	3.0	3.2
17. WHQT-F	130/2.6	3.2	3.3	3.4	4.5	3.1	5.7
18. WTMI-F	121/2.5	2.5	3.3	3.5	2.5	3.0	2.3
19. WXDJ-F	103/2.1	.5	---	---	---	1.3	1.8
20. WQBA-F	102/2.1	2.1	2.3	1.9	2.3	2.1	2.0
21. WZTA-F	99/2.0	1.4	1.2	1.6	2.4	1.5	2.8
22. WSHE-F	85/1.7	2.6	2.2	2.7	4.1	2.3	3.0
WCMQ	85/1.7	1.5	1.2	1.4	1.6	1.5	.6
24. WFTL	57/1.2	1.9	1.6	1.6	1.4	1.6	1.0
25. WRHC	50/1.0	1.4	1.1	1.7	1.4	1.3	.9

12+ TSA	1/4/CUME
1. WLYF-F	443/4602
2. WPOW-F	314/3955
3. WQBA	268/2156
4. WEDR-F	263/2226
5. WCMQ-F	259/2146
6. WHYI-F	240/4378
7. WJQY-F	231/2796
8. WAXY-F	230/3427
9. WMXJ-F	223/3244
10. WINZ	208/2843
11. WIOD	199/3746
12. WGTR-F	195/2436
13. WNWS	180/2365
WEAT-F	180/2273
15. WAQI	179/1773
16. WKQS-F	169/2538
17. WLVE-F	158/2811
18. WSHE-F	150/2443
19. WHQT-F	146/3231
20. WTMI-F	138/2126
21. WRMF-F	127/1780
22. WZTA-F	114/2401
23. WXDJ-F	103/1315
24. WQBA-F	102/1385
25. WCMQ	85/ 847

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WLYF-F 4153/16.0	15.2	16.4
2. WHYI-F 3565/13.7	15.6	15.3
3. WPOW-F 3479/13.4	14.1	12.0
4. WIOD 3335/12.8	10.0	14.8
5. WAXY-F 2950/11.4	12.0	11.3
6. WHQT-F 2839/10.9	11.4	11.8
7. WMXJ-F 2611/10.1	6.7	7.9
8. WINZ 2608/10.0	12.3	11.2
9. WLVE-F 2457/ 9.5	10.4	8.3
10. WJQY-F 2403/ 9.3	10.8	10.4
11. WEDR-F 2207/ 8.5	8.1	7.9
12. WNWS 2200/ 8.5	9.0	10.6
13. WKQS-F 2161/ 8.3	6.9	8.6
14. WCMQ-F 2146/ 8.3	7.9	7.2
15. WQBA 2145/ 8.3	7.7	9.1
16. WZTA-F 2088/ 8.0	7.0	11.1
17. WGTR-F 1985/ 7.6	8.3	7.1
18. WSHE-F 1888/ 7.3	9.5	10.7
19. WTMI-F 1750/ 6.7	7.5	6.7
20. WAQI 1747/ 6.7	6.3	6.0
21. WQBA-F 1374/ 5.3	5.6	6.0
22. WXDJ-F 1285/ 5.0	---	---
23. WCMQ 847/ 3.3	2.4	2.8
24. WKAT 790/ 3.0	4.1	4.5
25. WFTL 741/ 2.9	3.4	3.6

12+ FM SHARE (METRO): 68.67% (3163 of 4606) (FAL 86: 64.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPOW-F>	1. WEDR-F	1. WEDR-F	1. WCMQ-F>	1. WCMQ-F>	1. WLYF-F>	1. WLYF-F	1. WLYF-F>	1. WLYF-F	1. WEDR-F	1. WLYF-F>
2. WHYI-F	2. WGTR-F	2. WCMQ-F	2. WAXY-F	2. WAXY-F	2. WQBA	2. WQBA	2. WJQY-F	2. WPOW-F	2. WPOW-F>	2. WCMQ-F
3. WHQT-F	3. WPOW-F	3. WAXY-F	3. WMXJ-F	3. WMXJ-F	3. WCMQ-F	3. WAQI	3. WCMQ-F	3. WQBA	3. WCMQ-F	3. WPOW-F
4. WEDR-F>	4. WAXY-F	4. WPOW-F	4. WEDR-F	4. WJQY-F	4. WNWS	4. WIOD	4. WAXY-F	4. WCMQ-F	4. WLYF-F	4. WEDR-F
5. WRBD	5. WHYI-F	5. WGTR-F	5. WJQY-F	5. WEDR-F	5. WAQI	5. WCMQ-F	5. WQBA	5. WJQY-F	5. WNWS	5. WJQY-F
6. WGTR-F	6. WLVE-F	6. WMXJ-F	6. WLVE-F	6. WLYF-F	6. WIOD	WEDR-F	6. WEDR-F	6. WAXY-F	6. WQBA	6. WMXJ-F
7.	7. WMXJ-F	7. WJQY-F	7. WGTR-F	7. WLVE-F	7. WINZ	WPOW-F	WINZ	7. WEDR-F	7. WAXY-F	7. WHQT-F
8.	8. WCMQ-F	8. WHYI-F	8. WHYI-F	8. WGTR-F	8. WJQY-F	8. WINZ	8. WGTR-F	8. WMXJ-F	WHYI-F	WHYI-F
9.	9. WHQT-F	9. WLVE-F	9.	9.	9.	9. WAXY-F	9. WPOW-F	9. WHYI-F	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPOW-F	1. WPOW-F	1. WLVE-F	1. WCMQ-F	1. WCMQ-F>
2. WEDR-F>	2. WEDR-F	2. WAXY-F	2. WAXY-F	2. WAXY-F
3. WHQT-F	3. WAXY-F	3. WCMQ-F	3. WEDR-F	3. WJQY-F
4. WAXY-F	4. WLVE-F	4. WEDR-F	4. WPOW-F	4. WLVE-F
5. WHYI-F>	5. WCMQ-F	5. WPOW-F	5. WLVE-F	5. WMXJ-F
6. WJQY-F	6. WGTR-F	6. WGTR-F	6. WJQY-F	6. WEDR-F
7. WLVE-F	7. WHYI-F	WMXJ-F	7. WMXJ-F	7. WLYF-F
8. WKQS-F	8. WHQT-F	8. WZTA-F	8. WHYI-F	8. WHYI-F
9.	9. WMXJ-F	9.	9.	WPOW-F
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEDR-F	1. WGTR-F	1. WGTR-F>	1. WEDR-F	1. WCMQ-F
2. WPOW-F	2. WEDR-F>	2. WEDR-F	2. WGTR-F>	2. WMXJ-F
3. WGTR-F	3. WPOW-F	3. WINZ	3. WCMQ-F	3. WINZ
4. WHQT-F	4. WHYI-F	4. WMXJ-F	4. WMXJ-F	4. WGTR-F
5. WHYI-F	5. WAXY-F	5. WAXY-F	5. WAXY-F	5. WEDR-F
6. WCMQ-F	WZTA-F	WZTA-F	WPOW-F	6. WAXY-F
7. WSHE-F	WMXJ-F	7. WSHE-F	7. WHYI-F	WLYF-F
8. WMXJ-F	WSHE-F	8. WLVE-F	8. WINZ	8. WJQY-F
9.	9.	9. WJQY-F	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		467 (2)	467 (2)	10.1	6.6
AOR/CLASSIC		353 (3)	353 (3)	7.7	6.9
AC/OLDIES/SOFT ROCK	36 (1)	756 (5)	792 (6)	17.2	14.5
MOR/VARIETY/FULL					
COUNTRY	17 (1)	149 (1)	166 (2)	3.6	5.3
BLACK/URBAN	48 (1)	393 (2)	441 (3)	9.6	15.1
BTFL MUSIC/EZ		460 (2)	460 (2)	10.0	9.2
NEWS/TALK	556 (4)		556 (4)	12.1	12.4
NOSTALGIA	57 (1)		57 (1)	1.2	3.1
RELIGION/GOSPEL	70 (2)		70 (2)	1.5	2.0
SPANISH	659 (6)	361 (2)	1020 (8)	22.1	21.7
CLASSICAL		121 (1)	121 (1)	2.6	2.7
JAZZ/NEW AGE/ECLECTIC		103 (1)	103 (1)	2.2	
UNKNOWN/OTHERS					0.4
			4606 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKAT	1360	Miami Beach	.7/3.0
WMBM	1490	Miami Beach	.8/1.9
WOCN	1450	Miami	1.0/1.9
WQAM	560	Miami	.3/2.3
WRBD	1470	Pompano Beach	1.0/1.8
WSUA	1260	Miami	.6/2.0
WVCG	1080	Coral Gables	.6/2.7
WWNN	980	Pompano Beach	.3/1.1
WEAT-F	104.3	W. Palm Beach	.9/2.8
WRMF-F	97.9	W. Palm Beach	.4/1.8

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, SPANISH NEWS/TALK	,$ 61.00*	(Lotus)		
WCMQ,	1210,	25 KW/2.5 KW (DA-2)	, SPANISH MOR	,$ 51.00*	(MMR)	Spanish Brdcst.	
WINZ,	940,	50 KW/25 KW (DA-2)	, NEWS/TALK	CBS,$ 93.00*	(Katz)	Guy Gannett	
WIOD,	610,	10 KW (DA-2)	, TALK	ABC-I,ABC-T,$ 96.00*	(Christal)	Cox	
WKAT,	1360,	5 KW/1 KW	, OLDIES	MBS,$ 44.00	(S. Katz)		
WMBM,	1490,	1 KW	, GOSPEL	NBN,$ 38.00*	(Masla)		
WNWS,	790,	25 KW (DA-2)	, TALK/NEWS	ABC-E,$ 70.00*	(Banner)	Jeff-Pilot	
WOCN,	1450,	1 KW (DA-2)	, SPANISH NEWS/TALK	,$ 42.00*	(Lotus)		
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC,$ 48.00*	(HNWH)	Sunshine	
WQBA,	1140,	50 KW/10 KW (DA-2)	, SPANISH NEWS/TALK	,$120.00*	(Eastman)	Susquehanna	
WRBD,	1470,	5 KW/2.5 KW (DA-1)	, BLACK	NBN,$ 41.00	(Smith)		
WRHC,	1550,	10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	,$ 50.00*	(Roslin)		
WSUA,	1260,	5 KW (DA-2)	, SPANISH AC	,$ 49.00	(Caballero)		
WVCG,	1080,	50 KW/20 KW (DA-2)	, RELIGION	,$ 34.00*	(MMR)	Statewide	
WFTL,	1400,	1 KW	, NOSTALGIA	APR,$ 30.00	(Southern)		
WWNN,	980,	5 KW/1 KW	, TALK	,$ NA	(---)		(POMPANO BEACH)

FM STATIONS

WAXY,	105.9,	100 KW @ 1049,	AC	US 1,$122.00*	(Republic)	RKO
WCMQ,	92.3,	41 KW @ 231,	SPANISH AC	,$ 75.00*	(MMR)	Spanish Brdcst.
WEDR,	98.1,	70 KW @ 175,	BLACK	SBN,$ 65.00*	(HNWH)	Rivers
WGTR,	97.3,	98 KW @ 790,	AOR	,$ 79.00*	(Christal)	Cox
WHQT,	105.1,	100 KW @ 600,	CHR/URBAN	,$105.00*	(MMR)	EZ
WHYI,	100.7,	100 KW @ 1000,	CHR	,$140.00*	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	,$125.00*	(Masla)	Amaturo
WKQS,	99.9,	100 KW @ 986,	COUNTRY	US 2,$ 70.00*	(HNWH)	Sunshine
WLVE,	93.9,	96 KW @ 1006,	AC/JAZZ	,$ 90.00*	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	,$115.00*	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	,$ 80.00*	(Durpetti)	Sconnix
WPOW,	96.3,	100 KW @ 1006,	CHR/URBAN	ABC-C,$ 70.00*	(HNWH)	Beasley
WQBA,	107.5,	100 KW @ 500,	SPANISH CHR	,$ 60.00*	(Eastman)	Susquehanna
WSHE,	103.5,	100 KW @ 600,	AOR	,$147.00*	(Eastman)	TK
WTHM,	98.3,	1.5 KW @ 475,	BLACK	UPI,$ 40.00*	(Roslin)	
WTMI,	93.1,	96 KW @ 1006,	CLASSICAL	,$ 68.00*	(CMBS)	Tanger
WZTA,	94.9,	96 KW @ 1010,	AOR	,$ 70.00*	(Katz)	Guy Gannett
WXDJ,	95.7,	100 KW @ ?? ,	JAZZ/NEW AGE	,$ NA	(---)	

CALL LETTER CHANGES

FORMAT CHANGES

WKAT: From Nostalgia to Oldies (Oct.)

STATION SALES

WJQY-F: From Amaturo to Tak for $34,000,000
WXDJ-F: (Homestead) sold for $8,000,000 (est)

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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,302,100

MSA Rank/Pop: 32/1,400,000
ADI # 30
Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 25/22
Diaries: 1754/742:1/60.3%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 7.8

1987 Revenue: $32,600,000
HH Inc.: $34,659
Retail $: 8.7 Bil
Pop per Station: 59,186
#1 Biller: WTMJ $6,300,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WTMJ	282/12.9	15.1	16.1	14.3	12.1	14.6	10.1
2. WKTI-F	208/ 9.5	7.5	9.2	10.1	9.9	9.1	11.0
3. WEZW-F	184/ 8.4	7.1	7.0	6.6	9.2	7.3	4.5
4. WKLH-F	182/ 8.3	5.9	8.8	8.5	7.7	7.9	7.3
5. WOKY	148/ 6.8	6.9	5.7	6.7	6.1	6.5	6.4
6. WMIL-F	146/ 6.7	5.5	6.7	5.4	4.5	6.1	7.7
7. WLUM-F	128/ 5.9	6.7	5.6	5.0	5.1	5.8	8.3
8. WQFM-F	117/ 5.4	7.6	6.6	6.7	5.6	6.6	10.3
9. WLTQ-F	110/ 5.0	4.0	3.5	3.5	3.8	4.0	2.8
10. WMYX-F	104/ 4.8	4.4	3.8	3.5	4.0	4.1	3.4
11. WLZR A/F	54/ 2.4	2.9	2.8	2.6	4.6	2.7	4.1
12. WISN	51/ 2.3	3.3	2.8	3.4	3.3	3.0	3.0
13. WEMP	48/ 2.2	2.4	2.1	2.3	1.4	2.3	1.7
14. WZTR-F	44/ 2.0	1.2	1.9	1.7	2.2	1.7	1.2
15. WFMR-F	41/ 1.9	1.6	1.4	1.6	1.9	1.6	1.2
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12+ TSA	1/4/CUME
1. WTMJ	357/4586
2. WKTI-F	235/3890
3. WEZW-F	201/2518
WMIL-F	201/2403
5. WKLH-F	199/2536
6. WDKY	153/1791
7. WQFM-F	145/2425
8. WLUM-F	131/1901
9. WLTZ-F	119/1583
10. WMYX-F	117/1756
11. WLZR A/F	73/1445
12. WZTR-F	54/ 951
13. WEMP	53/1131
WISN	53/1490
15. WFMR-F	41/ 719
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12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WTMJ	3644/28.1	32.9	27.3
2. WKTI-F	3282/25.3	26.0	24.7
3. WKLH-F	2236/17.2	19.6	17.5
4. WEZW-F	2185/16.8	15.0	18.2
5. WQFM-F	1890/14.6	16.2	13.7
6. WKUM-F	1802/13.9	13.5	11.8
7. WMIL-F	1735/13.4	14.3	12.4
8. WKOY	1697/13.1	12.0	13.2
9. WMYX-F	1506/11.6	11.6	14.3
10. WLTQ-F	1477/11.4	9.5	8.8
11. WISN	1276/ 9.8	10.4	11.7
12. WLZR A/F	1243/ 9.6	10.0	11.0
13. WEMP	1008/ 7.8	8.0	6.6
14. WZTR-F	821/ 6.3	5.5	6.7
15. WFMR-F	699/ 5.4	4.3	4.9
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25.			

12+ FM SHARE (METRO): 67.21% (1355 of 2016) (FAL 86: 67.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKTI-F>	1. WKLH-F	1. WKLH-F	1. WKLH-F	1. WKLH-F	1. WTMJ >	1. WTMJ	1. WEZW-F	1. WTMJ	1. WLUM-F	1. WTMJ
2. WLUM-F	2. WKTI-F	2. WKTI-F>	2. WKTI-F	2. WMIL-F	2. WEZW-F	2. WKTI-F>	2. WKLH-F	2. WKTI-F	2. WTMJ	2. WKTI-F
3. WQFM-F	3. WQFM-F	3. WMIL-F	3. WMIL-F	3. WTMJ	3. WOKY >	3. WKLH-F	3. WTMJ	3. WEZW-F	3. WKTI-F>	3. WEZW-F
4.	4. WLUM-F>	4. WQFM-F	4. WTMJ	4. WKTI-F	4. WMIL-F>	4. WOKY	4. WOKY	4. WKLH-F	4. WQFM-F	4. WOKY
5.	5. WMYX-F	5. WLUM-F	5. WLTQ-F	5. WEZW-F	5. WLTQ-F	5. WMIL-F	5. WMIL-F	5. WMIL-F	5. WMYX-F	5. WKLH-F
6.	6. WLZR-F+	6. WLTQ-F	WMYX-F	6. WLTQ-F	6.	6. WEZW-F	6. WLTQ-F	WQFM-F	6. WEZW-F	6. WLUM-F>
7.	7. WLTQ-F	7. WMYX-F	7. WEZW-F	7. WMYX-F	7.	7. WLTQ-F	7. WKTI-F	7. WOKY	7. WKLH-F	7. WQFM-F
8.	8. WMIL-F	8. WTMJ	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKTI-F	1. WKTI-F>	1. WKTI-F	1. WKTI-F>	1. WKTI-F
2. WLUM-F	2. WKLH-F>	2. WKLH-F>	2. WKLH-F	2. WLTQ-F
3. WKLH-F>	3. WLUM-F	3. WMYX-F	3. WLTQ-F	3. WEZW-F
4. WLTQ-F	4. WMYX-F	4. WLUM-F	4. WMYX-F	4. WTMJ
5. WMYX-F	5. WLTQ-F	5. WQFM-F	5. WLUM-F	5. WMIL-F
6. WZTR-F	6. WQFM-F	6. WEZW-F	WMIL-F	6. WMYX-F
7. WMIL-F	WZTR-F	WMIL-F	7. WEZW-F	7. WKLH-F
WQFM-F	8.	WZTR-F	8. WTMJ	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQFM-F	1. WKLH-F	1. WKLH-F>	1. WKLH-F>	1. WKLH-F
2. WKLH-F>	2. WQFM-F>	2. WQFM-F	2. WQFM-F	2. WMIL-F
3. WKTI-F	3. WKTI-F	3. WLZR-F+	3. WMIL-F	3. WTMJ
4. WLZR-F+	4. WLZR-F+	4. WKTI-F	4. WKTI-F	4. WEZW-F
5. WLUM-F	5. WLUM-F	WLUM-F	5. WLUM-F	WQFM-F
6.	6.	6. WMIL-F	6. WTMJ	6. WEMP
7.	7.	7. WHBT-F+	7. WLZR-F+	WKTI-F
8.	8.	8. WMYX-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		208 (1)	208 (1)	10.3	14.5
AOR/CLASSIC	5 (1)	348 (3)	353 (4)	17.5	16.9
AC/OLDIES/SOFT ROCK	48 (1)	258 (3)	306 (4)	15.2	11.0
MOR/VARIETY/FULL	315 (3)		315 (3)	15.6	19.4
COUNTRY		146 (1)	146 (1)	7.2	9.8
BLACK/URBAN	34 (2)	128 (1)	162 (3)	8.0	7.9
BTFL MUSIC/EZ		184 (1)	184 (1)	9.1	10.0
NEWS/TALK	77 (3)		77 (3)	3.8	1.6
NOSTALGIA	148 (1)		148 (1)	7.3	6.6
RELIGION/GOSPEL	34 (1)		34 (1)	1.7	0.3
SPANISH					
CLASSICAL		41 (1)	41 (1)	2.0	2.0
JAZZ/NEW AGE/ECLECTIC		29 (1)	29 (1)	1.4	
UNKNOWN/OTHERS		13 (1)	13 (1)	0.6	
			2016 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBZN-F	100.7	Racine	1.3/4.5
WLUM	1590	West Allis	.9/2.1
WMUP	1290	Greenfield	.7/2.7
WNOV	860	Milwaukee	1.6/3.7
WRJN	1400	Racine	1.0/2.2
WTKM-F	104.9	Hartford	.6/1.8
WBBM	780	Chicago	.7/3.9
WGN	720	Chicago	.5/2.3
WMAQ	670	Chicago	.5/1.9

RADIO STATIONS

AM STATIONS

WLUM, 1590, 1 KW (DAYS, DA)	, BLACK	CBS-R,$ 20.00	(Masla)	All Pro	
WEMP, 1250, 5 KW (DA-2)	, OLDIES	MBS,Trans,$ 40.00*	(Banner)	Heritage	
WISN, 1130, 50 KW/10 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,$ 55.00*	(Katz)	Hearst	
WLZR, 1340, 1 KW	, AOR	ABC-F,$ NA	(Republic)	Taft	
WMVP, 1290, 5 KW (DA-2)	, AC	SMN,$ NA	(Durpetti)	Fairwest	
WNOV, 860, 250 W (DAYS,DA)	, BLACK	NBN,$ 20.00	(---)		
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 57.00*	(CBS)	Sundance	
WTMJ, 620, 5 KW (DA-N)	, MOR	NBC,$108.00*	(Christal)	Milw. Journal	
WYLO, 540, 250 W/150 W (DA-1)	, RELIGION/ETHNIC	,$ 18.00	(---)	Universal	(JACKSON)

FM STATIONS

WZTR, 95.7, 34 KW @ 610, ? ?	US 1,$ 40.00*	(Durpetti)	Fairwest	
WEZW, 103.7, 20 KW @ 840, BTFL/EZ	,$ 73.00*	(MMR)	Multimedia	
WFMR, 98.3, 3 KW @ 300, CLASSICAL	,$ 44.00*	(CMBS)		
WKLH, 96.5, 22 KW @ 810, CLASSIC AOR	,$ 80.00*	(Mc-Guild)	Saga	
WKTI, 94.5, 16 KW @ 911, CHR	Source,$ 80.00*	(Christal)	Milw. Journal	
WBZN, 100.7, 50 KW @ 500, CHR	ABC-C,$ 40.00*	(Torbet)	SRO	(RACINE)
WLTQ, 97.3, 16 KW @ 980, SOFT AC	,$ 52.00*	(Katz)	Hearst	
WLUM, 102.1, 50 KW @ 500, BLACK	CBS-R,$ 44.00*	(Masla)	All Pro	
WLZR, 102.9, 50 KW @ 440, AOR	ABC-F,$ 45.00*	(Republic)	Taft	
WMIL, 106.1, 13 KW @ 976, COUNTRY	,$ 70.00*	(CBS)	Sundnce	
WMYX, 99.1, 50 KW @ 486, AC	MBS,$ 67.00*	(Banner)	Heritage	
WQFM, 93.3, 14 KW @ 940, AOR	ABC-R,$ 77.00	(Eastman)	Shamrock-Lynett	

CALL LETTER CHANGES

WAWA changes to WLUM
WHBT A/F changes to WBZN

FORMAT CHANGES

WISN: From MOR to News/Talk (Aug.)
WHBT: From CHR to Jazz/New Age (Sept.)

STATION SALES

WYLO: From Universal to Marsh for $1,500,000 (EST)

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MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,876,700

MSA Rank/Pop: 14/2,340,000
ADI # 13
Average Person Ratings: 16.8
Market TSL: 21.8 hours

Stations: 19/19
Diaries: 2206/851:1/61.1%
Sample Target: 1660
% Below Line: 0
% Not Listed: 10.6

1987 Revenue: $63,000,000
HH Inc.: $38,799
Retail $: 18.4 Bil
Pop per Station: 98,774
#1 Biller: WCCO $19,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WCCO	629/19.4	19.3	16.3	17.6	17.2	18.2	17.3
2. KQRS A/F	330/10.2	8.6	8.0	9.6	11.0	9.1	11.6
3. KSTP-F	270/ 8.3	8.7	8.5	9.5	9.0	8.8	8.5
4. WLOL-F	260/ 8.0	7.0	10.0	8.2	6.9	8.3	9.8
5. KJJO-F	213/ 6.6	5.4	5.9	2.7	3.0	5.2	8.4
6. KEEY-F	203/ 6.3	6.6	5.8	6.1	6.2	6.2	6.0
7. WAYL-F	189/ 5.8	5.4	6.5	5.8	6.4	5.9	3.1
8. KDWB-F	170/ 5.2	6.5	6.8	7.0	7.0	6.4	4.9
9. WLTE-F	152/ 4.7	5.2	3.8	3.6	3.9	4.3	3.7
10. KTCZ-F	129/ 4.0	3.9	4.4	3.2	3.6	3.9	3.8
11. KSTP	84/ 2.6	2.7	2.7	4.5	4.5	3.1	3.6
12. KMGK-F	72/ 2.2	2.3	2.1	3.3	2.1	2.5	1.9
13. KDWB	65/ 2.0	2.2	2.1	1.7	2.4	2.0	1.5
WDGY	65/ 2.0	1.6	1.8	2.3	2.2	1.9	1.9
15. KLBB	40/ 1.2	.7	1.4	1.3	1.5	1.2	.6
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23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WCCO	908/10797
2. KQRS A/F	394/ 5074
3. KSTP-F	325/ 4915
4. WLOL-F	293/ 5145
5. KJJO-F	250/ 2919
6. KEEY-F	244/ 3842
7. WAYL-F	224/ 2939
8. WLTE-F	201/ 3199
9. KDWB-F	189/ 3855
10. KTCZ-F	131/ 1952
11. WDGY	102/ 1531
12. KMGK-F	101/ 1956
13. KSTP	89/ 1577
14. KDWB	74/ 1690
15. KLBB	40/ 503
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12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WCCO	7420/38.3	32.6	34.5
2. WLOL-F	4612/23.8	25.2	22.9
3. KSTP-F	4252/22.0	20.1	24.2
4. KQRS A/F	4235/21.9	20.6	23.1
5. KDWB-F	3503/18.1	20.3	21.4
6. KEEY-F	3129/16.2	13.3	13.1
7. WLTE-F	2623/13.5	12.3	13.5
8. KJJO-F	2448/12.6	13.5	10.1
9. WAYL-F	2442/12.6	14.2	11.6
10. KTCZ-F	1829/ 9.4	10.5	8.1
11. KMGK-F	1528/ 7.9	7.4	8.3
12. KDWB	1493/ 7.7	6.9	8.0
13. KSTP	1465/ 7.6	7.7	11.3
14. WDGY	1072/ 5.5	6.6	7.2
15. KLBB	503/ 2.6	2.5	3.1
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12+ FM SHARE (METRO): 68.16% (1978 of 2902) (FAL 86: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KJJO-F	1. WQRS-F+>	1. KQRS-F+>	1. KSTP-F	1. WCCO	1. WCCO >	1. WCCO >	1. WCCO	1. WCCO >	1. WCCO >	1. WCCO >
2. KDWB-F	2. WLOL-F	2. KSTP-F	2. KQRS-F+	2. KSTP-F	2. WAYL-F	2. KQRS-F+	2. KQRS-F+>	2. KQRS-F+	2. KJJO-F+>	2. KSTP-F
3. WLOL-F>	3. KSTP-F	3. WLOL-F	3. WCCO	3. KQRS-F+>	3. KSTP-F	3. WLOL-F	3. KSTP-F	3. KSTP-F	3. KDWB-F	3. KQRS-F+
4.	4. KJJO-F>	4. WCCO	4. WLOL-F	4. WLOL-F	4. KEEY-F	4. KSTP-F>	4. WAYL-F+	4. KJJO-F+	4. WLOL-F	4. KEEY-F
5.	5. KTCZ-F	5. KEEY-F	5. KEEY-F	5. KEEY-F	5.	5. KEEY-F	5. WLOL-F	WLOL-F	5. KEEY-F	5. WLOL-F
6.	6. KDWB-F	6. KJJO-F	6. KTCZ-F	6. WLTE-F	6.	WAYL-F+	6. KEEY-F	6. KEEY-F	6. KQRS-F+	6. WAYL-F
7.	7. KEEY-F	7. WLTE-F	7. WLTE-F	7. KTCZ-F	7.	7. KDWB-F	7. WLTE-F	7.	7.	7.
8.	8. WLTE-F	8. KTCZ-F	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WLOL-F	1. KSTP-F	1. KSTP-F>	1. KSTP-F	1. KSTP-F
2. KDWB-F	2. WLOL-F>	2. WLOL-F>	2. WLOL-F>	2. WCCO >
3. KQRS-F+	3. KQRS-F+	3. WLTE-F	3. WLTE-F	3. WLOL-F
4. KJJO-F	4. WLTE-F	4. KQRS-F+	4. WCCO	4. WLTE-F
5. KSTP-F	5. KDWB-F	KTCZ-F	5. KEEY-F	5. KEEY-F>
6. WLTE-F	6. KEEY-F	6. KEEY-F	KQRS-F+	6.
7.	7. KTCZ-F	7. KDWB-F	7. KDWB-F	7.
8.	8. KJJO-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQRS-F+>	1. KQRS-F+>	1. KQRS-F+>	1. KQRS-F+>	1. KQRS-F>
2. KJJO-F>	2. KJJO-F>	2. WLOL-F	2. KSTP-F	2. WCCO
3. KDWB-F	3. WLOL-F	3. KSTP-F	3. KJJO-F	3. KSTP-F
4. KEEY-F	4. KTCZ-F	4. KTCZ-F	4. WCCO	4. KEEY-F
KTCZ-F	5. KSTP-F	5. WCCO	5. KEEY-F	5. KTCZ-F
WLOL-F	6. KEEY-F	6. KJJO-F	6. KTCZ-F	6. WLOL-F
7.	WCCO	7. KEEY-F	7. WLOL-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		430 (2)	430 (2)	14.8	15.9
AOR/CLASSIC	12 (2)	662 (3)	674 (5)	23.2	20.1
AC/OLDIES/SOFT ROCK	65 (1)	494 (3)	559 (4)	19.3	19.9
MOR/VARIETY/FULL	644 (2)		644 (2)	22.2	19.9
COUNTRY	65 (1)	203 (1)	268 (2)	9.2	9.6
BL[illegible]					
BT[illegible]/EZ	14 (1)	189 (1)	203 (2)	7.0	7.3
NEW[illegible]/TALK	84 (1)		84 (1)	2.9	5.1
NOSTALGIA	40 (1)		40 (1)	1.4	1.7
RELIGION/GOSPEL					0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			2902 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJJO	950	St. Louis Park	.1/ .9
KSNE	1280	Minneapolis	.5/ .9
WAYL	980	Richfield	.4/2.6

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2)	, OLDIES	,$ NA	(Banner)	Legacy
KLBB, 1400, 1 KW	, NOSTALGIA	CNN,ABC-D,$ 35.00*	(Roslin)	
WAYL, 980, 5 KW (DA-1)	, BTFL/EZ	,$ 28.00*	(Republic)	Entercom
KSNE, 1280, 5 KW (DA-N)	, MOR (?)	SMN,$ 22.00*	(Roslin)	
KSTP, 1500, 50 KW (DA-N)	, NEWS/TALK	ABC-I,NBC-T,ABC-T,$ 50.00*	(Mc-Guild)	Hubbard
KTCJ, 690, 500 W (DAYS)	, JAZZ	,$ 25.00*	(Durpetti)	Parker
KUXL, 1570, 2.5 KW/300 W	, RELIGION	,$ 20.00*	(---)	Universal
WCCO, 830, 50 KW	, MOR	CBS,$220.00	(CBS)	
WDGY, 1130, 50 KW/25 KW (DA-2)	, COUNTRY	MBS,$ 52.00*	(Katz)	Malrite
WMIN, 1010, 250 W (DAYS,DA)	, COUNTRY	,$ 16.00	(---)	

FM STATIONS

KDWB , 101.3, 50 KW @ 822, CHR	,$ 84.00*	(Banner)	Legacy
KEEY , 102.1, 100 KW @ 1066, COUNTRY	,$104.00*	(Katz)	Malrite
KJJO+, 104.1, 100 KW @ 1050, AOR	CBS-R,$ 48.00*	(Republic)	Park
KMGK , 107.9, 100 KW @ 1080, SOFT AC	Trans,$ 44.00*	(MMR)	Sunbelt
KQRS+, 92.5, 50 KW @ 822, AOR	ABC-R,$106.00*	(Katz)	Cap Cities/ABC
KSTP , 94.5, 100 KW @ 1250, AC	,$180.00*	(Mc-Guild)	Hubbard
KTCZ , 97.1, 100 KW @ 285, AOR	,$ 55.00*	(Durpetti)	Parker
WAYL , 93.7, 50 KW @ 822, BTFL/EZ	,$ 70.00*	(Republci)	Entercom
WLOL , 99.5, 50 KW @ 844, CHR	,$120.00*	(HNWH)	Emmis
WLTE , 102.9, 100 KW @ 1304, AC	CBS-R,$ 59.00*	(CBS)	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KUXL: From Universal to Marsh for $1,600,000 (est)

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MOBILE

Arbitron Rank/Pop (12+): 86/384,200

MSA Rank/Pop: 101/476,000
ADI # 58 (w/Pensacola)
Average Person Ratings: 17.9
Market TSL: 24.3 hours

Stations: 23/19
Diaries: 855/449:1/48.0%
Sample Target: 770
% Below Line: 5.5
% Not Listed: 6.2

1987 Revenue: $11,000,000
HH Inc.: $28,654
Retail $: 2.9 Bil
Pop per Station: 20,221
#1 Biller: WKSJ-F $4,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WKSJ A/F	122/17.9	20.4	18.8	24.5	25.0		17.7
2. WBLX-F	118/17.3	14.3	13.9	17.0	13.8		17.4
3. WABB-F	105/15.4	17.4	17.2	14.3	13.7		19.1
4. WGOK	50/ 7.3	7.8	7.9	9.7	10.8		3.9
5. WAVH-F	31/ 4.5	3.7	3.7	5.2	4.6		2.3
WKRG-F	31/ 4.5	4.0	4.2	2.3	5.3		5.6
7. WKRG	30/ 4.4	4.5	6.1	5.8	6.3		4.8
8. WZEW-F	25/ 3.7	4.1	3.1	2.7	1.4		5.5
9. WDLT-F	23/ 3.4	4.0	3.3	2.7	3.2		2.2
10. WMML	18/ 2.6	1.6	2.5	2.3	1.8		5.6
WMEZ-F	18/ 2.6	1.5	1.8	.5	---		.7

12+ TSA	1/4/CUME
1. WBLX-F	196/1602
2. WABB-F	178/2288
3. WKSJ A/F	132/1327
4. WIZD-F	59/ 985
WAVH-F	59/ 758
6. WMEZ-F	56/ 683
7. WXBM-F	55/ 725
8. WKRG-F	54/1081
9. WGOK	52/ 618
10. WJLQ-F	41/ 889
11.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WABB-F	1236/32.4	35.0	35.9
2. WKSJ A/F	1168/30.6	30.9	33.9
3. WBLX-F	928/24.3	21.9	21.9
4. WKRG-F	636/16.7	16.0	15.5
5. WGOK	588/15.4	14.8	13.6
6. WKRG	456/12.0	11.2	12.6
7. WDLT-F	429/11.2	11.3	9.8
8. WAVH-F	403/10.6	8.5	9.1
9. WZEW-F	271/ 7.1	7.5	7.2
10. WMML	262/ 6.9	5.1	6.9
11. WIZD-F	253/ 6.6	13.5	9.9

12+ FM SHARE (METRO): 77.50% (496 of 640) (FAL 86: 76.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WABB-F>	1. WBLX-F	1. WBLX-F	1. WKSJ-F+>	1. WKSJ-F+>	1. WKSJ-F+>	1. WKSJ-F+>	1. WKSJ-F+>	1. WKSJ-F+	1. WBLX-F>	1. WBLX-F
2. WBLX-F>	2. WABB-F>	2. WKSJ-F+	2. WBLX-F>	2. WBLX-F>	2. WBLX-F	2. WABB-F+>	2. WABB-F	2. WBLX-F	2. WABB-F>	2. WABB-F
3.	3. WKSJ-F+>	3. WABB-F>	3. WABB-F>	3. WABB-F>	3. WGOK	3. WBLX-F>	3. WBLX-F	3. WABB-F>	3. WKSJ-F+>	3. WKSJ-F+>
4.	4. WZEW-F	4. WGOK	4. WAVH-F	4. WAVH-F	4. WKRG	4. WKRG	4. WGOK	4.	4. WMML	4. WGOK >
5.	5. WKRG-F	5. WAVH-F	5. WGOK	WBLX-F	5. WAVH-F	5. WGOK	5. WAVH-F	5.	5. WKRG	5. WKRG-F
		6. WZEW-F			6. WABB-F				WKRG-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBLX-F>	1. WBLX-F>	1. WBLX-F	1. WBLX-F>	1. WKSJ-F+
2. WABB-F>	2. WABB-F	2. WKSJ-F+>	2. WKSJ-F+	2. WBLX-F>
3.	3. WKSJ-F>	3. WABB-F	3. WABB-F>	3. WABB-F
4.	4. WKRG-F	4. WKRG-F	4. WGOK	4. WGOK
5.	5. WGOK	5.	5. WAVH-F	5. WAVH-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WABB-F>	1. WABB-F	1. WKSJ-F+	1. WABB-F	1. WKSJ-F+>
2. WBLX-F>	2. WBLX-F>	2. WABB-F	WKSJ-F+	2. WABB-F
3.	3. WKSJ-F+	WBLX-F	3. WBLX-F>	3. WBLX-F>
4.	4. WZEW-F	4. WZEW-F	4. WZEW-F	4. WZEW-F
5.	5.	5.	5. WDLT-F	5. WDLT-F
				6. WAVH-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		114 (2)	114 (2)	17.8	19.5
AOR/CLASSIC		25 (1)	25 (1)	3.9	3.4
AC/OLDIES/SOFT ROCK		62 (3)	62 (3)	9.7	11.9
MOR/VARIETY/FULL					
COUNTRY	5 (1)	123 (2)	128 (3)	20.0	23.5
BLACK/URBAN	78 (3)	118 (1)	196 (4)	30.6	25.1
BTFL MUSIC/EZ		21 (2)	21 (2)	3.3	6.0
NEWS/TALK	30 (1)		30 (1)	4.7	6.6
NOSTALGIA					
RELIGION/GOSPEL	11 (2)		11 (2)	1.7	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		31 (1)	31 (1)	4.8	
UNKNOWN/OTHERS	20 (3)	2 (1)	22 (4)	3.4	1.6
			640 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABB	1480	Mobile	1.5/5.1
WABF	1220	Fairhope	.3/ .9
WBHY	840	Mobile	1.6/2.1
WGRR	960	Prichard	1.0/2.7
WIZD-F	104.1	Atmore	1.2/6.6
WLPR-F	105.5	Bay Minette	.4/3.4
WMOB	1360	Mobile	.6/2.3
WMOO	1550	Mobile	1.0/2.3
WJLQ-F	100.7	Pensacola	1.3/6.4
WOSM-F	103.1	Ocean Springs	.3/1.3
WXBM-F	102.7	Milton	.9/3.1

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, BLACK	SMN,$ NM	(Christal)		
WGOK, 900, 1 KW/500 W (DA-1)	, BLACK	SBN,$ 14.00	(Roslin)		
WKRG, 710, 1 KW/500 W (DA-N)	, TALK	CBS,MBS,$ 30.00*	(Katz)		
WMML, 1410, 5 KW (DA-N)	, BLACK	NBC,$ 17.00*	(Lazar)		
WMOB, 1360, 5 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)		
WMOO, 660, 50 KW/1 KW (DA-2)	, RELIGION	,$ 10.00	(---)	Beasley	
WABB-F, 97.5, 100 KW @ 1350, CHR		ABC-F,$ 93.00*	(Chrsital)		
WAVH-F, 96.1, 40 KW @ 420, AC/JAZZ		,$ 24.00*	(Eastman)	TM	
WBLX-F, 92.9, 100 KW @ 1555, BLACK		US 1,ABC-C,$ 55.00*	(HNWH)	Beasley	
WDLT-F, 98.3, 3 KW @ 300, SOFT AC		Trans,$ 35.00*	(Durpetti)		
WIZD-F, 104.1, 100 KW @ 1666, AC		CNN,$ 37.00*	(Republic)	Keymarket	(ATMORE)
WKRG-F, 99.9, 100 KW @ 800, AC		MBS,$ 39.00*	(Katz)		
WKSJ-F, 94.9, 100 KW @ 490, COUNTRY		ABC-E,$ 85.00*	(Banner)	Capitol-Johnson	
WZEW-F, 92.1, 3 KW @ 300, AOR		ABC-R,$ 26.00	(---)		(FAIRHOPE)

Other ranked stations - See Pensacola

MISCELLANEOUS COMMENTS WABB from Oldies to Black... WKSJ-A changes from Religion to Country and simulcasts with WKSJ-F...

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MODESTO

Arbitron Rank/Pop (12+): 131/253,900

MSA Rank/Pop: 144/319,000
Sacramento ADI
Average Person Ratings: 14.4
Market TSL: 19.8 hours

Stations: 21/13
Diaries: 828/307:1/50.6%
Sample Target: 620
% Below Line: 28.3
% Not Listed: 12.6

1987 Revenue: $8,900,000
HH Inc.: $31,331
Retail $: 1.95 Bil
Pop per Station: 19,531
#1 Biller: KOSO-F $1,400,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KBEE-F	43/11.5	12.0	10.7	12.6	12.1		7.7
2. KOSO-F	37/ 9.9	7.9	7.6	9.2	8.1		9.5
3. KMIX-F	33/ 8.8	7.2	7.6	8.2	7.8		7.9
4. KDJK-F	30/ 8.0	11.3	8.6	8.7	11.0		12.1
KSJQ-F	30/ 8.0	6.0	4.4	1.7	.5		6.7
6. KFIV-F+	29/ 7.7	7.2	9.1	8.7	9.7		9.7
7. KHOP-F	22/ 5.9	7.2	6.8	3.9	6.2		5.9
8. KRAK	20/ 5.3	4.3	3.7	5.6	4.8		3.1
9. KTRB	17/ 4.5	2.6	5.2	3.9	6.7		5.1
10. KNBR	16/ 4.3	3.4	3.7	6.0	2.7		4.9
11. KCBS	12/ 3.2	3.8	4.7	4.6	5.6		2.1
12. KAMB-F	11/ 2.9	1.7	1.8	1.4	2.4		2.6

12+ TSA	1/4/CUME
1. KBEE-F	100/1073
2. KDJK-F	85/ 897
3. KHOP-F	76/1307
4. KSJQ-F	72/ 685
5. KOSO-F	63/ 858
6. KRAK	58/ 697
7. KUBB-F	53/ 675
8. KCBS	49/ 801
9. KNBR	47/ 764
10. KFIV-F+	40/ 634
11. KMIX-F	35/ 414
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KFIV-F+	511/19.7	13.3	21.5
2. KOSO-F	475/18.3	18.5	19.4
3. KHOP-F	443/17.1	18.2	19.8
4. KBEE-F	423/16.3	19.2	17.2
5. KDJK-F	358/13.8	14.9	16.3
6. KMIX-F	346/13.3	17.0	13.5
7. KSJQ-F	312/12.0	10.2	9.9
8. KCBS	214/ 8.2	10.4	13.0
9. KRAK	213/ 8.2	6.3	9.0
10. KTRB	209/ 8.0	7.1	12.8
11. KNBR	196/ 7.5	9.6	10.8
12. KUBB-F	187/ 7.2	8.3	3.8

12+ FM SHARE (METRO): 75.23% (246 of 327) (FAL 86: 69.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSJQ-F>	1. KDJK-F	1. KOSO-F	1. KOSO-F>	1. KOSO-F>	1. KBEE-F>	1. KOSO-F	1. KBEE-F	1. KBEE-F	1. KSJQ-F	1. KOSO-F
2. KFIV-F+>	2. KOSO-F	2. KDJK-F	2. KDJK-F	2. KDJK-F	2. KMIX-F	2. KBEE-F>	2. KOSO-F	2. KMIX-F	2. KFIV-F+	2. KBEE-F
3. KHOP-F	3. KFIV-F+	3. KMIX-F	3. KMIX-F	KMIX-F	KTRB	3. KMIX-F	3. KDJK-F	3. KDJK-F	3. KHOP-F	3. KMIX-F
4.	4. KMIX-F	4. KFIV-F+	4. KFIV-F+	4. KBEE-F	4. KOSO-F	4. KSJQ-F	4. KMIX-F	4. KSJQ-F	4. KNBR	KSJQ-F
5.	KSJQ-F	5. KHOP-F	5. KBEE-F	5. KRAK	KRAK	5. KFIV-F+	5. KFIV-F+	5. KOSO-F	5. KBEE-F	5. KDJK-F
		KSJQ-F						6. KFIV-F+		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KHOP-F	1. KFIV-F+	1. KFIV-F+	1. KOSO-F	1. KOSO-F
KSJQ-F	KMIX-F	KMIX-F	2. KFIV-F+	2. KMIX-F
3. KFIV-F+	3. KOSO-F	3. KOSO-F	KMIX-F	3. KFIV-F+
KMIX-F	KHOP-F	4. KDJK-F	4. KBEE-F	4. KBEE-F>
5.	KSJQ-F	5.	5. KHOP-F	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDJK-F	1. KDJK-F>	1. KDJK-F	1. KDJK-F	1. KOSO-F
2. KFIV-F+	2. KOSO-F>	2. KOSO-F	2. KOSO-F>	2. KDJK-F>
3. KMIX-F	3. KSJQ-F	3. KSJQ-F	3. KMIX-F	3. KMIX-F
KHOP-F	4. KFIV-F+	4. KHOP-F	KSJQ-F	KNBR
5.	KHOP-F	5.	5. KHOP-F	KRAK
				KSJQ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	5 (1)	79 (3)	84 (4)	25.7	23.8
AOR/CLASSIC		30 (1)	30 (1)	9.2	10.1
AC/OLDIES/SOFT ROCK	2 (1)	39 (2)	41 (3)	12.5	10.4
MOR/VARIETY/FULL	16 (1)		16 (1)	4.9	4.3
COUNTRY	39 (3)	42 (2)	81 (5)	24.8	20.4
BLACK/URBAN					
BTFL MUSIC/EZ		45 (2)	45 (2)	13.8	13.7
NEWS/TALK	14 (2)		14 (2)	4.3	7.0
NOSTALGIA					
RELIGION/GOSPEL		11 (1)	11 (1)	3.4	2.1
SPANISH	6 (1)		6 (1)	1.8	6.7
CLASSICAL	2 (1)		2 (1)	0.6	0.9
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.6
			327 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHYV	970	Modesto	.5/3.2
KLOC	920	Ceres	1.6/2.3
KMIX	1390	Turlock	.5/3.7
KMYT-F	97.5	Merced	.5/3.0
KUBB-F	96.3	Mariposa	2.4/7.2
KFYE-F	93.7	Fresno	.5/2.8
KGO	810	San Francisco	.5/1.5
KSFO	560	San Francisco	.5/1.9

RADIO STATIONS

KHYV, 970, 1 KW	, CLASSICAL	ABC-D,$ 10.00	(Mc-Guild)	John Price	
KLOC, 920, 500 W/2.5 KW (DA-2)	, SPANISH	,$ 14.00	(Lotus)		
KTRB, 860, 10 KW/1 KW (DA-2)	, COUNTRY	NBC,$ 20.00	(Banner)		
KMIX, 1390, 5 KW (DA-2)	, COUNTRY	,$ NA	(Christal)		
KAMB-F , 101.5, 50 KW @ 390,	RELIGION	,$ NA	(---)		
KBEE-F , 103.3, 50 KW @ 500,	BTFL/EZ	ABC-D,$ 25.00*	(Mc-Guild)	John Price	
KDJK-F , 95.1, 32 KW @ 1450,	AOR	,$ 44.00*	(Eastman)		
KFIV-F+, 102.3, 3 KW @ 300,	CHR	US 1,$ 35.00*	(MMR)	Comm. Pacific	
KMIX-F , 98.3, 2.2 KW @ 390,	COUNTRY	MBS,$ 27.00*	(Christal)		
KMYT-F , 97.5, 50 KW @ 493,	BTFL/EZ	,$ 16.00	(Republic)		(MERCED)
KOSO-F , 93.1, 3 KW @ 1790,	AC	APR,$ 38.00	(Katz)		(PATTERSON)
KUBB-F , 96.3, 2 KW @ 2079,	COUNTRY	,$ NA	(HNWH)	Buckley	(MARIPOSA)
KHOP-F , 104.1, 50 KW @ 500,	CHR	,$ 27.00	(Mc-Guild)	Fuller-Jeffrey	
KSJQ-F , 96.7, 3 KW @ 320,	CHR	,$ 14.00	(HNWH)		(MANTECA)

Other ranked stations - See Sacramento or San Francisco

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NASHVILLE

Arbitron Rank/Pop (12+): 48/763,800

MSA Rank/Pop: 53/946,000
ADI # 32
Average Person Ratings: 16.4
Market TSL: 21.8 hours

Stations: 24/23
Diaries: 1314/581:1/50.2%
Sample Target: 1080
% Below Line: 0.3
% Not Listed: 8.6

1987 Revenue: $30,300,000
HH Inc.: $32,753
Retail $: 6.7 Bil
Pop per Station: 33,209
#1 Biller: WSM A/F $6,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WKDF-F	145/11.2	12.5	15.6	14.4	14.9	13.4	14.7
2. WSIX-F	135/10.5	5.1	5.3	5.7	5.1	6.7	9.4
3. WYHY-F	134/10.4	10.7	9.1	7.3	7.4	9.4	11.7
4. WZEZ-F	131/10.2	7.8	8.1	10.3	9.6	9.1	4.1
5. WSM -F	117/ 9.1	10.2	11.8	10.5	10.3	10.4	10.4
6. WLAC-F	90/ 7.0	6.5	8.1	7.9	9.1	7.4	4.8
7. WQQK-F	83/ 6.4	7.6	7.5	5.8	7.1	6.8	11.2
8. WGFX-F	75/ 5.8	6.4	5.5	5.5	5.3	5.8	7.6
9. WLAC	53/ 4.1	2.9	3.8	3.5	2.7	3.6	2.6
10. WSM	50/ 3.9	5.5	5.3	7.0	5.0	5.4	3.9
11. WTMG-F	43/ 3.3	4.1	2.6	3.7	3.9	3.4	3.7
12. WVOL	28/ 2.2	2.6	2.6	3.5	3.1	2.7	2.4
13.							

12+ TSA	1/4/CUME
1. WKDF-F	271/3156
2. WSM -F	261/2922
3. WYHY-F	206/2620
4. WSIX-F	186/2095
5. WZEZ-F	157/1676
6. WBVR-F	145/1262
7. WLAC-F	143/1998
8. WGFX-F	105/1595
9. WSM	103/1980
10. WQQK-F	91/ 927
11. WLAC	59/ 777
12. WTMG-F	56/ 851
13. WYCQ-F	55/ 409

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WYHY-F	1750/22.3	20.9	21.2
2. WKDF-F	1637/20.8	26.5	23.9
3. WSM -F	1489/18.9	21.2	20.4
4. WSIX-F	1451/18.5	13.2	14.0
5. WLAC-F	1236/15.7	19.0	20.7
6. WZEZ-F	1232/15.7	16.2	14.3
7. WGFX-F	1096/13.9	17.8	17.2
8. WSM	1054/13.4	12.4	11.9
9. WQQK-F	855/10.9	11.7	12.3
10. WTMG-F	670/ 8.5	8.0	8.9
11. WLAC	646/ 8.2	9.9	8.5
12. WVOL	480/ 6.1	6.2	7.1
13. WSIX	335/ 4.3	2.6	3.6

12+ FM SHARE (METRO): 82.87% (977 of 1179) (FAL 86: 83.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WYHY-F>	1. WKDF-F>	1. WKDF-F>	1. WSIX-F	1. WSIX-F	1. WZEZ-F>	1. WSIX-F>	1. WZEZ-F	1. WKDF-F	1. WYHY-F>	1. WYHY-F
2. WKDF-F	2. WYHY-F	2. WSIX-F	2. WLAC-F	2. WSM -F	2. WSM -F	2. WKDF-F	2. WSIX-F	2. WYHY-F	2. WKDF-F	2. WSM -F
WQQK-F	3. WGFX-F	3. WSM -F	3. WSM -F	3. WLAC-F	3. WSIX-F>	3. WYHY-F	3. WKDF-F	3. WSIX-F	3. WQQK-F	3. WSIX-F
4.	4. WSIX-F	4. WLAC-F	4. WKDF-F	4. WKDF-F	4. WSM	4. WSM -F	4. WLAC-F	4. WZEZ-F	4. WZEZ-F	4. WKOF-F
5.	5. WLAC-F	5. WYHY-F	5. WGFX-F	WZEZ-F	5. WLAC	5. WZEZ-F	5. WSM -F	5. WSM -F	5. WSM -F	5. WZEZ-F
		6. WGFX-F		6. WGFX-F	6. WLAC-F					6. WQQK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYHY-F	1. WYHY-F	1. WLAC-F	1. WSIX-F	1. WSIX-F	1. WKDF-F>	1. WKDF-F>	1. WKDF-F>	1. WKDF-F>	1. WKDF-F
2. WKDF-F	2. WKDF-F	2. WYHY-F	2. WYHY-F	2. WLAC-F	2. WGFX-F>	2. WGFX-F	2. WGFX-F	2. WSIX-F	2. WSIX-F
3. WSIX-F	3. WLAC-F	3. WGFX-F	3. WLAC-F	WSM -F	3. WYHY-F	3. WSIX-F	3. WSIX-F	3. WGFX-F	3. WSM -F
4. WQQK-F>	4. WSIX-F	WKDF-F	4. WSM -F	4. WYHY-F	4.	4. WLAC-F	4. WLAC-F	4. WSM -F	4. WZEZ-F
5.	5. WQQK-F	5. WQQK-F	5. WKDF-F	5. WZEZ-F	5.	5. WQQK-F	5. WZEZ-F	5. WLAC-F	5. WGFX-F
		WSIX-F	6. WQQK-F	6. WGFX-F		6. WYHY-F	6. WQQK-F	6. WZEZ-F	WLAC-F
		WSM -F							

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		134 (1)	134 (1)	11.4	14.1
AOR/CLASSIC		229 (3)	229 (3)	19.4	16.6
AC/OLDIES/SOFT ROCK	14 (1)	133 (2)	147 (3)	12.5	17.3
MOR/VARIETY/FULL					
COUNTRY	74 (5)	262 (5)	336 (10)	28.5	24.2
BLACK/URBAN	41 (2)	83 (1)	124 (3)	10.5	13.1
BTFL MUSIC/EZ		131 (1)	131 (1)	11.1	10.7
NEWS/TALK	53 (1)		53 (1)	4.5	3.0
NOSTALGIA	21 (1)		21 (1)	1.8	0.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		4 (1)	4 (1)	0.3	0.6
RADIO STATIONS			1179 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKM	950	Franklin	.3/1.2
WAMB	1160	Nashville	1.6/3.4
WDBL	1590	Sprinfield	.2/ .2
WDBL-F	94.3	Sprinfield	.3/1.1
WDKN	1260	Dickson	.3/ .7
WQZQ-F	102.3	Dickson	.3/ .6
WKDA	1240	Nashville	1.1/3.0
WMDB	880	Nashville	1.0/2.5
WSIX	980	Nashville	1.1/4.3
WWRB-F	100.1	Franklin	.7/3.5
WYCQ-F	102.9	Shelbyville	.3/ .8
WBUR-F	101.1	Russellville	.3/1.6

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS,$ 20.00*	(Roslin)		
WKDA, 1240, 1 KW	, OLDIES	ABC-R,ABC-I,$ 24.00*	(Katz)	Dick	
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK	CBS,$ 51.00*	(Durpetti)	Price	
WMDB, 880,2.5 KW (DAYS,DA)	, BLACK	,$ 20.00	(---)		
WNAH, 1360, 1 KW (DAYS)	, RELIGION	,$ 16.00	(---)		
WNKZ, 1430, 5 KW/1 KW (DA-N)	, AC	,$ NA	(Republic)	REBS	
WNQM, 1300, 5 KW (DA-N)	, RELIGION	,$ 10.00	(---)		
WSIX, 980, 5 KW (DA-N)	, COUNTRY	APR,$ 33.00*	(Mc-Guild)	Hicks	
WSM , 650, 50 KW	, COUNTRY	NBC,$ 57.00*	(Christal)		
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 30.00*	(Republic)		
WWGM, 1560, 10 KW (DAYS,DA)	, RELIGION	,$ 13.00	(---)		
WKDF-F, 103.3, 100 KW @ 1220, AOR		ABC-R,ABC-E,$ 99.00*	(Katz)	Dick	
WLAC-F, 105.9, 100 KW @ 1229, AC		,$109.00*	(Drpetti)	Price	
WQQK-F, 92.1, 1.5 KW @ 430, BLACK		,$ 45.00*	(Republic)		
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY		,$ 60.00*	(Mc-Guild)	Hicks	
WSM -F, 95.5, 100 KW @ 1280, COUNTRY		,$106.00*	(Christal)	Gaylord	
WTMG-F, 96.3, 100 KW @ 840, SOFT AC		,$ 52.00*	(Torbet)	TransCom	(MURFREESBORO)
WGFX-F, 104.5, 100 KW @ 1050, CLASSIC ROCK		ABC-F,$ 46.00*	(Banner)	Capitol-Johnson	(GALLATIN)
WYHY-F, 107.5, 100 KW @ 780, CHR		US 2,$ 60.00*	(Eastman)	Jacor	(LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ		,$ 64.00*	(Durpetti)	South Central	(FRANKLIN)
WWRB-F, 100.1, 3 KW @ ? , AOR/CHR		CBS-R,$ 30.00*	(Republic)	REBS	

MISCELLANEOUS COMMENTS WWKX changes calls to WGFX and format from CHR to Classic AOR (Aug.)... WSIX-A changes from Country to MOR/Full Service... WTMG-F (Murfreesboro) sold by Trans Columbia to Signature for $6,500,000... WVOL/WQQK-F sold to Pensacola for $6,500,000 (Gammon & Ninowski)...

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NASSAU - SUFFOLK

Arbitron Rank/Pop (12+): 12/2,279,700

MSA Rank/Pop: 10/2,655,700
New York ADI
Average Person Ratings: 17.9
Market TSL: 23.5 hours

Stations: 42/14
Diaries: 1866/1222:1/47.5%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1987 Revenue: NA
HH Inc.: $48,900
Retail $: 21.5 Bil
Pop per Station: NA
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WALK A/F	244/6.1	6.3	4.6	5.8	6.1	5.7	5.9
2. WBAB-F	219/5.5	5.1	5.9	4.3	3.7	5.2	5.5
3. WHLI	210/5.2	3.5	3.0	3.6	3.3	3.8	2.1
4. WBLI-F	195/4.9	5.1	5.1	5.7	5.2	5.2	6.5
5. WQHT-F	121/3.0	3.6	3.4	3.6	2.8	3.4	5.0
6. WCTO-F	107/2.7	1.8	2.3	2.8	2.4	2.4	1.2
7. WGSM	95/2.4	2.3	2.2	3.0	2.9	2.5	1.3
8. WLIR-F	66/1.6	1.8	3.3	2.2	2.1	2.2	3.2
9. WKJY-F	62/1.5	2.3	2.1	1.8	1.8	1.9	.9
10. WRCN-F	27/ .7	.8	.6	.6	.6	0.7	1.1
11. WWHB-F	19/ .5	---	---	---	---	0.5	---
12. WBAZ-F	16/ .4	.4	---	---	---	0.4	---
WLNG-F	16/ .4	.2	---	.1	---	0.2	---
14.							
15.							

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	
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7.	
8.	
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10.	
11.	
12.	
13.	
14.	
15.	

NOTE: Same note as last Spring.

12+ METRO CUME/ METRO CUME/RATING	SPG 87	FAL 86
1. WALK A/F 3254/14.5	10.5	12.4
2. WBLI-F 2925/13.0	13.3	13.2
3. WBAB-F 2842/12.7	13.5	11.2
4. WQHT-F 2162/ 9.6	9.3	8.8
5. WCTO-F 1493/ 6.7	5.1	5.9
6. WHLI 1118/ 5.0	4.4	4.2
7. WLIR-F 1096/ 4.9	6.4	5.3
8. WKJY-F 1013/ 4.5	5.2	4.2
9. WGSM 670/ 3.0	3.8	3.4
10. WRCN-F 468/ 2.1	2.2	2.0
11. WBAZ-F 260/ 1.2	---	---
12. WWHB-F 231/ 1.0	---	---
13. WLNG-F 173/ .8	.3	---
14.		
15.		

12+ FM SHARE (METRO): NA (FAL 86: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQHT-F	1. WBAB-F>	1. WBAB-F	1. WALK-F+>	1. WALK-F+>	1. WHLI	1. WALK-F+>	1. WALK-F+	1. WBAB-F	1. WBAB-F	1. WALK-F+
2. WBAB-F	2. WBLI-F	2. WALK-F+	2. WBLI-F	2. WBLI-F	2. WALK-F+>	2. WBLI-F	2. WBAB-F	2. WALK-F+	2. WQHT-F	2. WBAB-F
3. WBLI-F>	3. WALK-F+	3. WBLI-F>	3. WBAB-F>	3. WBAB-F>	3. WGSM	3. WBAB-F	3. WBLI-F	3. WBLI-F	3. WBLI-F	WBLI-F
4.	4. WQHT-F	4. WQHT-F	4.	4. WCTO-F	4. WCTO-F	4. WHLI	4. WHLI >	4. WHLI	4. WALK-F	4. WHLI
5.	5. WLIR-F	5. WLIR-F	5.	5. WKJY-F	5. WBLI-F	5. WQHT-F	5. WCTO-F	5. WQHT-F	5. WCTO-F	5. WQHT-F
					6. WKJY-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBLI-F	1. WBLI-F>	1. WALK-F+	1. WALK-F+	1. WALK-F+>
2. WQHT-F	2. WALK-F+	2. WBLI-F>	2. WBLI-F>	2. WBLI-F>
3. WBAB-F	3. WBAB-F	3. WBAB-F	3. WQHT-F	3. WCTO-F
4. WLIR-F	WQHT-F	4. WQHT-F	4. WBAB-F>	4. WBAB-F
5. WALK-F+	5. WLIR-F	5.	5. WLIR-F	5. WKJY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBAB-F>	1. WBAB-F>	1. WBAB-F	1. WBAB-F>	1. WALK-F+
2. WLIR-F	2. WALK-F+	2. WALK-F+	2. WALK-F+	2. WBAB-F
3. WBLI-F	3. WBLI-F	3. WBLI-F	3. WBLI-F>	3. WBLI-F>
WQHT-F	4. WLIR-F	4. WLIR-F	4. WLIR-F	4. WHLI
5. WWHB-F	5. WQHT-F	5.	5. WQHT-F	5. WLIR-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY/FULL					
COUNTRY					
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZN-F	99.9	Bridgeport	1.0/3.6
WJAZ	96.7	Stamford	.4/2.4

See New York for more information about the following stations:

WABC	2.1/ 7.6	WLTW-F	3.1/8.2	WPAT A/F	3.4/ 8.3
WBLS-F	1.1/ 3.4	WMCA	.4/2.0	WPIX-F	1.0/ 4.0
WCBS	3.8/13.9	WNBC	2.0/7.5	WPLJ-F	4.4/16.8
WCBS-F	4.6/12.2	WNCN-F	.5/2.5	WPLR-F	.6/ 2.7
WEVD-F	.3/ 1.4	WNEW	1.1/2.6	WQXR A/F	1.2/ 3.8
WFAN	1.0/ 4.6	WNEW-F	2.8/8.8	WRKS-F	1.8/ 3.6
WHTZ-F	6.3/17.8	WNSR-F	2.4/7.8	WXRK-F	2.8/10.8
WINS	3.3/ 5.1	WOR	3.6/9.3	WYNF-F	3.0/ 7.1

RADIO STATIONS

WGBB, 1240, 1 KW	, TALK	,$ 32.00*	(MMR)	Noble	
WGSM, 740, 25 KW (DAYS)	, MOR	,$ 55.00*	(Roslin)	Greater Media	
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,$ 65.00	(Roslin)	Barnstable	
WLIX, 540, 250 W (DAYS)	, RELIGION	UPI,$ 28.00	(---)		
WALK-F+, 97.5, 45 KW @ 530,	AC	,$118.00*	(Durpetti)	American	
WBAB-F , 102.3, 3 KW @ 268,	AOR	,$125.00	(MMR)	Noble	
WBLI-F , 106.1, 10 KW @ 500,	CHR	,$115.00*	(Masla)	Beck-Ross	
WCTO-F , 94.3, 3 KW @ 300,	BTFL/EZ	,$ 84.00	(Roslin)	Greater Media	
WKJY-F , 98.3, 3 KW @ 300,	BTFL/EZ	Trans,$ 69.00	(Roslin)	Barnstable	
WLIR-F , 92.7, 3 KW @ 300,	AOR	,$ 80.00	(Masla)		
WRCN-F , 103.9, 1.5 KW @ 466,	AOR	,$ 50.00*	(---)		(RIVERHEAD)
WSBH-F , 95.3, 2.6 KW @ 400,	AC	,$ 22.00	(Katz)	Faircom	(SOUTHAMPTON)

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NEW HAVEN

Arbitron Rank/Pop (12+): 81/427,700

MSA Rank/Pop: 94/511,000
ADI # 23 (w/Hartford)
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 27/9
Diaries: 990/432:1/47.5%
Sample Target: 820
% Below Line: 43.6
% Not Listed: 11.3

1987 Revenue: $14,000,000
HH Inc.: $38,900
Retail $: 3.7 Bil
Pop per Station: 47,522
#1 Biller: WKCI-F $6,300,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WKCI-F	80/11.1	11.8	13.2	12.6	11.2		11.9
2. WELI	77/10.7	10.6	8.3	10.7	15.1		7.3
3. WPLR-F	74/10.3	8.4	6.4	6.6	6.2		11.5
4. WKSS-F	50/ 6.9	5.4	5.0	4.1	4.7		7.3
5. WDRC-F	39/ 5.4	6.3	4.7	3.1	2.6		5.4
6. WEZN-F	37/ 5.1	7.3	5.3	4.2	5.8		2.5
7. WAVZ	35/ 4.9	5.6	6.3	5.2	6.6		3.1
WTIC	35/ 4.9	2.9	3.4	2.6	2.8		4.5
9. WNHC	32/ 4.4	3.0	3.9	4.6	5.8		3.3
10. WIOF-F	26/ 3.6	3.8	4.4	3.3	3.0		2.5
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WKCI-F	180/2829
2. WEZN-F	167/1796
3. WPLR-F	146/2038
4. WEBE-F	87/1295
5. WTIC	85/1053
6. WDRC-F	82/1332
7. WELI	79/1039
8. WKSS-F	77/1317
9. WRCH-F	58/ 667
10. WCBS	55/1198
11. WIOF-F	44/ 887
12. WHCN-F	43/ 797
13. WAVZ	41/ 436
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WKCI-F	1192/28.0	29.6	31.2
2. WELI	925/21.7	22.7	22.8
3. WPLR-F	801/18.8	17.8	18.4
4. WKSS-F	651/15.3	16.4	14.5
5. WDRC-F	540/12.7	16.5	11.3
6. WEZN-F	487/11.5	14.9	12.1
7. WCBS	434/10.2	9.7	12.1
8. WTIC	414/ 9.7	7.6	8.7
9. WNHC	390/ 9.2	6.1	8.6
WIOF-F	390/ 9.2	9.8	10.6
11. WAVZ	364/ 8.6	12.3	10.8
12. WHCN-F	362/ 8.5	6.9	9.9
13.			
14.			
15.			

12+ FM SHARE (METRO): 62.60% (400 of 639) (FAL 86: 60.47%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WKSS-F	1. WPLR-F	1. WPLR-F	1. WKCI-F	1. WKCI-F	1. WELI >
2. WKCI-F>	2. WKCI-F>	2. WKCI-F>	2. WDRC-F	2. WDRC-F	2. WEZN-F
3. WPLR-F	3. WNHC	3. WDRC-F	3. WPLR-F>	3. WPLR-F	3. WTIC
4.	WKSS-F	4. WKSS-F	4. WELI	4. WELI >	4. WAVZ
5.	5. WHCN-F	5. WNHC	5. WNHC	5. WNHC	5. WDRC-F

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WELI >	1. WPLR-F	1. WKCI-F	1. WELI	1. WKCI-F
2. WKCI-F	2. WKCI-F	2. WPLR-F>	2. WPLR-F	2. WPLR-F
3. WPLR-F	3. WELI	3. WELI	3. WKCI-F	3. WELI
4. WTIC	4. WDRC-F	4. WKSS-F	4. WKSS-F	4. WEZN-F
5. WKSS-F	5. WAVZ	5. WDRC-F	5. WNHC	5. WKSS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKSS-F	1. WKCI-F>	1. WKCI-F>	1. WKCI-F>	1. WKCI-F>
2. WKCI-F	2. WNHC	2. WPLR-F	2. WKSS-F	2. WDRC-F
WNHC	WKSS-F>	3. WIOF-F	3. WNHC	3. WELI
4.	4. WPLR-F	4. WNHC	WDRC-F	4. WIOF-F
5.	5.	WDRC-F	5. WPLR-F	5. WPLR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPLR-F>	1. WPLR-F>	1. WPLR-F	1. WPLR-F>	1. WPLR-F
2.	2. WKCI-F>	2. WKCI-F>	2. WKCI-F	2. WKCI-F
3.	3. WHCN	3. WNHC	3. WDRC-F	WDRC-F
4.	4. WNHC	WHCN-F	4. WHCN-F	4. WELI
5.	WKSS-F	5.	5. WELI	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		140 (3)	140 (3)	21.9	21.2
AOR/CLASSIC		98 (3)	98 (3)	15.3	10.9
AC/OLDIES/SOFT ROCK	15 (2)	87 (4)	102 (6)	16.0	19.0
MOR/VARIETY/FULL	116 (3)		116 (3)	18.2	13.4
COUNTRY					1.6
BLACK/URBAN	32 (1)	10 (2)	42 (3)	6.6	6.4
BTFL MUSIC/EZ		58 (2)	58 (2)	9.1	10.3
NEWS/TALK	37 (4)		37 (4)	5.8	6.4
NOSTALGIA	39 (2)		39 (2)	6.1	8.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		7 (1)	7 (1)	1.1	
UNKNOWN/OTHERS					2.6
			639 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMMW	1340	New Haven	.6/ 2.4
WNNR	1220	Hamden	.6/ 1.8
WWYZ-F	92.5	Waterbury	1.7/ 4.7
WYBC-F	94.3	New Haven	1.0/ 3.5
WHCN-F	105.9	Hartford	2.6/ 8.5
WPOP	1410	Hartford	1.3/ 4.0
WRCH-F	100.5	New Britain	2.9/ 7.0
WRCQ	910	New Britain	.6/ 1.2
WTIC-F	96.5	Hartford	1.4/ 6.3
WABC	770	New York	.7/ 2.8
WBLS-F	107.5	New York	.6/ 3.2
WCBS	880	New York	2.8/10.2
WEBE-F	107.9	Westport	1.4/ 5.4
WNBC	660	New York	1.5/ 5.9
WOR	710	New York	.4/ 1.5
WRKI-F	95.1	Brookfield	.7/ 2.3
WRKS-F	98.7	New York	.8/ 2.4

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOSTALGIA	ABC-I,$ 40.00*	(Mc-Guild)	Noble
WELI, 960, 5 KW (DA-N)	, MOR	,$ 80.00	(Banner)	Clear Channel
WNHC, 1340, 1 KW	, BLACK	SBN,$ 26.00*	(Savalli)	
WKCI-F, 101.3, 10 KW @ 1070, CHR		,$ 90.00*	(Mc-Guild)	Noble
WPLR-F, 99.1, 14 KW @ 950, AOR		,$ 70.00*	(Durpetti)	Southern Starr
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS		,$ 20.00	(---)	

Other ranked stations - See Hartford, Bridgeport or New Haven

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NEW ORLEANS

Arbitron Rank/Pop (12+): 31/1,103,100

MSA Rank/Pop: 34/1,360,000
ADI # 35
Average Person Ratings: 16.9
Market TSL: 22.8 hours

Stations: 22/19
Diaries: 1596/691:1/46.4%
Sample Target: 1500
% Below Line: 1.6
% Not Listed: 8.8

1987 Revenue: $25,900,000
HH Inc.: $29,286
Retail $: 8.8 Bil
Pop per Station: 58,058
#1 Biller: WEZB-F $4,600,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WQUE A/F	289/15.6	12.4	15.2	14.6	9.6	14.5	17.0
2. WEZB-F	186/10.0	9.7	9.6	9.4	10.1	9.7	11.2
3. WBYU-F	183/ 9.9	7.7	9.4	7.4	6.4	8.6	5.0
4. WYLD-F	167/ 9.0	11.5	12.2	12.2	13.2	10.7	11.9
5. WLTS-F	136/ 7.3	8.1	5.9	6.7	7.1	7.0	6.6
6. WRNO-F	103/ 5.6	5.2	4.9	6.1	5.9	5.5	8.2
7. WWL	95/ 5.1	5.8	4.3	5.9	6.8	5.3	7.0
8. WNOE-F	87/ 4.7	4.8	4.9	3.8	5.2	4.6	4.4
9. WBOK	81/ 4.4	4.5	6.2	5.1	4.9	5.1	3.1
10. WCKW-F	57/ 3.1	4.6	2.8	2.8	2.7	3.3	4.9
WSMB	58/ 3.1	3.8	2.4	3.2	2.5	3.1	2.7
12. WLMG-F	52/ 2.8	3.5	4.8	4.2	4.4	3.8	3.2
13. WTIX	37/ 2.0	2.2	3.1	2.4	2.9	2.4	2.0
14. WWIW	36/ 1.9	2.1	2.3	1.5	2.1	2.0	1.1
WYAT	36/ 1.9	1.1	.9	1.5	1.3	1.4	1.1
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WQUE A/F	343/4130
2. WEZB-F	237/3632
3. WBYU-F	214/2130
4. WYLD-F	181/2180
5. WLTS-F	153/2350
6. WNOE-F	144/2035
7. WWL	141/2689
8. WRNO-F	129/2096
9. WKJN-F	124/1555
10. WCKW-F	100/1396
11. WBOK	81/ 867
12. WTIX	65/1304
13. WLMG-F	62/1288
14. WSMB	60/ 656
WFMF-F	60/ 965
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WQUE A/F 3370/30.7	23.7	24.6
2. WEZB-F 2908/26.5	26.0	27.4
3. WWL 1957/17.8	14.3	20.8
4. WLTS-F 1930/17.6	16.4	17.6
5. WYLD-F 1871/17.0	19.5	21.3
6. WBYU-F 1744/15.9	15.1	14.2
7. WRNO-F 1685/15.4	15.0	14.4
8. WNOE-F 1279/11.7	10.9	11.1
9. WLMG-F 1116/10.2	12.8	11.8
10. WCKW-F 914/ 8.3	5.5	6.7
11. WBOK 819/ 7.5	10.7	8.3
12. WTIX 761/ 6.9	9.1	9.2
13. WSMB 583/ 5.3	5.6	5.6
14. WYAT 523/ 4.8	3.7	3.3
15. WWIW 504/ 4.6	4.8	4.0
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 76.32% (1289 of 1689) (FAL 86: 71.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WQUE-F+	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WBYU-F>	1. WQUE-F+>	1. WBYU-F	1. WQUE-F+>	1. WQUE-F+	1. WQUE-F+>
2. WEZB-F>	2. WYLD-F	2. WYLD-F	2. WLTS-F	2. WLTS-F	2. WWL	2. WEZB-F	2. WQUE-F+	2. WEZB-F	2. WYLD-F>	2. WEZB-F
3. WYLD-F	3. WEZB-F	3. WLTS-F	3. WYLD-F	3. WYLD-F	3. WQUE-F+	3. WBYU-F	3. WLTS-F	3. WBYU-F	3. WEZB-F	3. WBYU-F
4. WRNO-F	4. WLTS-F	4. WEZB-F>	4. WEZB-F	4. WEZB-F	4. WBOK	4. WLTS-F	4. WEZB-F	4. WLTS-F	4. WBYU-F	4. WYLD-F
5.	5. WRNO-F>	5. WRNO-F	5. WRNO-F	5. WBYU-F	5. WNOE-F	5. WWL	5. WYLD-F	5. WYLD-F	5. WBOK	5. WNOE-F
6.	6.	6.	6. WBYU-F	6. WRNO-F	6. WSMB	6. WYLD-F+	6. WRNO-F	6. WRNO-F	6. WRNO-F	6. WRNO-F
7.	7.	7.	7.	7. WNOE-F	7.	7.	7.	7.	7. WLTS-F	7. WLTS-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+	1. WQUE-F+>	1. WQUE-F+
2. WYLD-F	2. WYLD-F	2. WLTS-F	2. WLTS-F	2. WLTS-F
3. WEZB-F	3. WLTS-F	3. WEZB F	3. WYLD-F	3. WBYU-F
WLTS-F	4. WEZB-F>	4. WBYU-F	4. WEZB-F>	4. WYLD-F
5.	5.	5. WNOE-F	5.	5. WEZB-F
6.	6.	6. WBOK	6.	6.
7.	7.	WYLD-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+>	1. WQUE-F+>
2. WEZB-F	2. WRNO-F	2. WRNO-F	2. WYLD-F	2. WYLD-F
3. WRNO-F	3. WYLD-F	3. WYLD-F	3. WRNO-F	3. WRNO-F
4. WYLD-F>	4. WEZB-F	4. WLTS-F	4. WEZB-F>	4. WEZB-F
5. WCKW-F	5. WCKW-F	5. WCKW-F	5. WLTS-F	WLTS-F
6.	6. WLTS-F	6. WEZB-F	6. WCKW-F	6. WWL
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		195 (2)	195 (2)	11.5	20.9
AOR/CLASSIC		160 (2)	160 (2)	9.5	9.4
AC/OLDIES/SOFT ROCK	37 (1)	188 (2)	225 (3)	13.3	17.3
MOR/VARIETY/FULL					
COUNTRY	26 (1)	106 (2)	132 (3)	7.8	8.8
BLACK/URBAN	141 (4)	447 (2)	588 (6)	34.8	23.2
BTFL MUSIC/EZ		183 (1)	183 (1)	10.8	7.1
NEWS/TALK	153 (2)		153 (2)	9.1	10.3
NOSTALGIA	36 (1)		36 (1)	2.1	2.3
RELIGION/GOSPEL	7 (1)		7 (1)	0.4	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		10 (1)	10 (1)	0.6	
			1689 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOE	1060	New Orleans	1.4/4.0
WSHO	800	New Orleans	.4/1.1
WYLD	940	New Orleans	.8/2.5
KHAA-F	106.7	Port Sulphur	.5/1.5
WFMF-F	102.5	Baton Rouge	.5/1.4
WKJN-F	103.3	Hammond	1.0/3.0

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN,$ 31.00*	(Republic)	Willis	
WQUE, 1280, 5 KW (DA-1)	, BLACK	SMN,$ 21.00*	(HNWH)	Clear Channel	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E,$ 30.00*	(Mc-Guild)	Noe	
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	APR,$ 25.00*	(---)		
WSMB, 1350, 5 KW (DA-N)	, TALK	ABC-I,MBS,$ 32.00*	(Smith)		
WTIX, 690, 10 KW/5 KW (DA-2)	, AC	NBC,MBS,$ 40.00*	(Mc-Guild)	Price	
WVOG, 600, 1 KW (DAYS)	, RELIGION	,$ 10.00	(---)		
WWIW, 1450, 1 KW	, NOSTALGIA	SMN,$ 27.00*	(Target)		
WWL , 870, 50 KW	, NEWS/TALK	CBS,$ 70.00*	(Katz)	Loyola University	
WYAT, 990, 250 W	, OLDIES	CBS-R,$ 22.00*	(Durpetti)		
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	,$ 27.00*	(Banner)	Inter-Urban	

FM STATIONS

WLMG, 101.9, 100 KW @ 825, AC		,$ 46.00*	(Katz)	Loyola University	
WBYU, 95.7, 100 KW @ 600, BTFL/EZ		,$ 58.00*	(Christal)	Stoner	
WCKW, 92.3, 100 KW @ 440, CLASSIC AOR		ABC-D,$ 30.00*	(Republic)		(LAPLACE)
WEZB, 97.1, 100 KW @ 511, CHR		US 1,$100.00*	(MMR)	EZ	
WNOE, 101.1, 100 KW @ 440, COUNTRY		ABC-E,$ 50.00*	(Mc-Guild)	Noe	
WQUE, 93.3, 100 KW @ 512, CHR/URBAN		,$ 69.00*	(HNWH)	Clear Channel	
WRNO, 99.5, 100 KW @ 1049, AGR		ABC-R,ABC-F,$ 55.00*	(MMR)		
WYLD, 98.5, 100 KW @ 480, BLACK		,$ 70.00*	(Banner)	Inter-Urban	
WLTS, 105.3, 100 KW @ 902, AC		CBS-R,$ 57.00*	(Durpetti)		

CALL LETTER CHANGES

WAJY changes calls to WLMG

FORMAT CHANGES

STATION SALES

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NEW YORK

Arbitron Rank/Pop (12+): 1/13,958,100

MSA Rank/Pop: 1/15,300,000
ADI # 1
Average Person Ratings: 19.0
Market TSL: 24.8 hours

Stations: 46/45
Diaries: 6668/2093:1/45.3%
Sample Target: 4000
% Below Line: 3.2
% Not Listed: 9.9

1987 Revenue: $275,000,000
HH Inc.: $37,400
Retail $: 100.1 Bil
Pop per Station: 310,180
#1 Biller: WINS $23,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WPAT A/F	1613/6.0	6.1	6.3	5.7	5.9	6.0	4.2
2. WHTZ-F	1590/6.0	6.2	5.8	5.1	5.8	5.8	6.3
3. WINS	1328/5.0	4.5	4.5	5.4	4.6	4.9	4.1
4. WPLJ-F	1244/4.7	4.8	4.8	4.8	5.1	4.8	5.0
5. WLTW-F	1243/4.7	4.3	4.1	4.0	4.2	4.3	2.4
6. WRKS-F	1229/4.6	4.6	4.4	4.8	5.1	4.6	5.2
7. WOR	1197/4.5	4.5	4.4	5.6	4.7	4.8	3.5
8. WBLS-F	1106/4.1	4.8	4.6	4.7	4.6	4.8	5.4
9. WQHT-F	995/3.7	4.3	4.4	3.5	3.1	4.0	5.2
10. WCBS-F	968/3.6	3.8	3.7	3.9	4.0	3.8	4.4
11. WNEW-F	874/3.3	4.0	3.5	3.6	3.8	3.6	5.4
12. WCBS	850/3.2	3.1	3.3	3.4	3.9	3.3	2.7
13. WNSR-F	769/2.9	2.8	2.5	3.2	2.5	2.9	1.7
14. WXRK-F	750/2.8	3.7	3.3	2.9	3.1	3.2	4.4
15. WYNY-F	718/2.7	1.9	1.6	1.6	1.8	2.0	2.6
16. WADO	654/2.4	1.8	1.6	2.0	1.4	2.0	1.1
17. WABC	636/2.4	2.9	2.9	3.0	2.9	2.8	2.7
18. WNEW	543/2.0	1.9	1.8	1.6	2.3	1.8	1.6
19. WPIX-F	384/1.4	1.6	1.4	1.8	2.0	1.6	1.0
20. WQXR A/F	371/1.3	1.7	1.5	1.6	1.6	1.5	1.6
21. WNCN-F	360/1.3	1.4	1.6	1.8	1.5	1.5	1.4
22. WNBC	345/1.3	1.3	1.5	1.6	1.7	1.4	1.1
23. WFAN	320/1.2	2.3	2.8	2.1	2.1	2.1	1.9
24. WKDM	315/1.2	.6	1.2	.9	1.0	1.0	1.2
25. WSKQ	307/1.2	.8	2.0	1.2	1.3	1.3	.8

12+ TSA	1/4/CUME
1. WPAT A/F	1679/20151
2. WHTZ-F	1648/25499
3. WPLJ-F	1350/25102
4. WINS	1337/27653
5. WRKS-F	1315/14018
6. WOR	1300/17465
7. WLTW-F	1277/17832
8. WBLS-F	1136/14184
9. WQHT-F	1023/15116
10. WCBS-F	1000/16862
11. WCBS	991/20329
12. WNEW-F	914/14216
13. WXRK-F	846/15825
14. WNSR-F	792/13950
15. WYNY-F	764/10963
16. WABC	702/14629
17. WADO	654/ 4940
18. WNEW	579/ 8557
19. WNBC	452/ 9710
20. WPIX-F	404/ 7747
21. WNCN-F	401/ 7180
22. WQXR A/F	394/ 7617
23. WFAN	350/ 7943
24. WKDM	315/ 3058
25. WSKQ	307/ 2938

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WINS	27359/19.5	19.6	18.7
2. WHTZ-F	24478/17.4	17.2	16.7
3. WPLJ-F	23102/16.4	17.8	18.0
4. WPAT A/F	19440/13.8	12.4	11.0
5. WCBS	17420/12.4	13.0	15.3
6. WLTW-F	17280/12.3	11.0	10.2
7. WCBS-F	15820/11.3	11.3	11.3
8. WOR	15767/11.2	10.9	11.4
9. WXRK-F	14568/10.4	9.8	9.0
10. WQHT-F	14506/10.3	9.8	8.0
11. WBLS-F	13704/ 9.8	11.5	10.6
12. WNSR-F	13451/ 9.6	7.9	8.6
13. WNEW-F	13395/ 9.5	10.2	9.9
14. WRKS-F	13185/ 9.4	10.8	10.8
15. WABC	13147/ 9.4	10.9	9.7
16. WYNY-F	10009/ 2.7	1.6	1.8
17. WNEW	8056/ 5.7	5.0	6.5
18. WNBC	7628/ 5.4	6.7	7.4
19. WPIX-F	7533/ 5.4	5.3	6.8
20. WQXR A/F	7100/ 5.1	4.9	5.5
21. WFAN	6973/ 5.0	9.0	6.5
22. WNCN-F	6894/ 4.9	4.6	5.2
23. WADO	4940/ 3.5	2.7	3.0
24. WMCA	3982/ 2.8	3.0	3.4
25. WLIB	3878/ 2.8	3.1	1.8

12+ FM SHARE (METRO): 63.94% (15380 of 24055) (FAL 86: 64.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHTZ-F>	1. WHTZ-F	1. WHTZ-F	1. WCBS-F	1. WLTW-F	1. WPAT A/F	1. WINS >	1. WPAT A/F	1. WHTZ-F	1. WRKS-F	1. WPAT A/F
2. WRKS-F>	2. WPLJ-F	2. WPLJ-F	2. WLTW-F	2. WCBS-F	2. WOR	2. WHTZ-F	2. WLTW-F	WPAT A/F	2. WBLS-F	2. WHTZ-F
3. WQHT-F	3. WNEW-F	3. WBLS-F	3. WHTZ-F	3. WHTZ-F	3. WINS	3. WOR	3. WHTZ-F	3. WPLJ-F	3. WHTZ-F	3. WPLJ-F
4. WPLJ-F>	4. WRKS-F	4. WCBS-F	4. WPLJ-F	4. WBLS-F	4. WLTW-F	4. WCBS	4. WNSR-F	4. WLTW-F	4. WQHT-F	4. WOR
5. WBLS-F	5. WBLS-F	WRKS-F	5. WBLS-F	WPLJ-F	5. WCBS	5. WXRK-F	WPLJ-F	5. WRKS-F	5. WPLJ-F	5. WLTW-F
6. WNEW-F	6. WXRK-F	6. WLTW-F	6. WNEW-F	6. WNSR-F	6. WCBS-F	6. WPLJ-F	6. WNEW-F	6. WOR	6. WPAT A/F	6. WCBS-F
7.	7. WQHT-F	7. WNEW-F	7. WNSR-F	7. WNEW-F	7. WADO	7. WPAT A/F	WCBS-F	WQHT-F	7. WLTW-F	7. WBLS-F
8.	8. WNSR-F	8. WQHT-F	8. WXRK-F	8. WINS	8. WABC	8. WRKS-F	8. WBLS-F	8. WCBS-F	8. WINS	8. WRKS-F
9.	9. WLTW-F	WXRK-F	9. WINS	9. WPAT A/F	WYNY-F	9. WLTW-F	WADO	9. WBLS-F	9. WOR	9. WNEW-F
10.	10. WCBS-F	10. WNSR-F	10. WRKS-F	10. WYNY-F	10. WNEW	10. WCBS-F	10. WOR	10. WNEW-F	10. WNEW-F	WYNY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQHT-F	1. WPLJ-F	1. WPLJ-F>	1. WHTZ-F	1. WLTW-F
2. WHTZ-F	2. WHTZ-F	2. WHTZ-F	2. WPLJ-F	2. WHTZ-F
3. WRKS-F	3. WRKS-F	3. WNSR-F	3. WLTW-F	3. WPLJ-F
4. WPLJ-F	4. WBLS-F	4. WBLS-F	4. WRKS-F	4. WCBS-F
5. WBLS-F>	5. WQHT-F	5. WRKS-F	5. WBLS-F	WNSR-F
6. WLTW-F	6. WNSR-F	6. WNEW-F	6. WNSR-F	WPAT A/F
7. WNSR-F	7. WLTW-F	7. WLTW-F	7. WQHT-F	7. WBLS-F
8. WLIR-F	8. WNEW-F	8. WCBS-F	8. WCBS-F	8. WINS
9. WXRK-F	9. WXRK-F	9. WINS	9. WINS	WRKS-F
10. WNEW-F	10. WCBS-F	10. WXRK-F	10. WNEW-F	10. WYNY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQHT-F	1. WNEW-F	1. WNEW-F	1. WNEW-F	1. WCBS-F
2. WRKS-F	2. WXRK-F	2. WXRK-F	2. WXRK-F	2. WNEW-F
3. WNEW-F	3. WHTZ-F	3. WHTZ-F	3. WCBS-F	3. WLTW-F
WHTZ-F	4. WPLJ-F	4. WBLS-F	4. WHTZ-F	4. WXRK-F
5. WXRK-F	5. WBLS-F	5. WPLJ-F	5. WBLS-F	5. WBLS-F
6. WPLJ-F	6. WRKS-F	6. WCBS-F	6. WPLJ-F	6. WHTZ-F
7. WBLS-F	7. WQHT-F	7. WNSR-F	7. WRKS-F	7. WINS
8. WBAB-F	8. WCBS-F	8. WFAN	8. WQHT-F	8. WPLJ-F
9. WCBS-F	9. WNSR-F	9. WLTW-F	9. WLTW-F	9. WYNY-F
10. WLIR-F	10. WBAB-F	10. WRKS-F	10. WNSR-F	WNSR-F

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		3036 (3)	3036 (3)	12.6	13.1
AOR/CLASSIC		2086 (4)	2086 (4)	8.7	9.3
AC/OLDIES/SOFT ROCK	353 (2)	3616 (5)	3969 (7)	16.4	19.2
MOR/VARIETY/FULL	198 (2)		198 (2)	0.8	0
COUNTRY		718 (1)	718 (1)	3.0	2.4
BLACK/URBAN	395 (2)	3330 (3)	3725 (5)	15.5	15.5
BTFL MUSIC/EZ	440 (1)	1547 (4)	1987 (4)	8.3	7.9
NEWS/TALK	4550 (6)		4550 (6)	18.9	18.7
NOSTALGIA	802 (2)		802 (2)	3.3	3.3
RELIGION/GOSPEL	382 (2)	223 (1)	605 (3)	2.5	1.9
SPANISH	1417 (4)		1417 (4)	5.9	4.9
CLASSICAL	38 (1)	693 (2)	731 (3)	3.0	3.4
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		131 (1)	131 (1)	0.5	0.6
			24055 (46)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
WALK A/F	97.5	Patchogue	.9/2.4
WBAB-F	102.3	Babylon	.8/2.2
WBLI-F	106.1	Patchogue	.8/2.3
WCTC	1450	New Brunswick, NJ	.4/ .8
WCTO-F	94.3	Smithtown	.4/1.1
WEVD-F	97.9	New York	.5/1.9
WFME-F	94.7	Newark	.8/1.7
WGSM	740	Huntington	.4/ .6
WHLI	1100	Hempstead	1.0/1.1
WHUD-F	100.7	Peekskill	.7/1.3
WJIT	1480	New York	.9/1.6
WLIB	1190	New York	1.1/2.8
WLIR-F	92.7	Garden City	.9/2.6
WMCA	570	New York	.8/2.8
WNJR	1430	Newark	.3/1.2
WWDJ	970	Hackensack	.4/1.0
WWRL	1600	New York	1.0/2.0
WEZN-F	99.9	Bridgeport	.3/1.2

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I,$210.00*	(Banner)	Cap Cities/ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH	,$150.00	(---)	
WCBS, 880, 50 KW	, NEWS	CBS,$375.00	(CBS)	CBS
WFAN, 1050, 50 KW (DA-1)	, SPORTS	MBS,$200.00	(Eastman)	Emmis
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D,$360.00*	(Group W)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH AC	,$121.00	(Caballero)	Infinity
WKDM, 1380, 5 KW (DA-1)	, SPANISH CONTEMP	,$100.00*	(MMR)	United
WLIB, 1190, 10 KW (DAYS,DA)	, BLACK NEWS/TALK	SBN,$100.00	(Mc-Guild)	Inner City
WMCA, 570, 5 KW (DA-1)	, TALK	CNN,APR,$120.00	(CBS)	Federal
WNBC, 660, 50 KW	, AC	NBC,$260.00*	(HNWH)	NBC
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	,$244.00	(Katz)	Metropolitan
WOR , 710, 50 KW (DA-1)	, TALK	US 2,ABC-E,$325.00	(Republic)	RKO
WNYM, 1330, 5 KW (DA-1)	, RELIGION	,$ 30.00	(---)	Salem
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	,$ NA	(Katz)	Park
WSKQ, 620, 5 KW (DA-2)	, SPANISH CONTEMP	,$140.00*	(Caballero)	Spanish Brdcst.
WWDJ, 970, 5 KW (DA-2)	, RELIGION	,$ 40.00	(---)	
WWRL, 1600, 5 KW (DA-2)	, BLACK GOSPEL	NBN,$ 90.00	(---)	Unity

FM STATIONS

WBLS, 107.5, 5.4 KW @ 1241,	BLACK	ABC-F,$350.00	(Mc-Guild)	Inner City	
WCBS, 101.1, 4.6 KW @ 1300,	OLDIES/AC	CBS-R,$300.00*	(CBS)	CBS	
WEVD, 97.9, 7.6 KW @ 1220,	BIG BAND/ETHNIC	,$ 70.00	(Groskin)		
WFME, 94.7, 38 KW @ 570,	RELIGION	,$ NA	(---)	Family	(NEWARK)
WHTZ, 100.3, 7.8 KW @ 1220,	CHR	,$410.00*	(Christal)	Malrite	
WHUD, 100.7, 50 KW @ 500,	BTFL/EZ	,$ 75.00*	(Masla)		(PEEKSKILL)
WLTW, 106.7, 7.6 KW @ 1220,	SOFT AC	,$425.00	(MMR)	Viacom	
WMJC, 104.3, 7.6 KW @ 1220,	CLASSICAL	APR,$150.00	(CMBS)	GAF	
WNEW, 102.7, 7.8 KW @ 1220,	AOR	Source,$310.00*	(Katz)	Metropolitan	
WNSR, 105.1, 7.8 KW @ 1220,	AC	,$330.00	(Mc-Guild)	Bonneville	
WPAT, 93.1, 5.3 KW @ 1420,	BTFL/EZ	,$250.00	(Katz)	Park	
WPIX, 101.9, 5.3 KW @ 1420,	AC	,$180.00	(Christal)	Tribune Co.	
WPLJ, 95.5, 7.2 KW @ 1335,	CHR	ABC-R,$450.00*	(Banner)	Cap Cities/ABC	
WQHT, 103.5, 5.8 KW @ 1390,	URBAN/CHR	,$270.00	(Eastman)	Emmis	
WQXR, 96.3, 7.8 KW @ 1220,	CLASSICAL	,$175.00	(Mc-Guild)	New York Times	
WRKS, 98.7, 7.8 KW @ 1250,	URBAN	US 1,$300.00*	(Republic)	RKO	
WXRK, 92.3, 5.4 KW @ 1200,	CLASSIC AOR	ABC-R,$450.00	(Torbet)	Infinity	
WYNY, 97.1, 7.2 KW @ 1300,	COUNTRY	,$270.00*	(HNWH)	NBC	

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NORFOLK

Arbitron Rank/Pop (12+): 33/1,076,100

MSA Rank/Pop: 33/1,330,000
ADI # 43
Average Person Ratings: 17.6
Market TSL: 23.3 hours

Stations: 25/24
Diaries: 1665/646:1/54.6%
Sample Target: 1230
% Below Line: 0.7
% Not Listed: 8.1

1987 Revenue: $30,400,000
HH Inc.: $34,450
Retail $: 8.2 Bil
Pop per Station: 44,838
#1 Biller: WNOR A/F $4,800,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WNOR A/F	175/9.2	12.5	11.2	10.2	11.6	10.8	14.0
2. WCMS-F	174/9.1	7.6	10.3	9.1	7.9	9.0	8.5
3. WNVZ-F*	170/8.9	8.0	9.2	9.6	7.2	8.9	10.3
4. WFOG-F	144/7.5	8.7	8.1	9.3	8.6	8.4	4.9
5. WMYK-F	127/6.6	7.3	5.7	4.6	4.1	6.1	9.0
6. WWDE-F	126/6.6	5.8	5.7	5.6	3.9	5.9	6.3
7. WGH-F	125/6.5	5.0	4.9	5.1	4.7	5.4	6.5
8. WOWI-F	119/6.2	6.3	6.2	8.1	8.5	6.7	8.3
9. WLTY-F	87/4.5	4.8	4.6	5.5	7.4	4.9	3.9
WJQI A/F	87/4.5	3.5	4.6	1.9	2.8	3.6	2.8
11. WRAP	67/3.5	4.0	3.8	4.7	5.4	4.0	4.4
12. WTAR	62/3.2	5.7	4.5	5.2	4.4	4.7	2.8
13. WPCE	59/3.1	2.6	1.9	3.7	3.3	2.8	2.2
14. WSKX-F	50/2.6	2.0	2.8	1.0	1.6	2.1	1.8
15. WXRI-F	46/2.4	1.0	1.8	1.3	3.4	1.6	1.4
WNIS	46/2.4	2.2	1.8	1.8	2.0	2.1	2.7
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WNOR A/F	195/2054
2. WCMS-F	192/2113
3. WMYK-F	184/2135
4. WNVZ-F*	183/2831
5. WFOG-F	167/1878
6. WGH-F	143/2112
7. WOWI-F	136/1814
8. WWDE-F	134/1799
9. WLTY-F	108/1657
10. WSKX-F	105/1131
11. WJQI A/F	91/1114
12. WTAR	73/1244
13. WRAP	71/1101
14. WPCE	59/ 655
15. WXRI-F	52/ 853
16. WNIS	46/ 666
17.	
18.	
19.	
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22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WNVZ-F* 2589/23.8	23.3	20.9
2. WNOR A/F 1897/17.4	21.7	21.2
3. WGH-F 1877/17.2	13.9	13.1
4. WCMS-F 1735/15.9	16.2	16.6
5. WMYK-F 1696/15.6	13.3	12.2
6. WFOG-F 1640/15.1	14.3	15.2
7. WWDE-F 1612/14.8	14.4	12.5
8. WOWI-F 1520/14.0	14.3	16.0
9. WLTY-F 1339/12.3	10.4	16.1
10. WTAR 1082/ 9.9	11.2	14.1
11. WJQI A/F 1046/ 9.6	6.9	5.1
12. WRAP 1023/ 9.4	8.8	12.7
13. WXRI-F 726/ 6.7	4.4	7.2
14. WSKX-F 680/ 6.2	6.0	4.5
15. WNIS 660/ 6.1	5.6	5.4
16. WPCE 655/ 6.0	4.3	7.8
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 83.76% (1475 of 1761) (FAL 86: 76.85%)

* WNVZ-F was determined by Arbitron to have engaged in a special station activity.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNVZ-F	1. WNOR-F+>	1. WNOR-F+>	1. WNOR-F+	1. WCMS-F	1. WFOG-F	1. WNVZ-F	1. WCMS-F+	1. WNOR-F+	1. WMYK-F	1. WCMS-F+
2. WGH-F	2. WNVZ-F	2. WNVZ-F	2. WWDE-F	2. WWDE-F	2. WCMS-F>	2. WCMS-F+	2. WNOR-F+	2. WCMS-F+	2. WNVZ-F	2. WNOR-F+
3. WMYK-F	3. WMYK-F	3. WWDE-F	3. WCMS-F	3. WNOR-F+	3. WWDE-F	3. WNOR-F+	3. WFOG-F	3. WNVZ-F	3. WOWI-F	3. WNVZ-F
4. WRAP	4. WOWI-F	4. WCMS-F	4. WNVZ-F	4. WNVZ-F	4. WTAR	4. WFOG-F	4. WWDE-F	4. WFOG-F	4. WGH-F	4. WMYK-F
5. WNOR-F+	5. WWDE-F	WMYK-F	5. WLTY-F	5. WOWI-F	5. WPCE	5. WWDE-F	5. WNVZ-F	5. WGH-F	5. WCMS-F+	5. WFOG-F
6.	6. WGH-F	6. WOWI-F	WOWI-F	6. WLTY-F	6. WJQI-F+	6. WGH-F+	6. WGH-F+	6. WWDE-F	6. WNOR-F+	WGH-F
7.	7. WCMS-F	7. WGH-F	7. WJQI-F+	7. WMYK-F	7.	WMYK-F	WLTY-F	7. WMYK-F	7. WFOG-F	WWDE-F
8.	8. WLTY-F	8.	WMYK-F	8. WFOG-F	8.	8. WTAR	8. WJQI-F+	8.	WRAP	8. WOWI-F
9.	9.	9.	9.	WJQI-F+	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMYK-F	1. WNOR-F+	1. WWDE-F	1. WWDE-F	1. WWDE-F
2. WGH-F	WWDE-F	2. WNOR-F+	2. WNVZ-F	2. WNVZ-F
3. WNOR-F+	3. WMYK-F	3. WLTY-F	3. WMYK-F	3. WCMS-F
4. WNVZ-F	4. WNVZ-F	WNVZ-F	4. WOWI-F	WOWI-F
5. WWDE-F	5. WGH-F	5. WOWI-F	5. WNOR-F+	5. WFOG-F
6. WOWI-F	WOWI-F	6. WMYK-F	6. WGH-F	6. WLTY-F
7.	7. WLTY-F	7. WGH-F	7. WLTY-F	7. WJQI-F+
8.	8.	8. WCMS-F	8.	8. WMYK-F
9.	9.	WJQI-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNOR-F+>	1. WNOR-F+>	1. WNOR-F+>	1. WNOR-F+>	1. WCMS-F
2. WNVZ-F	2. WNVZ-F	2. WOWI-F	2. WCMS-F	2. WNOR-F+>
3. WGH-F	3. WOWI-F	3. WCMS-F	3. WNVZ-F	3. WWDE-F
4. WMYK-F	4. WMYK-F	4. WWDE-F	4. WOWI-F	4. WNVZ-F
5. WOWI-F	5. WCMS-F	5. WMYK-F	5. WMYK-F	WOWI-F
6. WJQI-F+	6. WGH-F	WNVZ-F	6. WGH-F	6. WLTY-F
7. WCMS-F	7. WJQI-F+	7. WLTY-F	7. WWDE-F	7. WMYK-F
8.	WWDE-F	8.	8. WJQI-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	2 (1)	295 (2)	297 (3)	16.9	13.1
AOR/CLASSIC	3 (1)	191 (2)	194 (3)	11.0	12.1
AC/OLDIES/SOFT ROCK		300 (3)	300 (3)	17.0	13.1
MOR/VARIETY/FULL	62 (1)		62 (1)	3.5	4.9
COUNTRY	15 (1)	240 (3)	255 (4)	14.5	12.2
BLACK/URBAN	67 (1)	246 (2)	313 (3)	17.8	19.8
BTFL MUSIC/EZ		157 (2)	157 (2)	8.9	13.2
NEWS/TALK	46 (1)		46 (1)	2.6	2.7
NOSTALGIA					
RELIGION/GOSPEL	85 (3)	46 (1)	131 (4)	7.4	9.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	6 (1)		6 (1)	0.3	
			1761 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCMS	1050	Norfolk	.8/2.4
WGH	1310	Newport News	.1/2.4
WKEZ-F	94.1	Yorktown	.8/1.7
WKGM	940	Smithfield	.3/ .9
WOFM-F	92.1	Moyock	1.0/2.8
WPMH	1010	Portsmouth	.5/1.3
WZAM	1110	Norfolk	.8/1.8
WQSF-F	96.5	Williamsburg	.7/2.1

RADIO STATIONS

AM STATIONS

WCMS, 1050, 5 KW (DAYS)	, COUNTRY	ABC-E,$ NA	(Katz)		
WJQI, 1600, 5 KW (DAYS)	, NOSTALGIA (?)	,$ 17.00	(Masla)		
WGH , 1310, 5 KW (DA-N)	, CHR	ABC-F,$ 25.00*	(Banner)		
WLPM, 1450, 1 KW	, ? ?	,$ 15.00	(MMR)		
WNIS, 850, 5 KW/1 KW (DA-N)	, NEWS/TALK	ABC-T,NBC-T,$ 41.00*	(Roslin)	Sinclair	
WPCE, 1400, 1 KW	, GOSPEL	SBN,$ 20.00	(Mc-Guild)	Willis	
WPEX, 1490, 1 KW (DA-1)	, OLDIES	,$ 18.00	(---)		
WPMH, 1010, 5 KW (DAYS,DA)	, RELIGION	MBS,$ 10.00	(Keystone)		
WRAP, 1350, 5 KW (DA-2)	, BLACK	NBN,$ 40.00	(Masla)		
WTAR, 790, 5 KW (DA-N)	, OLDIES/MOR	CBS,$ 51.00*	(Christal)	Landmark	
WTJZ, 1270, 1 KW (DA-N)	, RELIGION (?)	,$ 15.00	(Republic)		
WZAM, 1110, 50 KW (DAYS,DA)	, GOSPEL	NBN,$ 20.00	(Durpetti)		

FM STATIONS

WCMS, 100.5, 50 KW @ 509, COUNTRY	ABC-E,$ 90.00*	(Katz)			
WFOG, 92.9, 50 KW @ 480, BTFL/EZ	,$ 75.00*	(MMR)	JAG		
WGH , 97.3, 74 KW @ 420, CHR	ABC-E,$ 44.00	(Banner)	Susquehanna		
WKEZ, 94.1, 50 KW @ 500, COUNTRY	US 2,$ 40.00	(Roslin)	Eure		
WLTY, 95.7, 40 KW @ 881, AC	,$ 79.00*	(Christal)	Landmark		
WMYK, 93.7, 100 KW @ 940, URBAN	,$ 60.00	(Durpetti)			(ELIZABETH CITY)
WNOR, 98.7, 50 KW @ 549, AOR	Source,$ 88.00*	(Mc-Guild)	Saga		
WJQI, 94.9, 50 KW @ 536, SOFT AC	,$ 30.00	(Torbet)			
WNVZ, 104.5, 50 KW @ 500, CHR	,$ 64.00*	(Republic)	Capitol-WRAL		
WOWI, 102.9, 50 KW @ 500, BLACK	SBN,$ 49.00*	(Mc-Guild)	Willis		
WSKX, 106.9, 100 KW @ 964, COUNTRY	,$ 25.00	(Torbet)	Hawthorne		
WWDE, 101.3, 50 KW @ 380, AC	CBS-R,$ 64.00*	(Eastman)	Edens		
WXRI, 105.3, 50 KW @ 500, RELIGION	,$ 40.00*	(Masla)	CBN		

WQSF-F - See Richmond

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WZAM: Sold by Benns for $550,000
WMYK: From Benns to Lucci for $6,000,000 (Comm. Equity)

MISCELLANEOUS COMMENT

WNIS and WRAP swapped frequencies in October

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OKLAHOMA CITY

Arbitron Rank/Pop (12+): 43/822,400

MSA Rank/Pop: 46/995,000
ADI # 37
Average Person Ratings: 16.2
Market TSL: 21.5

Stations: 19/18
Diaries: 1225/671:1/51.2%
Sample Target: 1080
% Below Line: 0.4
% Not Listed: 7.3

1987 Revenue: $21,200,000
HH Inc.: $31,351
Retail $: 8.2 Bil
Pop per Station: 45,689
#1 Biller: KXXY A/F $3,800,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KXXY A/F	179/13.4	11.9	11.3	10.2	11.1	11.7	14.7
KJYO-F	179/13.4	16.1	10.1	11.1	11.5	12.7	14.7
3. KATT-F	101/ 7.6	12.5	13.7	13.2	11.9	11.8	10.8
KTOK	101/ 7.6	7.4	7.8	7.6	8.8	7.6	6.3
5. KKNG-F	99/ 7.4	7.6	7.6	9.4	8.3	8.0	4.5
6. KRXO-F	90/ 6.7	2.9	2.3	2.9	3.8	3.7	8.5
7. KZBS-F	76/ 5.7	6.2	7.7	7.1	7.9	6.7	4.8
8. KEBC-F	73/ 5.5	4.6	3.9	7.0	4.7	5.3	4.8
9. WKY	64/ 4.8	3.5	4.0	3.8	3.6	4.0	2.6
10. KMGL-F	61/ 4.6	3.2	3.3	3.4	3.8	3.9	2.3
11. KLTE-F	53/ 4.0	4.2	5.5	5.4	5.1	4.8	4.3
12. KOMA	44/ 3.3	3.9	4.2	3.4	2.3	3.7	3.3
KPRW	44/ 3.3	4.5	4.4	4.4	3.2	4.2	5.5

12+ TSA	1/4/CUME
1. KXXY A/F	236/2450
2. KJYO-F	226/2633
3. KATT-F	155/2222
4. KKNG-F	143/1735
5. KTOK	114/1908
6. KRXO-F	111/1716
7. WKY	100/1732
8. KZBS-F	85/1443
9. KMGL-F	84/1402
KEBC-F	84/1331
11. KOMA	66/1213
12. KLTE-F	57/1229
13. KPRW	45/ 326

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KJYO-F	2045/24.8	22.7	22.9
2. KXXY A/F	1767/21.4	19.1	19.7
3. KTOK	1601/19.4	16.8	21.2
4. KATT-F	1457/17.7	21.9	21.9
5. KRXO-F	1341/16.2	7.0	9.9
6. KKNG-F	1224/14.8	15.6	17.4
7. KZBS-F	1211/14.7	17.6	18.3
8. KLTE-F	1056/12.8	16.8	13.1
9. WKY	985/11.9	9.7	12.4
10. KMGL-F	970/11.8	10.8	10.5
11. KEBC-F	916/11.1	12.4	13.5
12. KOMA	709/ 8.6	9.7	6.7
13.			

12+ FM SHARE (METRO): 76.15% (942 of 1237) (FAL 86: 76.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KJYO-F>	1. KJOY-F	1. KXXY-F+	1. KXXY-F+>	1. KXXY-F+>	1. KXXY-F+	1. KXXY-F+	1. KXXY-F+>	1. KXXY-F+	1. KJYO-F>	1. KTOK
2. KATT-F	2. KATT-F	2. KJYO-F	2. KRXO-F	2. KRXO-F	2. KTOK	2. KJYO-F>	2. KJYO-F	2. KJYO-F>	2. KXXY-F+	2. KJYO-F
3. KPRW	3. KRXO-F	3. KATT-F	3. KATT-F	3. KATT-F	3. KKNG-F>	3. KTOK	KKNG-F	3. KATT-F	3. KATT-F	3. KXXY-F+>
4. KXXY-F+	4. KXXY-F+>	4. KRXO-F	4. KZBS-F	4. KZBS-F	4. KEBC-F	4. WKY	4. KATT-F	4. KRXO-F	4. KRXO-F	4. KKNG-F
5.	5. KZBS-F	5. KZBS-F	5. KJYO-F	5. KJYO-F	WKY	5. KEBC-F	5. KRXO-F	5. KZBS-F	5. KKNG-F	5. KATT-F
								6. KKNG-F	6. KTOK	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KJYO-F>	1. KJYO-F>	1. KRXO-F	1. KXXY-F+	1. KXXY-F+>
2. KXXY-F+>	2. KXXY-F+	2. KZBS-F	2. KJYO-F>	2. KZBS-F>
3. KRXO-F	3. KRXO-F	3. KJYO-F	3. KZBS-F	3. KJYO-F
4. KATT-F	4. KZBS-F	KXXY-F+	4. KRXO-F	4. KMGL-F
5. KLTE-F	5. KLTE-F	5. KLTE-F	5. KMGL-F	5. KRXO-F
	6. KATT-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KJYO-F	1. KATT-F	1. KATT-F	1. KATT-F	1. KXXY-F+
2. KATT-F>	2. KJYO-F	2. KRXO-F>	2. KXXY-F+	2. KATT-F
3. KRXO-F	3. KRXO-F>	3. KJYO-F	3. KRXO-F	3. KRXO-F>
4. KXXY-F+	4. KXXY-F+	4. KXXY-F+	4. KJYO-F>	4. KTOK
KZBS-F	5. KZBS-F	5. KLTE-F	5. KZBS-F	5. KLTE-F
		6. KZBS-F		

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		179 (1)	179 (1)	14.5	12.4
AOR/CLASSIC		191 (2)	191 (2)	15.4	12.8
AC/OLDIES/SOFT ROCK		200 (4)	200 (4)	16.2	24.5
MOR/VARIETY/FULL	20 (2)		20 (2)	1.6	0.8
COUNTRY	70 (2)	246 (2)	316 (4)	25.5	20.9
BLACK/URBAN	44 (1)		44 (1)	3.6	3.5
BTFL MUSIC/EZ		99 (1)	99 (1)	8.0	8.9
NEWS/TALK	101 (1)		101 (1)	8.2	9.5
NOSTALGIA	44 (1)	30 (1)	44 (1)	3.6	2.5
RELIGION/GOSPEL	13 (1)		43 (2)	3.5	4.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			1237 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJIL-F	104.9	Bethany	2.2/5.1
KKLR-F	97.7	Edmond	.7/3.3
KQCV	800	Oklahoma City	1.0/2.2
WWLS	640	Moore	1.1/3.5
KRMG	740	Tulsa	.4/1.1

RADIO STATIONS

KBYE, 890, 1 KW (DAYS)	, RELIGION	,$ 9.00	(---)		
KOMA, 1520, 50 KW (DA-N)	, NOSTALGIA	NBC,$ 38.00*	(Durpetti)	Price	
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN,$ NA	(Banner)	Surrey	
KQCV, 800,250 W (DAYS)	, RELIGION	,$ 18.00	(---)	Bott	
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I,$ 63.00*	(Banner)	Clear Channel	
WKY , 930, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 43.00*	(Christal)	Gaylord	
KATT-F , 100.5, 100 KW @ 1200,	AOR	Source,$ 70.00*	(Banner)	Surrey	
KEBC-F , 94.7, 100 KW @ 440,	COUNTRY	CBS-R,$ 39.00*	(Eastman)	Van Wagner	
KRXO-F , 107.7, 100 KW @ 1027,	CLASSIC ROCK	,$ 36.00*	(Durpetti)	Price	
KJIL-F , 104.9, 3 KW @ 300,	RELIGION	UP 1,$ 22.00*	(---)	Swaggert	
KJYO-F , 102.7, 100 KW @ 1003,	CHR	,$ 50.00*	(Banner)	Clear Channel	
KKLR-F , 97.7, 3 KW @ 300,	OLDIES	,$ 18.00	(Masla)		(EDMOND)
KKNG-F , 92.5, 100 KW @ 1000,	BTFL/EZ	,$ 60.00*	(Christal)	New City	
KLTE-F , 101.9, 100 KW @ 457,	AC	,$ 44.00*	(Torbet)	Mel Wheeler	
KMGL-F , 104.1, 100 KW @ 1425,	SOFT AC	Trans,US 1,$ 41.00*	(Katz)	Guy Gannett	
KXXY-F+, 96.1, 100 KW @ 1340,	COUNTRY	ABC-D,$ 89.00*	(Mc-Guild)	New Market	
KZBS-F , 98.9, 100 KW @ 1253,	AC	APR,$ 68.00*	(HNWH)		

MISCELLANEOUS COMMENTS KIMY-F changes to KRXO and format from AC to Classic Rock (August)... KMGL-F sold by Guy Gannett to Renda for $3,050,000 (Clark)...

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OMAHA

Arbitron Rank/Pop (12+): 69/499,900

MSA Rank/Pop: 78/620,000
ADI # 70
Average Person Ratings: 16.6
Market TSL: 21.8 hours

Stations: 14/14
Diaries: 1111/450:1/58.5%
Sample Target: 870
% Below Line: 0
% Not Listed: 7.3

1987 Revenue: $17,300,000
HH Inc.: $36,712
Retail $: 4.4 Bil
Pop per Station: 35,707
#1 Biller: KFAB $5,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KFAB	186/22.3	20.4	20.5	19.6	24.0	20.7	
2. KEZO A/F	123/14.7	14.7	14.1	13.3	14.8	14.2	
3. KQKQ-F	87/10.4	9.1	10.9	12.0	12.0	10.6	
4. KESY-F	81/ 9.7	8.2	6.7	8.9	5.5	8.4	
5. KGOR-F	76/ 9.1	11.2	11.2	11.5	9.8	10.8	
6. WOW-F	58/ 7.0	7.9	5.4	7.4	6.4	6.9	
7. WOW	54/ 6.5	5.3	4.5	5.3	5.0	5.4	
8. KEFM-F	53/ 6.4	6.8	8.7	6.6	5.8	7.1	
9. KOIL	25/ 3.0	4.4	4.6	2.6	3.3	3.7	
10. KBWH-F	15/ 1.8	1.1	1.6	2.4	.6	1.7	

12+ TSA	1/4/CUME
1. KFAB	285/3721
2. KEZO A/F	185/1995
3. KGOR-F	138/2218
4. WOW	110/1430
5. KQKQ-F	103/1763
6. KESY-F	88/ 879
7. KEFM-F	76/1218
8. WOW-F	74/ 886
9. KOIL	34/ 624
10. KBWH-F	15/ 246

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 87
1. KFAB 1937/38.5	35.4	42.8
2. KQKQ-F 1496/29.8	28.6	30.5
3. KEZO A/F 1327/26.4	21.4	21.1
4. KGOR-F 1300/25.9	27.7	29.7
5. KEFM-F 912/18.1	17.8	17.1
6. KESY-F 785/15.6	14.6	11.9
7. WOW 614/12.2	12.9	13.3
8. WOW-F 603/12.0	13.8	13.7
9. KOIL 433/ 8.6	13.0	11.1
10. KBWH-F 246/ 4.9	2.2	1.8

12+ FM SHARE (METRO): 63.65% (492 of 773) (FAL 86: 60.00%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KQKQ-F>	1. KEZO-F+>	1. KEZO-F+>	1. KFAB	1. KFAB	1. KFAB
2. KGOR-F>	2. KQKQ-F	2. KFAB	2. KEZO-F+>	2. KEZO-F+>	2. KESY-F
3. KEZO-F+	3. KFAB	3. KQKQ-F	3. KQKQ-F	3. KEFM-F	3. WOW
4. KBWH-F	4. KGOR-F	4. KGOR-F	4. KEFM-F	KQKQ-F	4. WOW-F
5.	5. KEFM-F	5. KEFM-F	5. WOW-F	5. WOW-F	5. KGOR-F
			6. KGOR-F	6. KGOR-F	
				7. KESY-F	

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KFAB >	1. KFAB	1. KFAB	1. KFAB	1. KFAB >
2. KEZO-F+	2. KEZO-F+	2. KEZO-F+>	2. KQKQ-F	2. KEZO-F+
WOW-F+>	3. KESY-F+>	3. KGOR-F	3. KEZO-F+	3. WOW -F+
4. KGOR-F	4. KQKQ-F	4. KQKQ-F	4. KGOR-F	4. KQKQ-F
5. KQKQ-F	5. WOW	5. KESY-F	5. KESY-F+	5. KESY-F
	6. KGOR-F			6. KGOR-F
	7. WOW-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KQKQ-F	1. KQKQ-F>	1. KEFM-F	1. KQKQ-F	1. KFAB >
2. KEZO-F+>	2. KEFM-F	2. KQKQ-F>	2. KGOR-F	2. KEFM-F
KGOR-F	KEZO-F+	3. KEZO-F+	3. KFAB	KQKQ-F
4. KEFM-F	4. KGOR-F>	4. KFAB	4. KEFM-F	4. KESY-F
5.	5. KFAB	KGOR-F	5. KEZO-F+	KGOR-F
				6. WOW-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KEZO-F+>	1. KEZO-F+>	1. KEZO-F+	1. KEZO-F+>	1. KEZO-F+
2. KGOR-F	2. KFAB >	2. KFAB >	2. KFAB >	2. KFAB >
3.	3. KGOR-F	3. WOW-F	3. KGOR-F	3. WOW-F
4.	4. KQKQ-F	4. WEFM-F	4. WOW-F	4. WOW
5.	5. KEFM-F	KQKQ-F	5. KQKQ-F	5. KEFM-F
	WOW-F		6. KEFM-F	KQKQ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		163 (2)	163 (2)	21.1	24.4
AOR/CLASSIC	1 (1)	122 (1)	123 (2)	15.9	14.2
AC/OLDIES/SOFT ROCK	25 (1)	53 (1)	78 (2)	10.1	12.3
MOR/VARIETY/FULL	186 (1)		186 (1)	24.1	27.7
COUNTRY	54 (1)	58 (1)	112 (2)	14.5	13.3
BLACK/URBAN		15 (1)	15 (1)	1.9	0.7
BTFL MUSIC/EZ	1 (1)	81 (1)	82 (2)	10.6	6.6
NEWS/TALK	7 (1)		7 (1)	0.9	0.4
NOSTALGIA					
RELIGION/GOSPEL	7 (1)		7 (1)	0.9	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			773 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRO	660	Omaha	.8/1.9
KESY	1420	Omaha	.1/ .7
KKAR	1180	Belleuve	.8/4.3

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,NBC-T,$130.00*	(Christal)	Henry	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 1,CBS-R,$ 26.00*	(Torbet)		
WOW , 590, 5 KW	, COUNTRY	ABC-I,$ 40.00*	(Torbet)	Great Empire	
KMA , 960, 5 KW (DA-N)	, MOR	,$ 50.00	(Katz)	May	(SHENANDOAH, IA)
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,$ 20.00*	(Eastman)		
KEFM-F, 96.1, 100 KW @ 1442, SOFT AC		,$ 40.00	(Mc-Guild)		
KESY-F, 104.5, 32 KW @ 285, BTFL/EZ		,$ 36.00	(Mc-Guild)	Sungroup	
KEZO-F, 92.3, 100 KW @ 1210, AOR		ABC-R,$ 75.00*	(HNWH)	Albimar	
KGOR-F, 99.9, 115 KW @ 1227, CHR		Source,$ 60.00	(Christal)	Henry	
KQKQ-F, 98.5, 100 KW @ 510, CHR		ABC-F,$ 65.00*	(Eastman)		
WOW-F , 94.1, 100 KW @ 510, COUNTRY		ABC-E,$ 47.00*	(Torbet)	Great Empire	

MISCELLANEOUS COMMENTS KOIL sold for $900,000 (Chapman)... KEZO A/F by Albimar to Nanagansett for $8,5000,000 (Crisler)...

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ORLANDO

Arbitron Rank/Pop (12+): 51/746,800

MSA Rank/Pop: 55/925,000
ADI # 27
Average Person Ratings: 15.5
Market TSL: 20.8 hours

Stations: 23/21
Diaries: 1220/612:1/50.5%
Sample Target: 1010
% Below Line: 3.0
% Not Listed: 7.2

1987 Revenue: $38,000,000
HH Inc.: $31,813
Retail $: 7.3 Bil
Pop per Station: 35,562
#1 Biller: WWKA-F $5,100,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WWKA-F	146/12.1	9.3	12.8	9.2	8.9	10.9	9.6
2. WBJW A/F	125/10.6	10.3	9.8	9.6	10.0	10.1	13.6
3. WSTF-F	118/ 9.8	5.7	5.8	7.6	7.2	7.2	8.9
4. WSSP-F	99/ 8.2	12.2	11.7	11.8	9.8	11.0	7.6
5. WDIZ-F	82/ 6.8	6.3	5.1	7.8	7.9	6.5	9.8
6. WJYO-F	73/ 6.1	7.6	5.8	5.0	4.4	6.1	4.6
7. WDBO	66/ 5.5	6.7	7.1	6.7	7.5	6.5	5.1
8. WORL	63/ 5.2	4.8	3.6	3.7	3.1	4.3	2.6
9. WCAT-F	62/ 5.2	7.5	8.2	8.1	8.1	7.3	9.2
10. WKIS	47/ 3.9	3.7	4.7	3.8	3.4	4.0	3.7
11. WHTQ-F	44/ 3.7	4.7	3.7	2.8	3.2	3.7	5.0
12. WOCL-F	42/ 3.5	4.4	4.7	4.1	3.2	4.2	5.4
13. WLOQ-F	39/ 3.2	2.8	3.0	3.0	2.8	3.0	3.3
14.							
15.							

12+ TSA	1/4/CUME
1. WWKA-F	320/3174
2. WBJW A/F	289/4116
3. WSSP-F	232/2701
4. WSTF-F	187/2858
5. WWLV-F	155/1584
6. WCAT-F	150/2483
7. WDIZ-F	142/2188
8. WJYO-F	141/2019
9. WHTQ-F	114/1848
10. WDBO	83/1335
11. WOCL-F	81/1288
12. WORL	67/ 639
13. WORZ-F	62/1149
14. WKIS	59/ 959
15. WLOQ-F	45/ 761

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WBJW A/F	1967/25.4	29.1	27.6
2. WWKA-F	1398/18.1	19.6	16.0
3. WSTF-F	1383/17.9	16.8	19.1
4. WCAT-F	1310/16.9	24.1	22.9
5. WSSP-F	1243/16.1	20.1	17.5
6. WDIZ-F	1072/13.9	13.7	18.7
7. WJYO-F	1071/13.9	13.5	12.5
8. WDBO	996/12.9	14.0	18.0
9. WHTQ-F	809/10.5	9.3	8.6
10. WKIS	769/ 9.9	9.0	9.2
11. WOCL-F	701/ 9.1	11.6	10.0
12. WORZ-F	605/ 7.8	7.6	10.0
13. WORL	590/ 7.6	8.6	6.7
14. WLOQ-F	555/ 7.2	6.6	7.0
15.			

12+ FM SHARE (METRO): 81.00% (904 of 1116) (FAL 86: 78.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBJW-F+	>1. WSTF-F	1. WWKA-F	1. WWKA-F	1. WWKA-F	> 1. WWKA-F	1. WWKA-F	1. WWKA-F	1. WWKA-F	> 1. WBJW-F+	>1. WWKA-F
2. WCAT-F	2. WDIZ-F	2. WSTF-F	2. WSTF-F	> 2. WSTF-F	2. WSSP-F	2. WBJW-F+	2. WSTF-F	> 2. WBJW-F+	2. WDBO	2. WDIZ-F
3. WDIZ-F	3. WBJW-F+	3. WBJW-F+	3. WBJW-F+	3. WBJW-F+	3. WDBO	3. WSTF-F	> 3. WSSP-F	3. WSTF-F	3. WCAT-F	3. WSSP-F
4. WORL	4. WWKA-F	> 4. WDIZ-F	> 4. WDIZ-F	4. WJYO-F	4. WSTF-F	4. WDBO	4. WJYO-F	4. WSSP-F	4. WWKA-F	4. WBJW-F+
5.	5. WORL	5. WJYO-F	5. WJYO-F	5. WDIZ-F	5. WJYO-F	5. WSSP-F	5. WBJW-F+	5. WCAT-F	5. WSSP-F	5. WSTF-F
	6. WHTQ-F	6. WHTQ-F	6. WBJW-F+	6. WLOQ-F	6. WKIS	6. WDIZ-F	6. WDIZ-F	WDIZ-F	WSTF-F	6. WOR
	WORZ-F		7. WHTQ-F		WSTF-F	WKIS				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBJW-F+	1. WBJW-F+	1. WBJW-F+	1. WSTF-F	1. WSTF-F
2. WSTF-F>	2. WSTF-F>	2. WSTF-F	2. WBJW-F+	2. WWKA-F
3. WCAT-F	3. WWKA-F	3. WJYO-F	3. WWKA-F>	3. WBJW-F+
4. WWKA-F	4. WJYO-F	4. WDIZ-F	4. WJYO-F>	4. WJYO-F>
5.	5. WDIZ-F	WWKA-F	5. WORL	5. WSSP-F
		6. WHTQ-F	6. WOCL-F	
		WOCL-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDIZ-F>	1. WDIZ-F>	1. WDIZ-F	1. WDIZ-F	1. WWKA-F>
2. WCAT-F	2. WSTF-F>	2. WSTF-F	2. WWKA-F	2. WDIZ-F
WORL	3. WWKA-F	3. WORZ-F	3. WSTF-F	3. WSTF-F
4. WBJW-F+	4. WBJW-F+	WWKA-F	4. WBJW-F+	4. WDBO
WSTF-F	WHTQ-F	5. WHTQ-F	WORZ-F	WORZ-F
	WORL	WBJW-F+	WHTQ-F	6. WLOQ-F
	WORZ-F	WLOQ-F		

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	7 (1)	180 (2)	187 (3)	16.8	19.9
AOR/CLASSIC		163 (3)	163 (3)	14.6	13.6
AC/OLDIES/SOFT ROCK		233 (3)	233 (3)	20.9	16.3
MOR/VARIETY/FULL	66 (1)		66 (1)	5.9	9.0
COUNTRY	11 (2)	153 (2)	164 (4)	14.7	13.3
BLACK/URBAN	68 (2)		68 (2)	6.1	4.9
BTFL MUSIC/EZ		128 (2)	128 (2)	11.5	11.2
NEWS/TALK	47 (1)		47 (1)	4.2	3.7
NOSTALGIA	10 (1)		10 (1)	0.9	
RELIGION/GOSPEL	3 (1)	8 (1)	11 (2)	1.0	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		39 (1)	39 (1)	3.5	
UNKNOWN/OTHERS					6.3
			1116 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIV	1080	Kissimmee	.5/1.0
WHOO	990	Orlando	.4/2.7
WOKB	1600	Winter Park	.4/2.3
WPRD	1440	Winter Park	.8/2.0
WWLV-F	94.5	Daytona Beach	2.4/4.9
WPCV-F	97.5	Winter Haven	.6/2.2

RADIO STATIONS

WAJL, 1440, 5 KW/1 KW (DA-N)	, RELIGION		,$ 12.00	(---)		
WDBO, 580, 5 KW (DA-N)	, MOR	ABC-I,	$ 74.00*	(Katz)	New City	
WKIS, 740, 5 KW/1 KW (DA-1)	, NEWS/TALK	NBC,ABC-T,	$ 60.00*	(Eastman)	Guy Gannett	
WHOO, 990, 50 KW/5 KW (DA-N)	, COUNTRY	CBS,SMN,	$ 32.00*	(Torbet)	TK	
WONQ, 1140, 4.1 KW (DAYS)	, SPANISH	UPI,	$ 15.00*	(Lotus)		
WORL, 1270, 5 KW (DA-N)	, BLACK	CBS-R,	$ 35.00*	(HNWH)		
WBJW-F+, 105.1, 100 KW @ 1310, CHR		ABC-C,	$125.00	(Banner)	Nationwide	
WDIZ-F , 100.3, 100 KW @ 890, AOR		ABC-R,	$ 85.00*	(MMR)	Shamrock-Lynett	
WCAT-F , 106.7, 100 KW @ 875, CHR			,$105.00*	(Durpetti)	Southern Starr	
WHTQ-F , 96.5, 100 KW @ 1609, AOR			,$ 60.00*	(Torbet)	TK	
WJYO-F , 107.7, 100 KW @ 1613, SOFT AC			,$110.00*	(Mc-Guild)	Metroplex	
WLOQ-F , 103.1, 3 KW @ 300, JAZZ			,$ 45.00*	(---)		
WWKA-F , 92.3, 100 KW @ 1341, COUNTRY			,$135.00*	(Katz)	New City	
WOCL-F , 105.9, 100 KW @ 1650, CLASSIC/AC		APR,	$ 70.00*	(Christal)	American	(DE LAND)
WORZ-F , 101.9, 28 KW @ 1650, CLASSIC AOR			,$ 55.00*	(CBS)		(DAYTONA BEACH)
WSSP-F , 104.1, 100 KW @ 1580, BTFL/EZ			,$ 93.00*	(Christal)	Guy Gannett	(COCOA BEACH)
WSTF-F , 101.1, 100 KW @ 1598, AC			,$ 84.00*	(Republic)	Capitol-Goodman	(COCOA BEACH)

MISCELLANEOUS COMMENTS WORL sold to Beasley for $1,935,000 (Raymond)... WMMA changes to WHOO-A (Sept.)... WHLY changes calls to WCAT-F (Sept.)...

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PENSACOLA

Arbitron Rank/Pop (12+): 127/275,700

MSA Rank/Pop: 137/347,000
Mobile ADI
Average Person Ratings: 15.9
Market TSL: 21.3 hours

Stations: 14/ 9
Diaries: 795/347:1/52.5%
Sample Target: 640
% Below Line: 33.7
% Not Listed: 9.3

1987 Revenue: $8,000,000
HH Inc.: $30,324
Retail $: 2.0 Bil
Pop per Station: 28,633
#1 Biller: WOWW-F $1,700,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WOWW-F	54/12.0	10.5	---	8.6	---		
2. WBLX-F	47/10.4	11.7	---	7.1	---		
3. WABB-F	45/10.0	9.5	---	10.6	---		
4. WTKX-F	41/ 9.1	8.8	---	5.8	---		
5. WMEZ-F	38/ 8.4	10.9	---	10.2	---		
6. WXBM-F	35/ 7.8	6.4	---	10.4	---		
7. WIZD-F	28/ 6.2	7.8	---	15.9	---		
WBOP	28/ 6.2	5.3	---	3.3	---		
WCOA	28/ 6.2	6.6	---	7.7	---		
10. WJLQ-F	26/ 5.8	7.0	---	6.3	---		
11. WAVH-F	21/ 4.7	---	---	---	---		
12.							

12+ TSA	1/4/CUME
1. WABB-F	78/1087
2. WBLX-F	74/ 735
3. WTKX-F	71/ 762
4. WOWW-F	69/ 743
5. WMEZ-F	60/ 654
6. WIZD-F	53/ 717
7. WXBM-F	51/ 661
8. WJLQ-F	33/ 730
9. WAVH-F	31/ 394
10. WBOP	28/ 292
WCOA	28/ 358
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WABB-F	636/22.4	24.3	---
2. WOWW-F	615/21.6	19.6	---
3. WJLQ-F	522/18.4	19.3	---
4. WIZD-F	470/16.5	19.3	---
5. WTKX-F	434/15.3	16.0	---
6. WXBM-F	416/14.6	13.5	---
7. WBLX-F	409/14.4	16.7	---
8. WMEZ-F	406/14.3	19.2	---
9. WCOA	358/12.6	14.6	---
10. WKRG-F	298/10.5	11.9	---
11. WBOP	292/10.3	11.2	---
12. WAVH-F	264/ 9.3	---	---

12+ FM SHARE (METRO): 84.60% (346 of 409) (FAL 86: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WABB-F	1. WTKX-F>	1. WTKX-F	1. WOWW-F	1. WOWW-F	1. WOWW-F	1. WOWW-F>	1. WOWW-F	1. WOWW-F	1. WBLX-F>	1. WOWW-F
2. WBLX-F>	2. WABB-F	2. WBLX-F	2. WBLX-F	2. WBLX-F	2. WMEZ-F	2. WABB-F	2. WMEZ-F	2. WTKX-F	2. WABB-F	2. WABB-F
3. WJLQ-F	3. WBLX-F>	3. WOWW-F	3. WTKX-F	3. WTKX-F	3. WCOA	3. WTKX-F	WABB-F	3. WABB-F	3. WXBM-F	3. WBLX-F
4.	4. WJLQ-F	WABB-F	4. WIZD-F>	WIZD-F	4. WBOP	4. WCOA	4. WTKX-F	4. WBLX-F	4. WCOA	4. WTKX-F
5.	5. WOWW-F	5. WIZU-F	5.	5. WXBM-F	WXBM-F	5. WBLX-F	5. WIZD-F	5. WXBM-F	5. WOWW-F	5. WKBM-F
				WAVH-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WABB-F>	1. WABB-F	1. WBLX-F	1. WABB-F	1. WBLX-F	1. WTKX-F>	1. WTKX-F>	1. WTKX-F>	1. WTKX-F>	1. WOWW-F
2. WTKX-F	2. WBLX-F>	2. WTKX-F	WBLX-F	2. WIZD-F	2. WBLX-F	2. WABB-F>	2. WABB-F	2. WOWW-F	2. WTKX-F>
3.	3. WTKX-F	WABB-F	3. WOWW-F	3. WOWW-F	3. WABB-F	3. WBLX-F	3. WOWW-F	3. WBLX-F	3. WMEZ-F
4.	4. WJLQ-F	4. WJLQ-F	4. WTKX-F	4. WBOP	4. WXBM-F	4. WJCQ-F	4. WJLQ-F	4. WABB-F	WIZD-F
5.	WIZD-F	WIZD-F	WAUH-F	WAVH-F	5. WMEZ-F	WOWW-F	5.	5. WXBM-F	5. WBCX-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		71 (2)	71 (2)	17.4	
AOR/CLASSIC		41 (1)	41 (1)	10.0	
AC/OLDIES/SOFT ROCK		60 (3)	60 (3)	14.7	
MOR/VARIETY/FULL					
COUNTRY		89 (2)	89 (2)	21.8	
BLACK/URBAN	28 (1)	47 (1)	75 (2)	18.3	
BTFL MUSIC/EZ		38 (1)	38 (1)	9.3	
NEWS/TALK					
NOSTALGIA	28 (1)		28 (1)	6.8	
RELIGION/GOSPEL	2 (1)		2 (1)	0.5	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	1.2	
			409 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXP	980	Gulf Breeze	1.1/ 3.4
WHYM	610	Pensacola	.4/ 3.3
WKRG-F	99.9	Mobile	2.4/10.5

RADIO STATIONS

WBOP, 1230, 1 KW	, BLACK	NBN,$ 18.00*	(Durpetti)	Holt
WCOA, 1370, 5 KW (DA-2)	, NOST/MOR	CBS,MBS,$ 20.00*	(Mc-Guild)	
WBSR, 1450, 1 KW	, AC	ABC-D,$ 10.00*	(Torbet)	
WJLQ-F, 100.7, 100 KW @ 1555,	CHR	ABC-C,$ 32.00*	(Mc-Guild)	
WMEZ-F, 94.1, 100 KW @ 1328,	BTFL/EZ	ABC-D,$ 37.00*	(Torbet)	
WOWW-F, 107.3, 100 KW @ 460,	COUNTRY	US 2,$ 41.00*	(Katz)	Colonial
WTKX-F, 101.5, 100 KW @ 493,	AOR	ABC-R,$ 30.00*	(Banner)	Holt
WXBM-F, 102.7, 100 KW @ 1328,	COUNTRY	MBS,$ 32.00	(Torbet)	

Other ranked stations - See Mobile

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PEORIA

Arbitron Rank/Pop (12+): 115/301,900

MSA Rank/Pop: 138/363,000
ADI # 110 (w/Bloomington)
Average Person Ratings: 15.4
Market TSL: 20.3 hours

Stations: 17/11
Diaries: 830/364:1/60.4%
Sample Target: 700
% Below Line: 4.9
% Not Listed: 11.5

1987 Revenue: $6,900,000
HH Inc.: $36,886
Retail $: 2.1 Bil
Pop per Station: 27,445
#1 Biller: WKZW-F $1,250,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WWCT-F	74/16.3	15.2	17.5	18.1	16.0		
2. WSWT-F	70/15.5	13.3	13.8	12.6	10.4		
3. WKZW-F	68/15.0	16.4	15.1	16.2	15.8		
4. WXCL	37/ 8.2	9.3	8.6	6.9	9.3		
5. WMBD	36/ 7.9	8.4	9.7	7.5	8.8		
6. WIRL	32/ 7.1	7.4	5.2	8.5	6.8		
7. WKQA-F	19/ 4.2	5.5	3.2	2.8	4.5		
8. WGLO-F	17/ 3.8	4.6	4.1	3.7	4.7		
9. WBZM-F	10/ 2.2	1.7	3.7	4.1	5.0		
10. WTAZ-F	9/ 2.0	2.9	.6	.8	1.6		
11.							

12+ TSA	1/4/CUME
1. WWCT-F	109/1273
2. WKZW-F	108/1595
3. WSWT-F	82/ 981
4. WJBC	50/ 578
5. WIRL	38/ 733
WXCL	38/ 499
7. WMBD	36/ 586
8. WBNQ-F	31/ 566
9. WGN	25/ 459
10. WKQA-F	23/ 426
WAAG-F	23/ 245

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WKZW-F	951/32.3	36.6	34.7
2. WWCT-F	826/28.0	26.6	26.5
3. WSWT-F	733/24.9	21.6	22.1
4. WIRL	593/20.1	19.6	15.6
5. WMBD	544/18.5	20.7	20.4
6. WXCL	467/15.9	17.4	14.2
7. WKQA-F	316/10.7	14.0	11.8
8. WGLO-F	290/ 9.8	11.1	10.2
9. WBBM	177/ 6.0	---	3.3
10. WBZM-F	173/ 5.9	2.8	10.8
11.			

12+ FM SHARE (METRO): 68.33% (274 of 401) (FAL 86: 66.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKZW-F>	1. WWCT-F>	1. WWCT-F>	1. WWCT-F	1. WWCT-F	1. WSWT-F	1. WWCT-F	1. WSWT-F	1. WKZW-F	1. WKZW-F>	1. WWCT-F
2. WWCT-F	2. WKZW-F>	2. WKZW-F>	2. WKZW-F	2. WSWT-F	2. WXCL	2. WSWT-F	2. WWCT-F	WSWT-F	2. WWCT-F>	2. WKZW-F
3.	3. WSWT-F	3. WSWT-F	3. WSWT-F	3. WKZW-F	3. WMBD >	3. WKZW-F	3. WKZW-F	WWCT-F>	3. WSWT-F>	WSWT-F>
4.	4. WKQA-F	4. WIRL	4. WIRL >	4. WIRL	4. WIRL	4. WMBD	4. WXCL	4. WXCL	4. WMBD	4. WIRL
5.	5. WIRL	5.	5. WKQA-F	5. WXCL	5. WKZW-F	5. WIRL	5. WIRL	5. WIRL	5. WXCL	5. WXCL
			WXCL					6. WKQA-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WKZW-F	1. WSWT-F	1. WWCT-F>	1. WWCT-F	1. WWCT-F>	1. WWCT-F>	1. WWCT-F>
2. WKQA-F	2. WKZW-F>	2. WKZW-F	WWCT-F	2. WKZW-F	2. WKZW-F	2. WKZW-F>	2. WKZW-F	2. WKZW-F>	2. WKZW-F
3. WSWT-F	3. WSWT-F	3. WKQA-F	3. WSWT-F>	3. WIRL	3.	3.	3. WIRL	3. WIRL	3. WXCL
4.	4. WKQA-F	4. WIRL	4. WIRL	WWCT-F	4.	4.	WKQA-F	WSWT-F	4. WIRL
5.	5.	WSWT-F	5. WGLO-F	5. WGLO-F	5.	5.	5. WMBD	5. WXCL	WSWT-F
							WSWT-F		

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		73 (2)	73 (2)	18.2	19.2
AOR/CLASSIC		74 (1)	74 (1)	18.4	18.9
AC/OLDIES/SOFT ROCK	35 (2)	36 (2)	71 (4)	17.7	15.0
MOR/VARIETY/FULL	43 (3)		43 (3)	10.7	12.4
COUNTRY	37 (1)	2 (1)	39 (2)	9.7	14.3
BLACK/URBAN					
BTFL MUSIC/EZ		70 (1)	70 (1)	17.4	15.0
NEWS/TALK	5 (1)	9 (1)	14 (2)	3.5	0.5
NOSTALGIA		10 (1)	10 (1)	2.5	
RELIGION/GOSPEL	7 (1)		7 (1)	1.7	4.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.7
			401 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPEO	1020	Peoria	1.5/3.5
WAAG-F	94.9	Galesburg	.4/2.2
WBBM	780	Chicago	1.1/6.0
WBNQ-F	101.5	Bloomington	1.1/4.8
WGN	720	Chicago	.9/5.0
WJBC	1230	Bloomington	.7/1.9
WLS	890	Chicago	.7/4.8

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, AC	ABC-E,$ 34.00*	(Christal)	Comm. Prop.	
WMBD, 1470, 5 KW (DA-2)	, MOR	CBS,$ 43.00*	(Katz)	Midwest TV	
WPEO, 1020, 1 KW (DAYS)	, RELIGION	,$ 12.00	(---)		
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	,$ 36.00*	(Banner)	Kelly	
WBZM-F, 94.3, 3 KW @ 300,	NOSTALGIA	SMN,$ 20.00*	(Masla)		(CHILLICOTHE)
WGLO-F, 95.3, 560 W @ 640,	AC	NBC,$ 15.00	(Roslin)	Cromwell	(PEKIN)
WKQA-F, 104.9, 3 KW @ 265,	AC	US 1,$ 26.00*	(Banner)	Kelly	
WKZW-F, 93.3, 40 KW @ 548,	CHR	,$ 46.00*	(Katz)	Midwest TV	
WSWT-F, 106.9, 50 KW @ 450,	BTFL/EZ	ABC-I,$ 37.00*	(Christal)	Comm. Prop.	
WTAZ-F, 102.3, 3 KW @ 300,	TALK	CNN,ABC-T,$ 13.00	(---)		
WWCT-F, 105.7, 36 KW @ 571,	AOR	Source,$ 34.00	(HMWH)		

Other ranked stations - See Bloomington and Chicago

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PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,047,200

MSA Rank/Pop: 4/4,840,000
ADI # 4
Average Person Ratings: 18.9
Market TSL: 24.8 hours

Stations: 29/25
Diaries: 3023/1339:1/51.8%
Sample Target: 2440
% Below Line: 1.6
% Not Listed: 9.1

1987 Revenue: $115,600,000
HH Inc.: $35,793
Retail $: 33.3 Bil
Pop per Station: 161,888
#1 Biller: WMMR-F $14,600,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WMMR-F*	626/8.1	8.1	8.9	9.0	9.0	8.5	10.2
2. KYW	614/8.0	7.2	6.8	7.6	7.0	7.4	6.2
3. WUSL-F	599/7.8	7.8	7.4	7.2	7.2	7.6	9.9
4. WEAZ-F	570/7.4	6.4	7.4	9.0	7.9	7.6	6.1
5. WKSZ-F	448/5.8	5.0	5.3	5.7	4.3	5.5	4.6
6. WWDB-F	396/5.2	5.1	4.4	4.5	5.3	4.8	3.7
7. WEGX-F	367/4.8	3.3	3.0	1.6	1.7	3.2	5.8
8. WMGK-F	363/4.7	4.1	5.1	4.5	4.1	4.6	4.2
9. WPEN	356/4.6	4.2	4.5	4.3	4.4	4.4	4.0
10. WYSP-F	352/4.6	4.0	4.2	4.5	4.5	4.3	6.2
11. WDAS-F	299/3.9	4.0	5.0	3.6	4.4	4.1	4.8
12. WOGL-F	271/3.5	3.4	4.3	5.0	4.0	4.1	4.1
13. WXTU-F	267/3.5	4.6	3.3	3.2	3.9	3.7	4.1
14. WSNI-F	257/3.3	3.7	4.4	4.7	4.3	4.0	3.1
15. WCAU	221/2.9	3.7	3.5	3.0	2.8	3.3	3.3
16. WIOQ-F	185/2.4	2.3	2.3	2.9	2.5	2.5	2.1
17. WFLN-F	148/1.9	2.0	1.8	2.0	1.8	1.9	1.7
18. WIP	117/1.5	1.7	2.4	2.6	2.7	2.1	1.9
19. WDAS	93/1.2	1.2	1.1	1.5	1.5	1.3	.6
20. WPGR	70/ .9	1.1	.8	.8	---	0.9	---
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WMMR-F*	828/11232
2. WEAZ-F	737/ 8087
3. WUSL-F	713/ 7071
4. KYW	664/13409
5. WKSZ-F	519/ 7053
6. WYSP-F	512/ 8499
7. WWDB-F	464/ 4685
8. WMGK-F	442/ 7238
9. WEGZ-F	432/ 6937
10. WPEN	380/ 4030
11. WXTU-F	366/ 4895
12. WDAS-F	338/ 3944
13. WOGL-F	333/ 7301
14. WSNI-F	331/ 5038
15. WCAU	257/ 5511
16. WIOQ-F	228/ 4653
17. WFLN-F	176/ 2969
18. WJBR-F	138/ 1864
19. WIP	126/ 3591
20. WDAS	94/ 1817
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. KYW 11921/29.4	25.6	26.9
2. WMMR-F* 7681/18.9	20.8	21.8
3. WEAZ-F 6468/14.2	15.3	14.8
4. WKSZ-F 6069/14.9	14.6	11.9
5. WMGK-F 6021/14.8	14.7	13.5
6. WUSL-F 5780/14.2	15.3	14.8
7. WYSP-F 5702/14.0	14.2	14.4
8. WOGL-F 5682/14.0	16.9	15.5
9. WEGX-F 5601/13.8	10.9	8.3
10. WCAU 4630/11.4	13.7	12.0
11. WSNI-F 4007/ 9.9	11.5	11.4
12. WWDB-F 3827/ 9.4	9.8	9.9
13. WIOQ-F 3798/ 9.4	10.7	9.9
14. WPEN 3737/ 9.2	9.9	10.4
15. WXTU-F 3634/ 9.0	7.9	9.4
16. WDAS-F 3493/ 8.6	10.4	9.9
17. WIP 3231/ 8.0	7.8	9.6
18. WFLN-F 2312/ 5.7	5.6	5.2
19. WDAS 1772/ 4.4	4.4	3.7
20. WFIL 1641/ 4.0	6.0	3.7
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 75.07% (5245 of 6987) (FAL 86: 73.87%)

* WMMR-F was determined by Arbitron to have engaged in a special station activity.

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WUSL-F	1. WMMR-F>	1. WMMR-F>	1. WMMR-F	1. WMMR-F	1. WEAZ-F	1. KYW >	1. WEAZ-F	1. WMMR-F	1. WUSL-F>	1. WEAZ-F
2. WEGX-F>	2. WUSL-F	2. WUSL-F	2. WKSZ-F	2. WKSZ-F	2. KYW >	2. WMMR-F	2. WMMR-F	2. WEAZ-F	2. WDAS-F	2. WUSL-F
3. WOGL-F	3. WYSP-F	3. WYSP-F	3. WMGK-F	3. WMGK-F	3. WWDB	3. WUSL-F	3. WKSZ-F	3. WUSL-F	WEGX-F	3. WMMR-F
4. WMMR-F	4. WDAS-F	4. WKSZ-F	4. WUSL-F	4. KYW	4. WPEN	4. WEAZ-F	4. WMGK-F	4. KYW	4. WMMR-F	4. WEGX-F
5. WYSP-F	5. WMGK-F	WMGK-F	5. KYW	5. WUSL-F	5. WKSZ-F	WYSP-F	5. WUSL-F	5. WKSZ-F	5. WWDB-F	5. WXTU-F
6.	6. WEGX-F	6. WDAS-F	WYSP-F	6. WEAZ-F	6. WCAU	6. WWDB-F	6. WPEN	6. WEGX-F	6. WKSZ-F	6. WKSZ-F
7.	7. WKSZ-F	7. WSNI-F	7. WSNI-F	WSNI-F	WXTU-F	7. WKSZ-F	WWDB-F	7. WMGK-F	7. KYW	WPEN
8.	8. WOGL-F	8. KYW	8. WDAS-F	8. WYSP-F	8. WMGK-F	8. WPEN	8. KYW	8. WPEN	WEAZ-F	8. WYSP-F
9.	9. WIOQ-F	9. WEGX-F	9. WEAZ-F	9. WDAS-F	9. WSNI-F	9. WMGK-F	9.	9. WWDB-F	9. WOGL-F	9.
10.	10.	10.	10. WXTU-F	10. WXTU-F	10.	10.	10.	10. WYSP-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WUSL-F	1. WUSL-F	1. WUSL-F	1. WUSL-F	1. WKSZ-F
2. WMMR-F	2. WMMR-F	2. WDAS-F	2. WKSZ-F	2. WMGK-F
3. WEGX-F	3. WDAS-F	3. WKSZ-F	3. WMGK-F	3. WUSL-F
4. WDAS-F	4. WMGK-F	WMGK-F	4. WMMR-F	4. KYW
5. WMGK-F	5. WKSZ-F	5. WMMR-F>	5. WDAS-F	5. WSNI-F
6. WOGL-F	6. WEGX-F	6. WYSP-F	6. WEGX-F	6. WEAZ-F
7. WKSZ-F	7. WOGL-F	7. WIOQ-F	WSNI-F	7. WDAS-F
8. WSNI-F	8. WYSP-F	8. WOGL-F	8. WOGL-F	8. WMMR-F
9.	9. WIOQ-F	9.	9. KYW	9.
10.	WSNI-F	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F	1. WMMR-F>
2. WUSL-F	2. WYSP-F	2. WYSP-F>	2. WYSP-F	2. WYSP-F
WYSP-F>	3. WUSL-F>	3. WUSL-F	3. WUSL-F	3. KYW
4. WEGX-F	4. WDAS-F	4. WMGX-F	4. WDAS	4. WMGK-F
5. WDAS-F	5. WEGX-F	5. WDAS-F	WMGK-F	5. WXTU-F
6. WOGL-F	WMGK-F	6. WIOQ-F	6. KYW	6. WEAZ-F
7.	7. WIOQ-F	7. KYW	7. WXTU-F	7. WSNI-F
8.	8. WOGL-F	8. WOGL-F	8. WSNI-F	8. WUSL-F
9.	9.	9. WPGR	9. WIOQ-F	WWDB-F
10.	10.	10. WSNI-F	10.	10. WKSZ-F

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		398 (2)	398 (2)	5.7	7.3
AOR/CLASSIC		978 (2)	978 (2)	14.0	17.9
AC/OLDIES/SOFT ROCK	132 (2)	1590 (7)	1722 (9)	24.6	17.2
MOR/VARIETY/FULL	117 (1)		117 (1)	1.7	3.0
COUNTRY		267 (1)	267 (1)	3.8	4.3
BLACK/URBAN	93 (1)	898 (2)	991 (3)	14.2	15.4
BTFL MUSIC/EZ		570 (1)	570 (1)	8.2	9.3
NEWS/TALK	858 (3)	396 (1)	1254 (4)	17.9	16.9
NOSTALGIA	424 (2)		424 (2)	6.1	5.0
RELIGION/GOSPEL	51 (1)		51 (1)	0.7	0.6
SPANISH					
CLASSICAL		148 (1)	148 (1)	2.1	2.0
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	67 (2)		67 (2)	1.0	1.2
			6987 (29)		

NOTE: The AC/OLDIES percentage may be artificially high for this book. Once the WOGL/WIOQ format changes settle in the percentage should drop.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDVT	900	Philadelphia	.3/ .9
WFIL	560	Philadelphia	.8/4.0
WHAT	1340	Philadelphia	.9/2.9
WNAP	1110	Norristown	.6/ .9
WZZD	990	Philadelphia	.7/2.5
WJBR-F	99.5	Wilmington	.5/1.9
WKXW-F	101.5	Trenton	.4/1.2
WPST-F	97.5	Trenton	.4/2.4
WOR	710	New York	.3/ .9

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC,$283.00	(Group W)	Westinghouse	
WCAU, 1210, 50 KW	, TALK/NEWS	CBS,$180.00	(CBS)	CBS	
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 55.00*	(HNWH)	Unity	
WDVT, 900, 1 KW (DAYS,DA)	, TALK	MBS,$ 43.00	(---)		
WFIL, 560, 5 KW (DA-2)	, OLDIES	ABC-D,$ 85.00*	(Mc-Guild)		
WHAT, 1340, 1 KW	, NOSTALGIA (?)	SBN,$ 50.00*	(Roslin)		
WIP , 610, 5 KW (DA-1)	, MOR/TALK	ABC-E,$110.00	(Katz)		
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	US 2,$155.00*	(MMR)	Greater Media	
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	US 1,$ 70.00*	(Durpetti)	Pyramid	
WTEL, 860, 10 KW (DAYS,DA)	, SPANISH/RELIG	,$ 23.00	(Caballero)		
WYIS, 690, 1 KW (DAYS,DA)	, SPANISH	,$ 39.00	(Lotus)		(PHOENIXVILLE)
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	,$ 35.00	(---)		

FM STATIONS

WOGL, 98.1, 13 KW @ 1000, OLDIES	CBS-R,$150.00	(CBS)	CBS	
WDAS, 105.3, 3 KW @ 870, BLACK	,$130.00	(HNWH)	Unity	
WEAZ, 101.1, 13 KW @ 1010, BTFL/EZ	,$270.00	(Mc-Guild)		
WFLN, 95.7, 50 KW @ 490, CLASSICAL	,$ 95.00	(CMBS)		
WIOQ, 102.1, 30 KW @ 650, OLDIES	,$165.00*	(Mc-Guild)	Outlet	
WKSZ, 100.3, 35 KW @ 600, SOFT AC	,$142.00*	(HNWH)		(MEDIA)
WMGK, 102.9, 50 KW @ 300, AC	,$215.00	(MMR)	Greater Media	
WMMR, 93.3, 25 KW @ 670, AOR	Source,$375.00*	(Katz)	Metromedia	
WSNI, 104.5, 13 KW @ 1008, AC	US 1,$175.00*	(Durpetti)	Pyramid	
WUSL, 98.9, 18 KW @ 830, URBAN	ABC-F,$165.00*	(Eastman)		
WWDB, 96.5, 18 KW @ 850, TALK	ABC-I,$130.00*	(Republic)	Panache	
WXTU, 92.5, 50 KW @ 500, COUNTRY	MBS,$140.00*	(Banner)	Beasley	
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC-R,$175.00*	(Torbet)	Infinity	
WEGX, 106.1, 23 KW @ 740, CHR	ABC-C,$110.00*	(Christal)	Malrite	

CALL LETTER CHANGES

WCAU-F changes to WOGL

FORMAT CHANGES

WOGL: From CHR to Oldies (Nov.)
WIOQ: From AOR to Oldies (Nov.)

STATION SALES

WIP: Sold by Metropolitan for $6,000,000
WFLN-F: Sold for $15,000,000 (Blackburn)

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PHOENIX

Arbitron Rank/Pop (12+): 24/1,564,000

MSA Rank/Pop: 20/1,960,000
ADI # 21
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 26/26
Diaries: 1528/1024:1/55.3%
Sample Target: 1460
% Below Line: 0
% Not Listed: 5.2

1987 Revenue: $65,500,000
HH Inc.: $32,627
Retail $: 13.5 Bil
Pop per Station: 60,154
#1 Biller: KNIX A/F $10,700,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KNIX A/F	462/17.4	14.1	13.1	11.8	11.7	14.1	
2. KMEO A/F	350/13.2	12.7	11.7	12.8	11.5	12.6	
3. KZZP A/F	283/10.6	12.6	12.3	10.5	10.6	11.5	
4. KUPD-F	179/ 6.7	6.1	6.4	6.7	7.2	6.5	
5. KTAR	168/ 6.3	7.5	7.0	9.3	9.4	7.5	
6. KAMJ A/F	124/ 4.6	3.7	3.6	5.3	4.9	4.3	
7. KKLT-F	104/ 3.9	2.6	4.0	3.5	4.7	3.5	
8. KSLX A/F	100/ 3.8	3.9	4.5	3.8	3.7	4.0	
9. KDKB-F	81/ 3.1	4.0	3.7	3.3	3.2	3.5	
KOY-F	81/ 3.1	1.9	2.4	2.1	2.4	2.4	
11. KKFR-F	79/ 3.0	2.9	3.2	2.5	2.8	2.9	
12. KFYI	73/ 2.8	2.0	2.5	3.0	2.2	2.6	
13. KOOL-F	72/ 2.7	4.2	3.8	3.4	3.4	3.5	
14. KLFF	69/ 2.6	1.6	1.6	1.9	2.7	1.9	
15. KOOL	67/ 2.5	2.1	1.8	1.2	.3	1.9	
16. KLZI-F	55/ 2.1	2.6	3.0	2.9	2.6	2.7	
17. KONC-F	37/ 1.4	1.1	1.1	1.3	1.4	1.2	
18. KOY	32/ 1.2	1.9	1.8	2.4	2.5	1.8	
19. KEYX-F	31/ 1.2	.9	1.2	1.0	.6	1.1	
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KNIX A/F	534/5406
2. KMEO A/F	364/3433
3. KZZP A/F	317/4330
4. KUPD-F	203/2764
5. KTAR	178/2889
6. KAMJ A/F	134/1786
7. KDKB-F	125/2089
8. KSLX A/F	116/1532
9. KKLT-F	108/1703
10. KKFR-F	95/1451
11. KOY-F	87/1511
12. KOOL-F	79/1743
13. KFYI	74/1063
14. KOOL	72/ 861
15. KLFF	70/ 722
16. KLZI-F	57/1000
17. KEYX-F	39/ 638
18. KONC-F	37/ 539
19. KOY	34/ 846
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. KNIX A/F 4704/28.9	24.0	21.9
2. KZZP A/F 4067/25.0	26.7	24.0
3. KMEO A/F 3197/19.7	18.8	17.8
4. KTAR 2667/16.4	18.4	21.8
5. KUPD-F 2394/14.7	16.6	16.0
6. KDKB-F 1747/10.8	11.2	10.9
7. KAMJ A/F 1644/10.1	7.8	7.6
8. KKLT 1558/ 9.6	12.2	13.8
9. KOOL-F 1530/ 9.4	10.8	10.8
10. KSLX A/F 1383/ 8.5	10.1	7.9
11. KOY-F 1369/ 8.4	8.5	7.5
12. KKFR-F 1245/ 7.7	11.2	11.1
13. KFYI 1008/ 6.2	6.3	5.7
14. KLZI-F 975/ 6.0	9.7	8.6
15. KOOL 811/ 5.0	4.5	2.0
16. KOY 731/ 4.5	6.5	6.9
17. KLFF 676/ 4.2	3.6	5.7
18. KONC-F 539/ 3.3	2.8	3.2
19. KEYX-F 521/ 3.2	4.0	1.9
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 77.29% (1943 of 2514) (FAL 86: 73.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZZP-F+>	1. KUPD-F	1. KNIX-F+>	1. KNIX-F+>	1. KNIX-F+>	1. KMEO-F+	1. KNIX-F+>	1. KNIX-F+	1. KNIX-F+>	1. KZZP-F+>	1. KNIX-F+
2. KUPD-F>	2. KZZP-F+	2. KZZP-F+	2. KZZP-F+	2. KAMJ-F+	KNIX-F+>	2. KMEO-F+>	2. KMEO-F+>	2. KZZP-F+	2. KNIX-F+>	2. KMEO-F+
3. KNIX-F+	3. KNIX-F+>	3. KUPD-F>	3. KAMJ-F+	3. KZZP-F+	3. KTAR	3. KZZP-F+	3. KZZP-F+	3. KMEO-F+>	3. KUPD-F	3. KZZP-F+>
4. KOY-F	4. KSLX-F+	4. KSLX-F+	4. KKLT-F	4. KMEO-F+	4. KAMJ-F+	4. KTAR	4. KAMJ-F+	4. KUPD-F	4. KMEO-F+>	4. KUPD-F
5. KKFR-F	5. KDKB-F	5. KAMJ-F+	5. KUPD-F	5. KKLT-F	5. KLFF	5. KUPD-F>	5. KUPD-F	5. KAMJ-F+	5. KTAR	5. KTAR
6.	6. KKLT-F	6. KKLT-F	6. KSLX-F+	6. KUPD-F	6.	6. KSLX-F+	6. KTAR	6. KTAR	6. KOY-F	6. KLFF
7.	7. KKFR-F	7.	7. KMEO-F+	7.	7.	7. KAMJ-F+	7. KKLT-F	7.	7. KKLT-F	7. KOOL
8.	8. KOY-F	8.	8.	8.	8.	8.	8.	8.	8. KKFR-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZP-F+>	1. KZZP-F+	1. KKLT-F	1. KNIX-F+>	1. KNIX-F+>
2. KNIX-F+	2. KNIX-F+	2. KNIX-F+	2. KZZP-F+	2. KMEO-F+
3. KUPD-F	3. KUPD-F	KUPD-F	3. KAMJ-F+	3. KAMJ-F+
4. KOY-F	4. KKLT-F	4. KZZP-F	4. KKLT-F	4. KKLT-F
5. KDKB-F	5. KAMJ-F+	5. KAMJ-F	5. KUPD-F	5. KZZP-F+
6. KKFR-F	6. KOY-F	6. KSLX-F+	6. KMEO-F+	6. KUPD-F
7. KAMJ-F+	7. KSLX-F+	7. KOY-F	7.	7.
8.	8. KDKB-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUPD-F>	1. KUPD-F>	1. KNIX-F+	1. KNIX-F+>	1. KNIX-F+>
2. KZZR-F+	2. KNIX-F+	2. KUPD-F	2. KUPD-F	2. KZZP-F+
3. KSLX-F+	3. KZZP-F+	3. KSLX-F+	3. KZZP-F+	3. KUPD-F
4. KDKB-F	4. KSLX-F+	4. KZZP-F+	4. KSLX-F+>	4. KTAR
5. KNIX-F+	5. KDKB-F	5. KKFR-F	5. KDKB-F	5. KSLX-F+
6. KEYX-F	6. KKFR-F>	6. KDKB-F	KTAR	6. KAMJ-F+
7.	7. KOOL-F	7. KOOL-F	7.	7. KOOL
8.	8. KFYI	8. KKLT-F	8.	KOOL-F
9.	9.	9. KFYI	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	9 (1)	353 (2)	362 (3)	14.4	14.2
AOR/CLASSIC		360 (3)	360 (3)	14.3	16.1
AC/OLDIES/SOFT ROCK	67 (1)	435 (5)	502 (6)	20.0	19.4
MOR/VARIETY/FULL	32 (1)		32 (1)	1.3	2.6
COUNTRY	57 (1)	402 (1)	462 (2)	18.4	12.4
BLACK/URBAN					2.8
BTFL MUSIC/EZ	28 (1)	322 (1)	350 (2)	13.9	12.2
NEWS/TALK	241 (2)		241 (2)	9.6	12.3
NOSTALGIA	69 (1)		69 (1)	2.7	2.8
RELIGION/GOSPEL	19 (1)		19 (1)	0.8	1.2
SPANISH	39 (1)		39 (1)	1.6	2.4
CLASSICAL		37 (1)	37 (1)	1.5	1.5
JAZZ/NEW AGE/ECLECTIC		31 (1)	31 (1)	1.2	
UNKNOWN/OTHERS	9 (1)		9 (1)	0.4	
			2514 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLE-F	107.9	Chandler	.3/1.5
KRDS	1190	Tolleson	.7/1.7
KSUN	1400	Phoenix	.3/1.0
KVVA	860	Phoenix	1.1/1.7

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA)	, RELIGION	,$ 10.00	(---)	Ostrander-Wilson	
KFYI, 910, 5 KW (DA-N)	, NEWS/TALK	CBS,MBS,$ 44.00*	(Republic)		
KHEP, 1280, 1 KW (DAYS)	, RELIGION	,$ 18.00	(---)		
KLFF, 1360, 5 KW/1 KW (DA-N)	, NOSTALGIA	ABC-D,$ 31.00*	(---)		
KNTS, 1510, 10 KW (DAYS)	, ? ?	,$ 15.00	(---)		
KOOL, 960, 5 KW (DA-N)	, OLDIES	CBS-R,$ 30.00*	(HNWH)	Adams	
KOY , 550, 5 KW/1 KW	, MOR	NBC,NBC-T,$ 65.00*	(Eastman)	Edens	
KPHX, 1480, 1 KW/500 W (DA-2)	, SPANISH	,$ 34.00	(Caballero)		
KRDS, 1190, 5 KW/250 W	, RELIGION	,$ 22.00	(---)	Interstate	
KTAR, 620, 5 KW (DA-N)	, NEWS/TALK	NBC,ABC-I,ABC-T,$140.00*	(CBS)	Pulitzer	
KUKQ, 1060, 5 KW/500 W (DA-N)	, COUNTRY	,$ 30.00	(Masla)		
KVVA, 860, 1 KW (DA-N)	, SPANISH	,$ 32.00*	(Lotus)		
KXEG, 1010, 1 KW	, RELIGION	,$ 10.00	(---)	Mid-America Gospel	
KAMJ, 1230, 1 KW	, RELIGION	APR,$ NA	(Durpetti)	EZ	

FM STATIONS

KAMJ , 101.5, 100 KW @ 1740, SOFT AC		,$ 77.00*	(Durpetti)	EZ	
KDKB , 93.3, 100 KW @ 1550, AOR		Source,$ 65.00*	(Christal)	Sandusky	
KEYX , 100.3, 37 KW @ 3344, JAZZ/NEW AGE		,$ 35.00*	(Torbet)		(GLOBE)
KKFR , 92.3, 100 KW @ 1600, CHR		ABC-C,$ 50.00*	(Republic)		
KKLT , 98.7, 115 KW @ 1650, AC		,$ 95.00*	(CBS)	Pulitzer	
KLZT , 99.9, 100 KW @ 1680, AC		,$ 70.00*	(Christal)	Duffy	
KMEO+, 96.9, 100 KW @ 1556, BTFL/EZ		,$ 89.00*	(Group W)	Westinghouse	
KMLE , 107.9, 100 KW @ 1006, RELIGION		,$ 20.00	(---)	Ostrander-Wilson	(CHANDLER)
KNIX+, 102.5, 100 KW @ 1610, COUNTRY		,$150.00*	(Katz)	Buck Owens	
KONC , 106.3, 2 KW @ 400, CLASSICAL		ABC-D,$ 35.00	(CMBS)		(SUN CITY)
KOOL , 94.5, 100 KW @ 1620, OLDIES		CBS-R,$ 81.00*	(HNWH)	Adams	
KOY , 95.5, 100 KW @ 1550, CHR		,$ 55.00*	(Eastman)	Edens	
KSLX , 100.7, 100 KW @ 1847, CLASSIC AOR		,$ 68.00*	(MMR)	First Media	
KVVA , 107.1, 2 KW @ 430, SPANISH		,$ 42.00*	(Roslin)		(APACHE JUNCTION)
KUPD , 97.9, 100 KW @ 1620, AOR		,$ 95.00*	(Banner)		
KZZP+, 104.7, 100 KW @ 1550, CHR		,$ 95.00*	(Mc-Guild)	Nationwide	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KSLX A/F: Sold by First Media to Cook Inlet for $15,000,000 (Est) + Tax Cert.
KEYX-F: (Globe) sold to Daytona for $2,250,000

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PITTSBURGH

Arbitron Rank/Pop (12+): 14/2,026,400

MSA Rank/Pop: 18/2,140,000
ADI # 17
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 32/30
Diaries: 1979/1024:1/57.4%
Sample Target: 1760
% Below Line: 0.7
% Not Listed: 6.9

1987 Revenue: $47,400,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 67,547
#1 Biller: KDKA $9,700,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KDKA	499/14.3	13.9	14.6	14.1	13.8	14.2	15.1
2. WBZZ-F	393/11.3	11.6	9.9	9.6	9.4	10.6	13.5
3. WSHH-F	286/ 8.2	8.1	8.2	9.0	9.1	8.4	5.9
4. WDVE-F	194/ 5.6	7.3	8.0	7.7	7.7	7.2	9.1
5. WMYG-F	190/ 5.5	5.3	3.9	2.8	1.4	4.4	8.1
6. WAMO-F	181/ 5.2	5.6	5.8	5.2	4.6	5.5	6.1
7. WHTX-F	172/ 4.9	3.7	3.5	4.6	4.7	4.2	3.3
8. WDSY-F	147/ 4.2	4.6	4.4	4.2	2.8	4.4	3.8
9. WTAE	124/ 3.6	2.0	3.1	4.0	3.6	3.2	3.9
10. WWSW-F	117/ 3.4	4.2	4.4	4.6	5.7	4.2	4.4
11. WJAS	112/ 3.2	3.8	3.8	2.9	4.7	3.4	1.6
12. WTKN	109/ 3.1	3.6	2.9	2.8	3.9	3.1	2.9
13. WLTJ-F	107/ 3.1	3.2	4.3	4.9	4.8	3.9	2.5
14. WEEP	96/ 2.8	1.9	1.1	.9	2.0	1.7	1.3
15. KQV	78/ 2.2	2.0	2.0	2.2	2.0	2.1	2.0
16. WYDD-F	75/ 2.2	2.0	2.2	2.9	2.9	2.3	2.9
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KDKA	614/8299
2. WBZZ-F	470/6649
3. WSHH-F	349/4164
4. WDVE-F	331/4543
5. WMYG-F	209/3192
6. WDSY-F	206/2489
7. WHTX-F	199/3403
8. WAMO-F	190/2049
9. WWSW-F	151/2585
10. WTAE	127/2902
11. WLTJ-F	121/2244
12. WJAS	113/1629
13. WTKN	111/1762
14. WYDD-F	103/2312
15. WEEP	99/ 807
16. KQV	80/1699
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25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KDKA	6537/32.9	33.9	33.5
2. WBZZ-F	5291/26.6	23.6	24.1
3. WSHH-F	3436/17.3	16.8	19.2
4. WDVE-F	3003/15.1	16.6	17.4
5. WHTX-F	3000/15.1	13.1	16.3
6. WTAE	2745/13.8	10.1	15.3
7. WMYG-F	2743/13.8	10.6	6.9
8. WWSW-F	1999/10.1	12.6	15.3
9. WAMO-F	1856/ 9.3	10.3	10.0
10. WYDD-F	1846/ 9.3	9.4	10.3
11. WLTJ-F	1804/ 9.1	10.3	10.2
12. WDSY-F	1734/ 8.7	8.4	6.9
13. WTKN	1732/ 8.7	8.6	8.8
14. WJAS	1591/ 8.0	9.3	9.0
KQV	1591/ 8.0	7.0	9.1
16.			
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25.			

12+ FM SHARE (METRO): 62.37% (2021 of 3240) (FAL 86: 62.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F	1. KDKA >	1. KDKA >	1. WSHH-F	1. KDKA	1. KDKA	1. WBZZ-F>
2. WDVE-F	2. WDVE-F	2. WMYG-F	2. WHTX-F	2. KDKA	2. WSHH-F>	2. WBZZ-F>	2. WBZZ-F	2. WBZZ-F	2. WBZZ-F>	2. KDKA
3. WAMO-F	3. WMYG-F	3. WDVE-F	3. WMYG-F	3. WHTX-F	3. WJAS	3. WHTX-F	3. KDKA >	3. WSHH-F	3. WAMO-F	WSHH-F>
4. WYDD-F	4. WAMO-F>	4. WAMO-F	4. KDKA	4. WSHH-F	4. WBZZ-F	4. WSHH-F	4. WDSY-F	4. WDVE-F	4. WDVE-F	4. WDVE-F
5. WMYG-F	5. WHTX-F	5. WHTX-F	5. WAMO-F	5. WMYG-F	WTKN	5. WMYG-F	5. WDVE-F	5. WMYG-F	5. WSHH-F	5. WJAS
6.	6. WDSY-F	6. KDKA	6. WWSW-F	6. WAMO-F	6. WTAE	6. WDVE-F	6. WHTX-F	6. WAMO-F>	6. WMYG-F	6. WAMO-F
7.	7. WWSW-F	7. WWSW-F	7. WDVE-F	7. WWSW-F	7. WHTX-F	7. WAMO-F	WMYG-F	7. WDSY-F	7. WTAE	7. WHTX-F
8.	8. WLTJ-F	8. WDSY-F	8. WLTJ-F	8.	8.	8.	8.	8. WHTX-F	8.	8. WMYG-F
9.	9.	9.	9. WSHH-F	9.	9.	9.	9.	9. WTAE	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F>
2. WDVE-F	2. WAMO-F>	2. WAMO-F>	2. WAMO-F	2. KDKA
3. WAMO-F	3. WMYG-F	3. WLTJ-F	3. WHTX-F	3. WSHH-F
4. WDSY-F	4. WDVE-F	4. WHTX-F	4. WLTJ-F	4. WHTX-F
WMYG-F	5. WLTJ-F	5. WMYG-F	5. WMYG-F	5. WAMO-F
6.	6. WDSY-F	6. WWSW-F>	6. WDSY-F	6. WLTJ-F
7.	WHTX-F	7. WDSY-F	7. WSHH-F	7. WWSW-F
8.	8.	8. KDKA	8. KDKA	8.
9.	9.	WDVE-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDVE-F>	1. WDVE-F	1. WMYG-F	1. WDVE-F	1. WBZZ-F
2. WMYG-F	2. WMYG-F	2. WDVE-F	2. WMYG-F	2. KDKA
3. WBZZ-F>	3. WBZZ-F>	3. WBZZ-F	3. WBZZ-F>	3. WMYG-F
4. WAMO-F	4. WAMO-F	4. WAMO-F	4. WHTX-F	4. WHTX-F
5. WYDD-F	5. WHTX-F	5. WWSW-F	5. KDKA	5. WDVE-F
6. WHTX-F	WWSW-F	6. WHTX-F	6. WAMO-F	6. WWSW-F
7. WDSY-F	7. KDKA	7. KDKA	7. WWSW-F	7. WAMO-F
8.	WYDD-F	8. WDSY-F	8.	WSHH-F
9.	9.	9.	9.	9. WDSY-F
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		468 (2)	468 (2)	14.4	14.0
AOR/CLASSIC		423 (3)	423 (3)	13.1	9.3
AC/OLDIES/SOFT ROCK	112 (2)	409 (4)	521 (6)	16.1	18.9
MOR/VARIETY/FULL	602 (4)		602 (4)	18.6	20.6
COUNTRY		170 (3)	170 (3)	5.2	6.6
BLACK/URBAN	35 (1)	181 (1)	216 (2)	6.7	5.8
BTFL MUSIC/EZ		286 (1)	286 (1)	8.8	10.1
NEWS/TALK	311 (3)		311 (3)	9.6	6.6
NOSTALGIA	112 (1)		112 (1)	3.5	5.2
RELIGION/GOSPEL	18 (1)	33 (1)	51 (2)	1.6	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	29 (2)	51 (3)	80 (5)	2.5	1.0
			3240 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	1.0/1.6
WASP	1130	Brownsville	.3/ .7
WBVP	1230	Beaver Falls	.9/2.1
WESA-F	98.3	Charleroi	.4/1.7
WHJB	620	Greensburg	.5/2.1
WJLY	1550	Braccock	.5/ .8
WKPA	1150	New Kensington	.5/1.2
WLSW-F	103.9	Scottsdale	.5/1.4
WMBS	590	Uniontown	1.6/3.0
WPIT	730	Pittsburgh	.5/1.7
WPIT-F	101.5	Pittsburgh	.9/4.1
WSSZ-F	107.1	Greensburg	.5/1.2
WXXP-F	100.7	New Kensington	1.1/3.2
WYTK-F	95.3	Washington	.3/1.1
WVAQ-F	101.9	Morgantown	.4/ .9
WELA-F	104.3	E. Liverpool	.3/ .9

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC,$200.00	(Group W)	Westinghouse	
KQV , 1410, 5 KW (DA-2)	, NEWS	CBS,US 2,$ 48.00*	(CBS)		
WAMO, 860, 1 KW (DAYS,DA)	, BLACK	SBN,$ NA	(HNWH)	Sheridan	
WBVP, 1230, 1 KW (DA-1)	, MOR	ABC-I,$ 18.00*	(Dome)		(BEAVER FALLS)
WEDO, 810, 1 KW (DAYS)	, VARIETY	,$ 14.00	(---)		(McKEESPORT)
WEEP, 1080, 50 KW (DAYS,DA)	, OLDIES	ABC-I,$ 40.00*	(CBS)		
WHJB, 620, 2.5 KW/500 W (DA-2)	, MOR	MBS,$ 25.00	(Dome)		(GREENSBURG)
WIXZ, 1360, 5 KW/1 KW (DA-N)	, COUNTRY	SMN,$ 18.00	(---)		(McKEESPORT)
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	APR,$ 45.00*	(MMR)		
WKPA, 1150, 1 KW (DAYS,DA)	, AC	,$ 21.00	(Roslin)		(NEW KENSINGTON)
WPIT, 730, 5 KW (DAYS)	, RELIGION	,$ 25.00	(---)	Pyramid	
WTAE, 1250, 5 KW (DA-N)	, TALK	US 2,ABC-E,$ 80.00*	(Katz)	Hearst	
WWSW, 970, 5 KW (DA-2)	, ODLIES	ABC-T,ABC-I,$ 60.00*	(Mc-Guild)	Shamrock	

FM STATIONS

WAMO, 105.9, 72 KW @ 440, BLACK	SBN,$ 55.00*	(HNWH)	Sheridan	
WBZZ, 93.7, 41 KW @ 547, CHR	,$129.00*	(Banner)	EZ	
WDSY, 107.9, 50 KW @ 500, COUNTRY	ABC-I,$ 57.00*	(CBS)	Entercom	
WDVE, 102.5, 55 KW @ 820, AOR	Source,$110.00*	(Christal)	Great American	
WHTX, 96.1, 50 KW @ 500, AC	ABC-E,$ 85.00*	(Katz)	Hearst	
WLTJ, 92.9, 47 KW @ 890, SOFT AC	,$ 67.00*	(CBS)		
WMYG, 96.9, 15 KW @ 930, CLASSIC ROCK	,$ 45.00*	(MMR)	Benns	
WPIT, 101.5, 48 KW @ 505, RELIGION	,$ 28.00*	(---)	Pyramid	
WSHH, 99.7, 11 KW @ 930, BTFL/EZ	,$ 77.00*	(MMR)		
WWKS, 106.7, 50 KW @ 520, OLDIES	ABC-F,$ 25.00*	(Dome)		(BEAVER FALLS)
WWSW, 94.5, 50 KW @ 810, AC	ABC-D,$ 95.00*	(Mc-Guild)	Shamrock	
WXXP, 100.7, 20 KW @ 500, AOR	,$ 35.00*	(---)		(NEW KENSINGTON)
WYDD, 104.7, 50 KW @ 500, CHR	ABC-F,$ 48.00*	(Roslin)		

CALL LETTER CHANGES

WARO changes to WWCS
WTKN changes to WWSW (Feb.)

FORMAT CHANGES

WWCS: From Religion to Classical (Sept.)
WWSW: From Talk to Oldies

STATION SALES

WKPA/WYDD-F: (New Kensington) sold to Salem for $4,000,000

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PORTLAND, ME

Arbitron Rank/Pop (12+): 155/192,100

MSA Rank/Pop: 181/230,000
ADI # 69
Average Person Ratings: 14.7
Market TSL: 19.5 hours

Stations: 17/15
Diaries: 666/288:1/50.6%
Sample Target: 550
% Below Line: 2.8
% Not Listed: 11.2

1987 Revenue: $11,000,000
HH Inc.: $33,147
Retail $: 2.7 Bil
Pop per Station: 12,807
#1 Biller: WPOR A/F $2,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WPOR A/F	45/15.8	15.2	---	14.1	---		
2. WTHT-F	34/11.9	11.8	---	7.7	---		
3. WBLM-F	32/11.2	12.1	---	11.6	---		
4. WMGX-F	31/10.9	6.4	---	7.7	---		
5. WYNZ	26/ 9.1	8.4	---	6.3	---		
6. WHOM-F	16/ 5.6	7.1	---	6.3	---		
7. WGAN	13/ 4.6	3.4	---	6.3	---		
WKZS-F	13/ 4.6	5.1	---	6.3	---		
9. WYNZ-F	10/ 3.5	5.7	---	8.1	---		
10. WIGY-F	8/ 2.8	2.7	---	2.8	---		
11.							

12+ TSA	1/4/CUME
1. WPOR A/F	90/1101
2. WBLM-F	80/ 987
WHOM-F	80/ 842
4. WTHT-F	74/1054
5. WMGX-F	49/ 720
WKZS-F	49/ 858
7. WAYU	47/ 419
8. WIGY-F	43/ 885
9. WYNZ	35/ 373
10. WBZ	18/ 264
11.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WPOR A/F 476/24.6	27.1	---
2. WTHT-F 439/22.7	21.3	---
3. WBLM-F 421/21.8	21.2	---
4. WMGX-F 389/20.1	16.6	---
5. WGAN 282/14.6	14.4	---
6. WKZS-F 247/12.8	11.1	---
7. WHOM-F 232/12.0	11.6	---
8. WYNZ-F 229/11.8	13.7	---
9. WYNZ 210/10.9	12.9	---
10. WIGY-F 189/ 9.8	11.6	---
11. WWGT-F 162/ 8.4	9.7	---

12+ FM SHARE (METRO): 81.03% (205 of 253) (FAL 86: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTHT-F>	1. WMGX-F	1. WMGX-F	1. WPOR-F+	1. WPOR-F+>	1. WPOR-F+>	1. WPOR-F+	1. WPOR-F+>	1. WPOR-F+	1. WTHT-F>	1. WTHT-F
2. WBLM-F	2. WBLM-F	2. WBLM-F	2. WMGX-F	2. WBLM-F+>	2. WYNZ-F>	2. WBLM-F	2. WTHT-F	2. WBLM-F	2. WMGX-F	2. WPOR-F+
3. WIGY-F	3. WTHT-F>	3. WTHT-F	3. WBLM-F>	WMGX-F	3. WHOM-F	3. WYNZ-F	3. WBLM-F	3. WTHT-F	3. WPOR-F+	3. WMGX-F
4.	4. WPOR-F+	4. WPOR-F+>	4. WTHT-F	4. WTHT-F	4. WGAN	4. WMGX-F	4. WMGX-F	4. WMGX-F	4. WGAN	4. WHOM-F
5.	5.	5.	5. WKZS-F	5. WKZS-F	5. WKZS-F	5. WTHT-F	5. WYNZ-F	5. WYNZ-F	5. WBLM-F	5. WYNZ-F
			6. WGAN	6. WGAN			6. WHOM-F		6. WBZ	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMGX-F	1. WMGX-F>	1. WBLM-F	1. WMGX-F	1. WPOR-F+>
2. WTHT-F	2. WTHT-F	WMGX-F	2. WTHT-F	2. WBLM-F
3. WBLM-F	3. WBLM-F>	3. WTHT-F	3. WBLM-F	WKZS-F
4. WYNZ-F	4. WKZS-F	4. WKZS-F	WPOR-F+	WTHT-F
5.	WYNZ-F	5.	5. WKZS-F	5. WMGX-F
			WYNZ-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTHT-F	1. WBLM-F	1. WBLM-F	1. WBLM-F	1. WPOR-F+>
2. WBLM-F	2. WMGX-F>	2. WMGX-F>	WMGX-F	2. WMGX-F
3. WMGX-F	3. WTHT-F>	3. WPOR-F+	3. WPOR-F+	3. WBLM-F>
4.	4. WPOR-F+>	4. WTHT-F	4. WTHT-F>	4. WGAN
5.	5.	5.	5.	WHOM-F
				WTHT-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		42 (2)	42 (2)	16.6	---
AOR/CLASSIC		32 (1)	32 (1)	12.6	---
AC/OLDIES/SOFT ROCK		57 (4)	57 (4)	22.5	---
MOR/VARIETY/FULL	20 (2)		20 (2)	7.9	---
COUNTRY		45 (1)	45 (1)	17.8	---
BLACK/URBAN					
BTFL MUSIC/EZ		16 (1)	16 (1)	6.3	---
NEWS/TALK					
NOSTALGIA	26 (1)		26 (1)	10.3	---
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		3 (1)	3 (1)	1.2	---
JAZZ/NEW AGE/ECLECTIC		4 (1)	4 (1)	1.6	---
UNKNOWN/OTHERS	2 (1)	6 (2)	8 (3)	3.1	---
			253 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYU-F	93.9	Lewiston	1.8/4.7
WCLZ-F	98.9	Brunswick	1.4/6.5
WDCS-F	106.3	Scarborough	1.1/3.1
WJBQ	1590	Gorham	.7/3.4
WWGT-F	97.9	Portland	1.1/8.4
WBZ	1030	Boston	2.5/6.0
WTOS-F	105.1	Skowhegan	.4/2.8

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	, MOR	NBC,$ 20.00* (Katz)	Sunshine	
WWGT, 1440, 5 KW (DA-N)	, TALK (?)	NBC,ABC-T,$ 10.00* (Christal)	Porter	
WYNZ, 970, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 27.00* (Eastman)	Buckley	

WPOR (1490, 1 KW) simulcasts with WPOR-F

WBLM-F , 107.5, 30 KW @ 600, AOR	,$ 50.00* (Mc-Guild)	Fuller-Jeffrey	(LEWISTON)
WCLZ-F , 98.9, 50 KW @ 400, AOR/ECLECTIC	,$ 27.00* (Roslin)		(BRUNSWICK)
WDCS-F , 106.3, 3 KW @ 300, CLASSICAL	MBS,$ 18.00* (CMBS)		
WHOM-F , 94.9, 48 KW @ 3756, BTFL/EZ	,$ 45.00 (Katz)	Barnstable	
WIGY-F , 105.9, 50 KW @ 500, CHR	ABC-F,$ 25.00 (Republic)	REBS	(BATH)
WKZS-F , 99.9, 30 KW @ 651, SOFT AC	,$ 30.00* (HNWH)		(AUBURN)
WMGX-F , 93.1, 50 KW @ 500, AC	,$ 31.00 (Katz)	Sunshine	
WPOR-F+, 101.9, 50 KW @ 492, COUNTRY	ABC-E,$ 55.00* (Mc-Guild)		
WTHT-F , 102.9, 100 KW @ 1460, CHR	,$ 37.00* (Banner)	Taylor	
WWGT-F , 97.9, 50 KW @ 500, AC	NBC,$ 26.00* (Christal)	Porter	
WYNZ-F , 100.9, 3 KW @ 225, AC	,$ 29.00* (Eastman)	Buckley	

MISCELLANEOUS COMMENTS WKXA/WCLZ-F (Brunswick) sold to Doug Tanger for $1,500,000 (Comm. Equity)... WDCS-F sold for $800,000 (Chapman)...

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PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,308,100

MSA Rank/Pop: 41/1,370,000
ADI # 26
Average Person Ratings: 14.8
Market TSL: 19.8 hours

Stations: 26/25
Diaries: 1642/797:1/56.3%
Sample Target: 1420
% Below Line: 0.8
% Not Listed: 8.7

1987 Revenue: $40,000,000
HH Inc.: $32,454
Retail $: 9.5 Bil
Pop per Station: 52,324
#1 Biller: KINK-F $4,700,000

12+ METRO	1/4/SHARE	WUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KKRZ-F	156/8.0	9.8	9.0	5.2	7.1	8.0	12.0
2. KXL	153/7.9	5.0	6.4	6.0	6.1	6.3	6.8
3. KINK-F	134/[illegible].9	6.5	6.1	7.8	7.1	6.8	7.5
4. KXL-F	115/5.9	5.6	7.6	8.5	7.5	6.9	2.9
5. KUPL-F	114/5.9	6.7	6.5	5.7	4.6	6.2	5.1
6. KEX	111/5.7	5.1	6.7	6.1	6.1	5.9	4.7
7. KGON-F	110/5.6	7.3	6.5	8.0	6.6	6.9	7.3
8. KXYQ-F	103/5.3	5.1	4.6	3.2	2.5	4.6	8.1
KYTE-F	103/5.3	3.0	3.0	2.6	2.6	3.5	2.3
10. KMJK-F	99/5.1	3.8	4.1	4.3	4.3	4.1	6.3
11. KGW	95/4.9	4.0	4.1	5.1	4.8	4.5	2.9
12. KKCW-F	89/4.6	6.3	6.5	5.0	6.9	5.6	4.7
13. KYTE	71/3.6	4.4	4.3	3.7	3.6	4.0	2.6
14. KWJJ-F	68/3.5	3.7	3.4	4.1	4.7	3.7	3.3
15. KKLI-F	46/2.4	2.9	2.6	3.1	3.6	2.8	1.4
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KKRZ-F	175/2846
2. KXL	170/2116
3. KXYQ-F	150/2239
4. KINK-F	142/2092
5. KXL-F	137/1760
6. KUPL-F	131/1648
7. KGON-F	126/1880
8. KEX	118/1975
9. KMJK-F	114/1527
10. KYTE-F	108/1465
11. KKCW-F	106/1922
12. KGW	103/2144
13. KWJJ-F	93/1475
14. KYTE	77/1237
15. KKLI-F	51/1162
16.	
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21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KKRZ-F	2454/18.6	21.2	20.3
2. KINK-F	1916/14.5	12.6	12.4
3. KGW	1900/14.4	13.5	15.1
4. KXL	1852/14.0	14.7	11.9
5. KEX	1780/13.5	14.5	14.3
6. KKCW-F	1675/12.7	13.7	14.8
7. KGON-F	1670/12.7	14.6	14.9
8. KXYQ-F	1651/12.5	9.8	6.6
9. KXL-F	1455/11.0	12.4	12.1
10. KMJK-F	1418/10.7	12.4	12.9
11. KYTE	1333/10.1	8.2	5.9
12. KUPL-F	1309/ 9.9	11.2	11.0
13. KWJJ-F	1154/ 8.7	7.6	10.0
14. KYTE	1131/ 8.6	7.5	7.2
15. KKLI-F	1025/ 7.8	7.5	9.9
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 66.44% (1182 of 1779) (FAL 86: 65.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKRZ-F	1. KINK-F	1. KINK-F	1. KINK-F>	1. KINK-F>	1. KXL >	1. KXL	1. KXL-F	1. KKRZ-F	1. KKRZ-F	1. KKRZ-F
2. KXYQ-F>	2. KGON-F	2. KGON-F	2. KMJK-F	2. KUPL-F	2. KXL-F	2. KKRZ-F	2. KXL	2. KYTE-F	2. KXYQ-F	2. KGON-F
3.	3. KKRZ-F	3. KKRZ-F	3. KGON-F	3. KMJK-F	3. KEX	3. KEX	3. KEX	3. KXL-F	3. KXL	3. KXL
4.	4. KMJK-F	4. KMJK-F	KUPL-F	4. KEX	4. KUPL-F	4. KINK-F	4. KGON-F	4. KGON-F	4. KINK-F	4. KUPL-F
5.	5. KKCW-F>	5. KKCW-F	5. KGW	5. KGON-F	5. KYTE-F	5. KUPL-F+	KUPL-F	5. KMJK-F	5. KYTE-F	5. KXYQ-F
6.	6. KXYQ-F	6. KUPL-F	6. KEX	KGW	6. KYTE	6. KGW	6. KINK-F	6. KINK-F	6. KGON-F	6. KINK-F
7.	7. KGW	7. KGW	KKRZ-F	7. KKRZ-F	7.	7. KWJJ-F+	7. KYTE-F	7. KUPL-F	7. KMJK-F	7. KYTE-F
8.	8.	8.	8.	8. KKCW-F	8.	8. KKCW-F	8.	8.	8. KGW	8.
9.	9.	9.	9.	9.	9.	9. KXL-F	9.	9	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKRZ-F	1. KINK-F	1. KINK-F>	1. KINK-F	1. KINK-F
2. KKCW-F	2. KKRZ-F	2. KKCW-F	2. KKCW-F	2. KKCW-F
3. KGON-F	3. KKCW-F	KKRZ-F	3. KKRZ-F	KUPL-F
KXYQ-F	4. KGON-F	4. KGON-F	4. KUPL-F	4. KKRZ-F
5. KMJK-F	5. KMJK-F	KMJK-F	5. KGW	5. KGW
6.	6. KXYQ-F	6. KGW	6. KMJK-F	6. KKLI
7.	7. KGW	KKLI-F	7. KGON-F	KXL-F
8.	KUPL-F	KUPL-F	8.	KYTE-F
9.	9.	KYTE-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGON-F	1. KGON-F	1. KINK-F	1. KGON-F	1. KINK-F
2. KKRZ-F>	2. KINK-F	2. KGON-F	2. KINK-F	2. KMJK-F
3. KMJK-F	3. KMJK-F	3. KMJK-F>	3. KMJK-F	3. KGON-F
4. KKCW-F	4. KKRZ-F>	4. KKRZ-F	4. KKRZ-F	4. KEX
5. KXYQ-F	5. KGW	5. KEX	5. KEX	5. KUPL-F
6. KUPL-F	KKCW-F	6. KGW	6. KGW	6. KGW
7.	7. KXYQ-F	7. KKCW-F	7. KUPL-F	7.
8.	8.	KXYQ-F	8. KWJJ-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		259 (2)	259 (2)	14.6	15.7
AOR/CLASSIC		343 (3)	343 (3)	19.3	15.2
AC/OLDIES/SOFT ROCK	137 (3)	135 (2)	272 (5)	15.3	19.5
MOR/VARIETY/FULL	111 (1)		111 (1)	6.2	6.8
COUNTRY	53 (2)	198 (3)	251 (5)	14.1	14.5
BLACK/URBAN					
BTFL MUSIC/EZ		115 (1)	115 (1)	6.5	8.3
NEWS/TALK	153 (1)		153 (1)	8.5	8.0
NOSTALGIA	84 (2)		84 (2)	4.7	4.0
RELIGION/GOSPEL	34 (1)	29 (1)	63 (2)	3.5	2.4
SPANISH					
CLASSICAL		103 (1)	103 (1)	5.8	4.0
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	25 (3)		25 (3)	1.4	1.6
			1779 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCS	1220	Salem	.4/1.0
KCYX	1260	McMinnville	.4/1.1
KKEY	1150	Portland	1.7/2.4
KKSN	910	Vancouver	1.0/3.0
KPDQ-F	93.7	Portland	1.5/4.4
KSGO	1520	Oregon City	1.1/5.8
KSLM	1390	Salem	.5/1.1
KUPL	1330	Portland	.9/3.3
KVIX	1290	Lake Oswego	.7/2.2
KWJJ	1080	Portland	1.8/5.3
KFAT-F	106.1	Corvallis	.8/1.5

RADIO STATIONS

AM STATIONS

KAAR, 1480, 1 KW/2.5 KW (DA-N)	, OLDIES	CBS-R,	$ 20.00*	(Roslin)		
KKUL, 1410, 5 KW (DAYS)	, ? ?	,	$?	(---)		
KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I,	$ 80.00	(Katz)	Great American	
KGW , 620, 5 KW (DA-N)	, AC	APR,	$108.00	(MMR)	King	
KKEY, 1150, 5 KW (DAYS,DA)	, TALK	MBS,	$ 32.00*	(---)		
KKSN, 910, 5 KW (DA-2)	, OLDIES	,	$ 48.00*	(Republic)		
KPDQ, 800, 1 KW (DAYS,DA)	, RELIGION	,	$ 25.00	(---)	Salem	
KRDR, 1230, 1 KW (DA-1)	, COUNTRY	,	$ 35.00	(---)		
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	,	$ 40.00*	(HNWH)	Ackerly	
KUIK, 1360, 5 KW (DA-N)	, COUNTRY	,	$ NA	(---)		(HILLSBORO)
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	APR,	$ NA	(Banner)	Scripps-Howard	
KVAN, 1550, 10 KW (DA-N)	, MOR	,	$ 19.00	(Moore)	Capps	
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E,	$ 50.00*	(Republic)	Park	
KXL , 750, 50 KW/10 KW (DA-1)	, NEWS/TALK	NBC,NBC-T,	$ 75.00*	(Mc-Guild)	Alexander	
KYTE, 970, 5 KW (DA-1)	, NOSTALGIA	CBS,	$ 56.00*	(CMBS)	Henry	

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR		,	$ 65.00*	(HNWH)	Ackerly
KINK, 101.9, 100 KW @ 1611, AOR		,	$120.00	(MMR)	King
KKCW, 103.3, 100 KW @ 1654, SOFT AC		,	$ 70.00*	(Durpetti)	Trumper
KKLI, 97.1, 100 KW @ 980, SOFT AC		,	$ 50.00*	(Republic)	
KKRZ, 100.3, 100 KW @ 920, CHR		ABC-F,	$ 80.00*	(Katz)	Great American
KMJK, 106.7, 100 KW @ 877, CLASSIC ROCK		NBC,Source,	$ 54.00*	(Christal)	
KPDQ, 93.7, 100 KW @ 247, RELIGION		,	$ 25.00	(---)	Salem
KUPL, 98.5, 100 KW @ 1100, COUNTRY		APR,	$ 59.00*	(Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 920, COUNTRY		ABC-E,	$ 60.00*	(Republic)	Park
KXL , 95.5, 100 KW @ 920, BTFL/EZ		,	$ 73.00*	(Mc-Guild)	Alexander
KYTE, 101.1, 100 KW @ 1635, CLASSICAL		,	$ 57.00*	(Durpetti)	Henry
KXYQ, 105.1, 100 KW @ 1099, CHR		ABC-C,	$ 30.00	(Banner)	Daytona (SALEM)

CALL LETTER CHANGES

FORMAT CHANGES

KKSN: From Classical to Oldies (Aug.)

STATION SALES

American Radio Fall 1987, Copyright 1988

PORTSMOUTH - DOVER - ROCHESTER

Arbitron Rank/Pop (12+): 116/301,600

MSA Rank/Pop: 146/321,000
Boston ADI
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 32/9
Diaries: 808/373:1/51.8%
Sample Target: 680
% Below Line: 55.6
% Not Listed: 10.3

1987 Revenue: $9,000,000
HH Inc.: $38,647
Retail $: 2.8 Bil
Pop per Station: 33,511
#1 Biller: WOKQ-F $2,900,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WOKQ-F	64/12.9	13.0	---	16.0	---		
2. WSSH-F	39/ 7.9	5.9	---	9.9	---		
3. WBZ	34/ 6.9	6.1	---	5.5	---		
4. WHEB-F	26/ 5.2	10.9	---	9.1	---		
5. WERZ-F	24/ 4.8	6.3	---	5.5	---		
WBCN-F	24/ 4.8	4.2	---	5.3	---		
WTSN	24/ 4.8	4.2	---	2.6	---		
8. WRKO	21/ 4.2	4.0	---	2.8	---		
9. WHOM-F	20/ 4.0	2.9	---	4.0	---		
10. WZOU-F	17/ 3.4	2.9	---	1.2	---		
11.							

12+ TSA	1/4/CUME
1. WOKQ-F	79/833
2. WSSH-F	39/536
3. WBZ	35/444
4. WHOM-F	32/425
5. WGIR-F	30/347
6. WTHT-F	27/289
7. WHEB-F	25/490
8. WERZ-F	25/574
WRKO	25/294
10. WTSN	24/275
WBCN-F	24/379

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WOKQ-F	686/22.3	22.9	---
2. WERZ-F	548/17.9	18.1	---
3. WSSH-F	515/16.8	16.2	---
4. WHEB-F	490/16.0	22.2	---
5. WBZ	421/13.7	13.1	---
6. WBCN-F	335/10.9	10.9	---
7. WTSN	275/ 9.0	9.6	---
8. WHOM-F	268/ 8.7	7.7	---
9. WRKO	240/ 7.8	8.7	---
10. WGIR-F	228/ 7.4	9.6	---
WLYT-F	228/ 7.4	10.2	---

12+ FM SHARE (METRO): 84.49% (376 of 445) (FAL 86: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZOU-F	1. WBCN-F	1. WOKQ-F>	1. WOKQ-F	1. WOKQ-F>	1. WOKQ-F>	1. WOKQ-F>	1. WOKQ-F	1. WOKQ-F	1. WBZ >	1. WOKQ-F
2. WTHT-F	2. WHEB-F	2. WSSH-F	2. WSSH-F>	2. WSSH-F>	2. WBZ	2. WBZ	2. WSSH-F>	2. WSSH-F	2. WHEB-F	2. WSSH-F
3. WHEB-F>	3. WOKQ-F	3. WBCN-F	3. WERZ-F	3. WERZ-F	3. WSSH-F	3. WTSN >	3. WBCN-F	3. WHEB-F+	WOKQ-F	3. WZOU-F
4. WCYT-F	4. WGIR-F	4. WERZ-F	4. WBCN-F	4. WTSN	4. WTSN	4. WSSH-F+	4. WERZ-F	4. WERZ-F	4. WERZ-F	4. WERZ-F
WERZ-F	5. WERZ-F	WHEB-F	5. WHEB-F	5. WBCN-F	WHOM-F	5. WHEB-F+	WRKO	WHOM-F	WZOU-F	5. WBCN-F
			WTSN			6. WERZ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXKS-F	1. WERZ-F	1. WSSH-F	1. WSSH-F	1. WSSH-F
2. WERZ-F	2. WXKS-F	2. WERZ-F	2. WOKQ-F	2. WOKQ-F>
WHEB-F	3. WHEB-F	3. WOKQ-F	3. WERZ-F>	3. WERZ-F
WTHT-F	WSSH-F	4.	4. WXKS-F	WTSN-F
5. WXLO-F	5. WOKQ-F	5.	5. WHEB-F	5. WLYT-F
	WTHT-F			
	WXLO-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBCN-F	1. WBCN-F>	1. WBCN-F	1. WOKQ-F>	1. WOKQ-F>
2. WGIR-F	2. WGIR-F	2. WOKQ-F	2. WBCN-F>	2. WSSH-F
3. WZLX-F	3. WHEB-F	3. WHEB-F	3. WHEB-F	3. WBCN-F
4. WHEB-F	WOKQ-F	WSSH-F	4. WGIR-F	4. WHEB-F
5.	5. WZLX-F	5. WGIR-F	WSSH-F	5. WERZ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		64 (4)	64 (4)	14.4	---
AOR/CLASSIC		84 (6)	84 (6)	18.9	---
AC/OLDIES/SOFT ROCK	2 (1)	97 (9)	99 (10)	22.2	---
MOR/VARIETY/FULL	58 (2)		58 (2)	13.0	---
COUNTRY		64 (1)	64 (1)	14.4	---
BLACK/URBAN					
BTFL MUSIC/EZ		34 (3)	34 (3)	7.6	---
NEWS/TALK	26 (2)		26 (2)	5.8	---
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		5 (1)	5 (1)	1.1	---
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	7 (2)	4 (1)	11 (3)	2.5	---
			445 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCDQ-F	92.1	Sanford, ME	1.6/2.7
WCYT-F	96.7	Rochester	2.4/6.4
WKOS	930	Rochester	1.2/3.2
WQMI A/F	95.3	York, ME	1.0/3.1
WGIR-F	101.1	Manchester	3.0/7.4
WLYT-F	92.5	Haverhill	2.0/7.4
WTHT-F	102.9	Portland, ME	2.4/5.5
WXLO-F	104.5	Fitchburg	1.6/2.5
WZID-F	95.7	Manchester	2.4/5.6
WAAF-F	107.3	Worcester	.4/3.5

See Boston for more information about the following:

WCGY-F	1.2/3.8	WMJX-F	.4/2.7	WVBF-F	.6/2.5
WCRB-F	1.0/1.3	WODS-F	1.2/3.8	WXKS-F	2.2/6.3
WEEI	1.0/5.1	WROR-F	1.8/5.2	WZLX-F	2.2/3.1
WJIB-F	.4/1.9	WSSH	.4/1.2		

RADIO STATIONS

WQMI, 1380, 1 KW (DA-N)	, OLDIES	,$ 12.00*	(NE Spot)	Windward	
WTSN, 1270, 5 KW (DA-2)	, MOR	ABC-C,$ 20.00	(---)		
WMYF, 1540, 5 KW (DAYS)	, MOR/AC	,$ 10.00*	(Torbet)	Porter	
WKOS, 930, 5 KW (DA-2)	, ? ?	CBS,$ 14.00*	(---)		
WCYT-F , 96.7, 3 KW @ 280, AC		ABC-D,$ 19.00*	(Christal)		
WERZ-F , 107.1, 3 KW @ 300, CONTEMP/AC		,$ 31.00*	(Torbet)	Porter	
WLYT-F , 92.5, 50 KW @ 500, AC		,$ NA	(---)		(HAVERHILL, MA)
WHEB-F+, 100.3, 31 KW @ 140, AOR		UPI,$ 42.00*	(Banner)	Knight	
WOKQ-F , 97.5, 50 KW @ 350, COUNTRY		,$ 51.00*	(Mc-Guild)	Fuller-Jeffrey	

Other ranked stations - See Manchester, Boston, or Portland

MISCELLANEOUS COMMENTS WWNH changes to WKOS (Dec.)... WAVI changes to WQMI...

American Radio Fall 1987, Copyright 1988

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,239,900

MSA Rank/Pop: 58/897,000
ADI # 44
Average Person Ratings: 18.0
Market TSL: 23.8 hours

Stations: 41/26
Diaries: 1514/819:1/50.3%
Sample Target: 1370
% Below Line: 13.1
% Not Listed: 8.8

1987 Revenue: $23,000,000
HH Inc.: $34,268
Retail $: 5.9 Bil
Pop per Station: 47,688
#1 Biller: WPRO-F $4,600,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WPRO-F	303/13.5	14.0	13.5	12.5	10.6	13.4	18.6
2. WLKW-F	255/11.3	10.9	11.0	11.2	10.5	11.1	8.1
3. WHJY-F	217/ 9.7	10.5	9.8	8.3	9.3	9.6	10.1
4. WHJJ	159/ 7.1	5.7	5.9	7.5	8.8	6.6	7.1
5. WWLI-F	142/ 6.3	6.5	5.9	6.1	5.7	6.2	4.4
6. WSNE-F	126/ 5.6	3.5	3.7	3.4	3.2	4.1	4.1
7. WPRO	113/ 5.0	5.7	5.4	6.5	5.2	5.7	3.1
8. WBRU-F	74/ 3.3	3.6	3.6	3.9	3.0	3.6	3.6
9. WBSM	50/ 2.2	2.6	2.1	2.5	2.1	2.4	2.2
10. WWRX-F	44/ 2.0	1.5	1.3	1.9	2.6	1.7	1.4
11.							
12.							

12+ TSA	1/4/CUME
1. WPRO-F	315/4326
2. WLKW-F	265/2542
3. WHJY-F	259/3226
4. WWLI-F	177/1931
5. WHJJ	163/1656
6. WSNE-F	146/1927
7. WWRX-F	114/1410
8. WPRO	113/1950
9. WBZ	84/1239
WZOU-F	84/1315
11. WBCN-F	79/1160
12. WBRU-F	75/1542

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WPRO-F	4017/32.2	32.2	27.8
2. WHJY-F	2739/21.9	23.1	19.8
3. WLKW-F	2425/19.4	20.6	19.7
4. WPRO	1936/15.5	16.1	16.2
5. WSNE-F	1768/14.2	11.8	11.0
6. WHJJ	1589/12.7	14.1	14.1
7. WWLI-F	1588/12.7	14.1	13.2
8. WBRU-F	1460/11.7	13.0	11.9
9. WWRX-F	746/ 6.0	5.3	10.4
10. WXKS-F	653/ 5.2	6.2	4.7
11. WMYS-F	645/ 5.2	6.5	5.8
12. WWAZ	622/ 5.0	5.3	7.3

12+ FM SHARE (METRO): 71.61% (1468 of 2050) (FAL 86: 65.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPRO-F>	1. WHJY-F	1. NOT	1. NOT	1. WPRO-F	1. WLKW-F>	1. WPRO-F	1. WLKW-F	1. WPRO-F	1. WPRO-F	1. WLKW-F
2. WHJY-F	2. WPRO-F>	2. AVAIL-	2. AVAIL-	2. WHJY-F	2. WHJJ >	2. WLKW-F	2. WHJY-F	2. WLKW-F	2. WHJY-F	2. WPRO-F>
3.	3. WSNE-F	3. ABLE	3. ABLE	3. WWLI-F	3. WWLI-F	3. WHJY-F	WPRO-F	3. WHJY-F>	3. WLKW-F	3. WHJY-F
4.	4. WBRU-F	4.	4.	4. WSNE-F	4. WPRO	4. WHJJ	4. WWLI-F	4. WWLI-F	4. WHJJ	4. WWLI-F
5.	5.	5.	5.	5. WLKW-F	5. WPRO-F	5. WPRO	5. WHJJ	5. WHJJ	5. WBSM	5.
								6. WSNE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPRO-F>	1. WPRO-F>	1. WPRO-F	1. WPRO-F>	1. WPRO-F>
2. WHJY-F	2. WSNE-F	2. WSNE-F	2. WSNE-F	2. WSNE-F
3. WSNE-F>	3. WHJY-F>	3. WHJY-F>	3. WWLI-F	3. WWLI-F
4. WWLI-F	4. WWLI-F	4. WWLI-F	4. WHJY-F	4. WLKW-F
5. WWRX-F	5. WBRU-F	5. WBRU-F	5.	5. WPRO
WBRU-F				WHJY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHJY-F>	1. WHJY-F>	1. WHJY-F>	1. WHJY-F>	1. WHJY-F>
2. WPRO-F>	2. WPRO-F>	2. WPRO-F	2. WPRO-F>	2. WWLI-F
3. WBRU-F	3. WBRU-F>	3. WBRU-F	3. WWLI-F	3. WPRO-F
4.	4. WWRX-F	4. WMYS-F	4. WBRU-F	4. WSNE-F
5.	5.	WWRX-F	5. WSNE-F	5. WLKW-F
				6. WHJJ

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		357 (3)	357 (3)	17.4	16.9
AOR/CLASSIC		388 (6)	388 (6)	18.9	16.9
AC/OLDIES/SOFT ROCK	24 (1)	361 (6)	385 (7)	18.8	19.8
MOR/VARIETY/FULL	157 (4)		157 (4)	7.7	4.8
COUNTRY	34 (1)	38 (1)	72 (2)	3.5	4.9
BLACK/URBAN					
BTFL MUSIC/EZ		280 (3)	280 (3)	13.7	13.5
NEWS/TALK	250 (5)		250 (5)	12.2	14.5
NOSTALGIA	56 (2)	24 (1)	80 (3)	3.9	5.5
RELIGION/GOSPEL	7 (1)		7 (1)	0.3	
SPANISH					
CLASSICAL		11 (1)	11 (1)	0.5	0.9
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	54 (5)	9 (1)	63 (6)	3.0	2.3
			2050 (41)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	.6/ .9
WALE	1400	Fall River	.7/1.9
WARV	1590	Warwick	.3/ .6
WEAN	990	Providence	.9/3.4
WERI	1230	Westerly	.6/ .8
WHIM	1110	Providence	1.5/2.9
WICE	550	Pawtucket	1.1/4.8
WMYS-F	98.1	New Bedford	1.8/5.2
WNGH	1340	New Bedford	.5/2.1
WNRI	1380	Woonsocket	.5/1.2
WOTB-F	100.3	Middleton	.4/2.3
WPEP	1570	Taunton	.6/ .9
WRIB	1220	Providence	.3/ .6
WSAR	1480	Fall River	.3/1.5
WWAZ	790	Providence	1.6/5.0
WWON	1240	Woonsocket	.4/1.7
WAAF-F	107.3	Worcester	.5/3.0
WBCN-F	104.1	Boston	1.0/3.4
WBOX-F	92.9	Brookline	1.7/4.1
WBZ	1030	Boston	1.2/3.6
WCIB-F	101.9	Falmouth	.4/1.0
WCRB-F	102.5	Waltham	.5/1.4
WJIB-F	96.5	Boston	.7/2.4
WODS-F	103.3	Boston	1.0/3.3
WPLM-F	99.1	Plymouth	1.1/3.3
WRKO	680	Boston	.5/1.3
WROR-F	98.5	Boston	.6/2.8
WVBF-F	105.7	Framingham	.7/2.1
WXKS-F	107.9	Everett	1.2/5.2
WZLX-F	100.7	Boston	.8/2.3
WZOU-F	94.5	Boston	1.2/3.7

RADIO STATIONS

WHIM, 1110,	5 KW (DAYS)	, COUNTRY	CBS,$ 25.00	(Masla)		
WHJJ, 920,	5 KW (DA-N)	, NEWS/TALK	ABC-I,NBC-T,$ 60.00*	(Katz)		
WICE, 550,	1 KW/500 W (DA-N)	, OLDIES	US 1,$ 22.00*	(Republic)		
WPRO, 630,	5 KW (DA-N)	, MOR/AC	ABC-D,$ 70.00*	(Katz)	Cap Cities/ABC	
WRCP, 1290,	5 KW/1 KW (DA-2)	, ETHNIC	,$ 17.00	(NE Spot)		
WRIB, 1220,	1 KW (DAYS)	, RELIGION	,$ 10.00	(---)		
WWAZ, 790,	5 KW (DA-N)	, NOSTALGIA	US 2,$ 48.00*	(Mc-Guild)	Eastern	
WBRU-F, 95.5,	20 KW @ 440,	AOR	Source,$ 47.00*	(MMR)		
WWRX-F, 103.7,	50 KW @ 500,	CHR	,$ 43.00*	(Roslin)		
WHJY-F, 94.1,	50 KW @ 500,	AOR	ABC-R,$ 77.00*	(Katz)	Federal	
WLKW-F, 101.5,	50 KW @ 500,	BTFL/EZ	ABC-D,$ 83.00*	(Christal)	Wilkes-Schwartz	
WPRO-F, 92.3,	39 KW @ 550,	CHR	ABC-C,$105.00*	(Katz)	Cap Cities/ABC	
WSNE-F, 93.3,	50 KW @ 500,	AC	ABC-E,$ 58.00*	(Eastman)	Beck-Ross	(TAUNTON, MA)
WWLI-F, 105.1,	50 KW @ 500,	SOFT AC	Trans,$ 64.00*	(Mc-Guild)	Eastern	
WMYS-F, 98.1,	50 KW @ 500,	AC	,$ 40.00*	(Torbet)	Hall	(NEW BEDFORD, MA)

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RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 62/545,100

MSA Rank/Pop: 70/661,000
ADI # 35
Average Person Ratings: 14.5
Market TSL: 19.5 hours

Stations: 24/21
Diaries: 1033/528:1/44.7%
Sample Target: 890
% Below Line: 2.1
% Not Listed: 14.4

1987 Revenue: $24,300,000
HH Inc.: $34,512
Retail $: 4.5 Bil
Pop per Station: 25,957
#1 Biller: WRAL-F $5,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WRAL-F	80/9.9	7.9	7.7	8.9	11.5	8.6	6.0
2. WQDR-F	74/9.1	8.2	8.1	7.3	5.5	8.2	7.5
3. WPTF	72/8.9	8.1	9.0	9.1	10.0	8.8	6.6
4. WQOK-F	60/7.4	7.3	---	---	---	7.4	10.4
5. WDCG-F	54/6.7	7.8	7.4	5.8	5.4	6.9	10.2
6. WRDU-F	53/6.5	10.9	7.9	7.2	5.2	8.1	11.0
7. WYLT-F	51/6.3	4.1	5.9	4.9	5.9	5.2	4.5
8. WZZU-F	33/4.1	5.2	5.4	5.0	5.5	4.9	5.9
9. WTRG-F	30/3.7	3.3	4.5	4.6	6.2	4.0	3.8
10. WDNC	27/3.3	2.3	2.6	3.8	3.3	3.0	1.5
11. WDUR	26/3.2	2.6	4.7	2.9	2.1	3.4	2.1
12. WFXC-F	25/3.1	4.0	6.1	9.3	9.8	5.6	6.0
13. WLLE	20/2.5	3.3	2.8	4.7	2.1	3.3	.3

12+ TSA	1/4/CUME
1. WRAL-F	255/3737
2. WQDR-F	200/2524
3. WRDU-F	139/1864
4. WQOK-F	132/1194
5. WDCG-F	118/2151
6. WPTF	115/1673
7. WZFX-F	97/1125
8. WTRG-F	84/1732
9. WYLT-F	77/1281
10. WKRR-F	71/ 657
11. WPCM-F	62/ 805
12. WZZU-F	60/1581
13.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WRAL-F	1251/22.4	20.6	23.9
2. WDCG-F	1069/19.2	19.9	19.1
3. WQDR-F	968/17.3	14.1	13.2
4. WPTF	908/16.3	16.4	20.2
5. WRDU-F	834/14.9	16.1	14.5
6. WYLT-F	782/14.0	11.4	14.7
7. WTRG-F	771/13.8	11.3	16.5
8. WZZU-F	754/13.5	14.7	16.2
9. WQOK-F	590/10.6	---	---
10. WFXC-F	532/ 9.5	15.6	13.9
11. WDNC	456/ 8.2	7.3	7.4
12. WLLE	325/ 5.8	4.9	3.7
13.			

12+ FM SHARE (METRO): 69.21% (481 of 695) (FAL 86: 69.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WDCG-F	1. WRDU-F	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WPTF	1. WRAL-F	1. WRAL-F	1. WQDR-F	1. WQOK-F	1. WQDR-F
2. WZZU-F	2. WQOK-F	2. WQDR-F	2. WQDR-F	2. WQDR-F	2. WRAL-F	2. WPTF	2. WYLT-F	2. WRAL-F	2. WRDU-F	2. WQOK-F
3. WRDU-F	3. WRAL-F	3. WQOK-F	3. WQOK-F	3. WQOK-F	3. WQDR-F	3. WQDR-F>	3. WQDR-F	3. WRDU-F	3. WDCG-F	3. WPTF
4. WFXC-F	4. WDCG-F	4. WRDU-F	4. WYLT-F	4. WYLT-F	4. WYLT-F	4. WDCG-F	4. WPTF	4. WQOK-F	4. WPTF >	4. WRAL-F
WQOK-F	WQDR-F	5. WDCG-F	5. WDCG-F	5. WPTF	5. WDNC	5. WQOK-F	5. WQOK-F	5. WPTF	5. WRAL-F	5. WDCG-F
	6. WTRG-F	6. WYLT-F			WDUR			6. WYLT-F	6. WQDR-F	6. WTRG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDCG-F	1. WRAL-F	1. WRAL-F	1. WRAL-F>	1. WRAL-F
2. WRDU-F	WRDU-F	2. WQOK-F	2. WQDR-F	2. WQDR-F>
3. WRAL-F	3. WDCG-F>	3. WRDU-F	3. WDCG	3. WQOK-F
4. WFXC-F	4. WQOK-F	4. WQDR-F	4. WRDU-F	WYLT-F
5. WYLT-F	5. WQDR-F	5. WDCG-F	5. WQOK-F	5. WDCG
			WYLT-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQOK-F>	1. WQOK-F	1. WQOK-F	1. WQOK-F	1. WQDR-F
WRDU-F	2. WRDU-F	2. WPTF	2. WQDR-F	2. WPTF
3. WFXC-F	3. WQDR-F	WQDR-F	3. WRDU-F	3. WQOK-F
4. WQDR-F	4. WPTF	4. WTRG-F	4. WPTF	4. WRAL-F>
5. WRAL-F	WRAL-F	5. WRDU-F	5. WRAL-F	5. WTRG-F
	6. WTRG-F	WRAL-F		WYLT-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	12.5	12.8
AOR/CLASSIC		59 (2)	59 (2)	8.5	7.4
AC/OLDIES/SOFT ROCK	8 (1)	161 (3)	169 (4)	24.3	32.0
MOR/VARIETY/FULL	4 (1)		4 (1)	0.6	12.3
COUNTRY	18 (1)	80 (2)	98 (3)	14.1	9.4
BLACK/URBAN	61 (3)	90 (3)	151 (6)	21.7	18.7
BTFL MUSIC/EZ					0.7
NEWS/TALK	71 (1)		71 (1)	10.2	
NOSTALGIA	27 (1)		27 (1)	3.9	3.9
RELIGION/GOSPEL	5 (1)		5 (1)	0.7	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	19 (2)	4 (1)	23 (3)	3.3	1.1
			695 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUG	750	New Hope	.7/1.2
WAZZ-F	103.9	Fuquay-Varina	.5/1.4
WCHL	1360	Chapel Hill	.5/3.1
WKIX	850	Raleigh	1.0/4.6
WPJL	1240	Raleigh	.6/3.0
WSRC	1410	Durham	1.8/3.9
WTIK	1310	Durham	2.2/2.5
WYRN	1480	Louisburg	1.6/1.4
WZFX-F	99.1	Whiteville	.6/2.1
WKRR-F	92.3	Asheboro	.7/2.3
WPCM-F	101.1	Burlington	.7/3.4

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 32.00*	(Republic)		
WDUR, 1490, 1 KW	, BLACK	ABC-R,$ 21.00*	(Eastman)		
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2,$ 30.00*	(Mc-Guild)	Metroplex	
WLLE, 570, 500 W (DAYS)	, BLACK	SBN,$ 20.00*	(Masla)		
WPTF, 680, 50 KW (DA-N)	, MOR/TALK	NBC,ABC-I,$ 80.00*	(Mc-Guild)	Durham Life	
WDCG-F, 95.1, 99 KW @ 1141,	CHR	ABC-F,$ 72.00*	(Republic)		
WFXC-F, 107.1, 3 KW @ 300,	BLACK	,$ 51.00*	(Eastman)		
WQDR-F, 94.7, 100 KW @ 1025,	COUNTRY	ABC-E,$ 77.00*	(Mc-Guild)	Durham Life	
WRAL-F, 101.5, 100 KW @ 1900,	AC	,$105.00*	(Katz)	Capitol-Goodmon	
WRDU-F, 106.1, 100 KW @ 1350,	AOR	Source,$ 73.00*	(MMR)	Voyager	
WTRG-F, 100.7, 100 KW @ 1968,	AC	,$ 66.00*	(Banner)	Capitol-Johnson	
WYLT-F, 96.1, 98 KW @ 930,	SOFT AC	,$ 79.00*	(Mc-Guild)	Metroplex	
WZZU-F, 93.9, 100 KW @ 1811,	CHR	,$ 75.00*	(Torbet)	Village	
WQOK-F, 97.5, 100 KW @ ?? ,	BLACK	,$ NA	(HNWH)	Joyner	(S. BOSTON)

WZFX - See Fayetteville

MISCELLANEOUS COMMENTS WPTF reclassified as News/Talk...

American Radio Fall 1987, Copyright 1988

RENO

Arbitron Rank/Pop (12+): 158/189,700

MSA Rank/Pop: 185/230,000
ADI # 121
Average Person Ratings: 15.4
Market TSL: 20.8 hours

Stations: 17/17
Diaries: 573/331:1/49.0%
Sample Target: 560
% Below Line: 0
% Not Listed: 9.3

1987 Revenue: $9,400,000
HH Inc.: $32,684
Retail $: 2.2 Bil
Pop per Station: 11,159
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KWNZ-F	28/ 9.3	8.7	12.0	10.6	8.9		11.1
2. KRZQ-F	27/ 8.9	9.9	.7	.3	2.3		8.8
3. KOH	26/ 8.6	6.8	6.5	8.5	8.6		8.5
4. KNEV-F	25/ 8.3	11.5	8.2	4.2	6.6		6.2
5. KHTZ-F	21/ 7.0	9.0	8.2	7.6	7.3		8.8
6. KRNO-F	20/ 6.6	5.3	7.2	9.7	7.9		4.6
7. KOZZ-F	19/ 6.3	8.7	14.4	13.0	13.5		9.4
8. KIIZ-F	15/ 5.0	5.0	7.5	6.1	7.9		4.6
9. KBUL-F	14/ 4.6	3.4	2.1	3.3	5.0		5.9
KSXY-F	14/ 4.6	4.3	5.1	---	---		2.9
11. KQLO	12/ 4.0	5.3	5.5	8.5	5.3		3.6
12. KROW	11/ 3.6	3.1	3.4	3.9	3.6		3.3
13. KPLY	10/ 3.3	2.2	1.0	3.3	2.0		1.3
KIIQ	10/ 3.3	2.5	.7	1.8	1.3		2.0
15.							

12+ TSA	1/4/CUME
1. KWNZ-F	54/ 751
2. KNEV-F	49/ 531
3. KRZQ-F	41/ 477
4. KOH	37/ 442
5. KHTZ-F	36/ 525
6. KOZZ-F	33/ 569
7. KIIQ-F	30/ 425
8. KRNO-F	28/ 430
9. KROW	26/ 459
10. KBUL-F	25/ 358
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KWNZ-F	481/24.5	21.2	21.5
2. KHTZ-F	353/18.0	22.1	21.5
3. KOZZ-F	336/17.1	22.1	24.6
4. KRZQ-F	330/16.8	16.3	6.0
5. KOH	315/16.1	11.4	14.8
6. KRNO-F	284/14.5	16.2	14.7
7. KNEV-F	274/14.0	14.4	14.4
8. KSXY-F	218/11.1	12.3	11.3
9. KROW	214/10.9	10.4	11.6
10. KIIQ-F	200/10.2	11.1	10.9
11. KBUL-F	177/ 9.0	8.1	7.3
12. KCBN	165/ 8.4	8.6	6.7
13. KROI	159/ 8.1	8.5	6.7
14. KQLO	151/ 7.7	11.4	11.3
15. KONE	129/ 6.6	4.3	6.0

12+ FM SHARE (METRO): 70.07% (192 of 274) (FAL 86: 75.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWNZ-F	1. KKZQ-F>	1. KRZQ-F>	1. KRZQ-F	1. KRZQ-F	1. KNEV-F>	1. KOH	1. KRZQ-F	1. KRZQ-F	1. KWNZ-F	1. KNEV-F>
2. KHTZ-F>	2. KOZZ-F	2. KRNO-F	2. KRNO-F>	2. KRNO-F>	KOH	2. KWNZ-F	2. KNEV-F	2. KRNO-F	2. KKZQ-F	2. KOZZ-F
3.	3. KWNZ-F	3. KOZZ-F	3. KOH	3. KOH	3. KRNO-F	3. KNEV-F	3. KOH	3. KOH	3. KHTZ-F	3. KROW
4.	4. KHTZ-F	KWNZ-F	KSXY-F	KSXY-F	4. KQLO	4. KHTZ-F	4 KRNO-F	4. KHTZ-F	KOH	4. KHTZ-F
5.	5. KSXY-F	5. KSXY-F	5.	5.	5. KIIQ-F	5. KRZQ-F	5. KOZZ-F	5. KOZZ-F	5. KNEV-F	KWNZ-F
					KROW			KWNZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWNZ-F	1. KWNZ-F>	1. KRZQ-F	1. KWNZ-F	1. KRNO-F	1. KOZZ-F	1. KRZQ-F>	1. KRZQ-F>	1. KRZQ-F>	1. KRZQ-F>
2. KHTZ-F	2. KRZQ-F	KWNZ-F	2. KRNO-F>	2. KNEV-F	KRZQ-F>	2. KOZZ-F>	2. KOZZ-F	2. KOZZ-F	2. KOH
3. KSXY-F	3. KHTZ-F	3. KOZZ-F	3. KHTZ-F	KWNZ-F	3.	3. KBUL-F	3. KPLY	3. KOH	3. KRNO-F
4. KOZZ-F	KOZZ-F	KRNO-F	KSXY-F	4. KROI-F	4.	KHTZ-F	4. KOH	4. KRNO-F	4.
KRNO-F	KRNO-F	5.	5. KRZQ-F	KRZQ-F	5.	KPLY	5.	5.	5.
	KSXY-F					KWNZ-F			

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		49 (2)	49 (2)	17.9	22.7
AOR/CLASSIC		46 (2)	46 (2)	16.8	16.2
AC/OLDIES/SOFT ROCK	17 (2)	43 (3)	60 (5)	21.9	20.0
MOR/VARIETY/FULL	6 (1)		6 (1)	2.2	2.3
COUNTRY	23 (2)	29 (2)	52 (4)	19.0	12.3
BLACK/URBAN					
BTFL MUSIC/EZ		25 (1)	25 (1)	9.1	9.2
NEWS/TALK	26 (1)		26 (1)	9.5	7.3
NOSTALGIA	10 (1)		10 (1)	3.6	9.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.8
			274 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCBN	1230	Reno	2.3/8.4
KONE	1450	Reno	2.0/6.6

RADIO STATIONS

KCBN, 1230, 1 KW	, OLDIES	CBS-R,$ 16.00*	(Torbet)	Roth	
KOH , 630, 5 KW/1 KW (DA-N)	, NEWS/TALK	ABC-T,CBS,$ 25.00*	(Katz)		
KQLO, 920, 5 KW/1 KW (DA-N)	, COUNTRY	NBC,$ 23.00*	(Banner)	Constant	
KONE, 1450, 1 KW	, MOR	ABC-C,$ 15.00*	(Eastman)	Lotus	
KPLY, 1270, 5 KW (DAYS)	, MOR	,$ 14.00*	(Masla)		(SPARKS)
KROW, 780, 50 KW (DA-N)	, COUNTRY	,$ 18.00*	(Mc-Guild)		
KIIQ, 1590, 5 KW (DAYS)	, COUNTRY	UP 1,$ 17.00*	(Christal)	Olympic	
KBET, 1340, 1 KW	, MOR	,$ 12.00	(Unirep)		
KBUL-F, 98.1, 76 KW @ 2274,	COUNTRY	MBS,$ 21.00*	(Durpetti)		
KHTZ-F, 103.7, 1 KW @ 2870,	CHR	,$ 30.00*	(Katz)	Americom	(CARNELIAN BAY, CA)
KIIQ-F, 104.5, 25 KW @ 2930,	COUNTRY	,$ 20.00*	(Christal)	Olympic	
KNEV-F, 95.5, 60 KW @ 2250,	BTFL/EZ	,$ 34.00	(Mc-Guild)	John Price	
KOZZ-F, 105.7, 75 KW @ 2120,	AOR	Source,$ 39.00*	(Eastman)	Lotus	
KRNO-F, 106.9, 70 KW @ 2214,	AC	,$ 36.00	(Torbet)	Roth	
KROI-F, 100.9, 300 W @ 840,	AC	,$ 18.00*	(Masla)		(SPARKS)
KRZQ-F, 96.5, 1 KW @ ?? ,	AOR	,$ 31.00*	(MMR)		(TAHOE CITY, CA)
KSXY-F, 101.7, 1 KW @ 150,	AC	Trans,$ 19.00*	(Katz)		
KWNZ-F, 97.3, 87 KW @ 2126,	CHR	,$ 34.00*	(Banner)	Constant	(CARSON CITY)

MISCELLANEOUS COMMENTS KSRN changes to KIIQ and format to Country... KOLO changes to KQLO...

American Radio Fall 1987, Copyright 1988

RICHMOND

Arbitron Rank/Pop (12+): 54/687,900

MSA Rank/Pop: 63/824,000
ADI # 62
Average Person Ratings: 17.7
Market TSL: 23.5 hours

Stations: 20/19
Diaries: 1421/484:1/58.8%
Sample Target: 1020
% Below Line: 0.7
% Not Listed: 7.8

1987 Revenue: $24,200,000
HH Inc.: $35,205
Retail $: 5.7 Bil
Pop per Station: 36,205
#1 Biller: WRVA $5,300,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WRVA	162/13.3	12.4	15.0	13.9	15.7	13.7	10.3
2. WRXL-F	161/13.2	12.2	10.8	9.2	10.5	11.4	13.9
3. WPLZ-F	149/12.2	14.5	12.6	16.0	12.3	13.8	16.1
4. WRVQ-F	148/12.1	13.3	11.6	12.3	11.4	12.3	17.6
5. WEZS-F	83/ 6.8	9.0	9.1	7.2	7.7	8.0	5.8
6. WTVR-F	78/ 6.4	5.5	5.9	6.8	5.8	6.2	3.6
7. WQSF-F	64/ 5.2	4.4	5.5	5.1	5.0	5.1	3.7
8. WKHK-F	53/ 4.3	1.4	3.8	3.3	1.5	3.2	2.3
9. WCDX-F	47/ 3.8	2.5	3.7	3.0	4.4	3.3	4.4
10. WKIE	33/ 2.7	3.9	2.8	2.1	1.3	2.9	3.6
11. WFTH	30/ 2.5	1.2	1.8	1.2	1.9	1.7	1.0
12. WLEE	27/ 2.2	2.1	1.9	2.3	3.7	2.1	2.0
13. WANT	26/ 2.1	1.4	1.8	1.5	1.0	1.7	1.2
14.							

12+ TSA	1/4/CUME
1. WRVQ-F	196/2425
2. WRXL-F	177/1637
3. WPLZ-F	172/1550
WRVA	172/2141
5. WEZS-F	95/1525
6. WTVR-F	91/1317
7. WQSF-F	80/ 852
8. WKHK-F	59/ 641
9. WCDX-F	47/ 620
10. WKIE	34/ 500
11. WFTH	31/ 271
12. WANT	28/ 450
13. WLEE	27/ 381
WMYK-F	27/ 239

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WRVA	1925/27.9	29.3	28.2
2. WRVQ-F	1910/27.7	28.1	26.8
3. WRXL-F	1447/21.0	18.6	20.1
4. WPLZ-F	1318/19.1	20.2	18.8
5. WEZS-F	1292/18.7	19.6	20.8
6. WTVR-F	1066/15.4	14.3	14.5
7. WQSF-F	681/ 9.9	9.6	10.3
8. WCDX-F	620/ 9.0	9.2	14.0
9. WKHK-F	578/ 8.4	7.5	5.3
10. WKIE	459/ 6.6	6.4	3.8
11. WRNL	428/ 6.2	7.5	9.0
12. WANT	401/ 5.8	5.3	4.2
13. WLEE	369/ 5.3	4.0	6.5
14.			

12+ FM SHARE (METRO): 71.16% (802 of 1127) (FAL 86: 66.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRVQ-F>	1. WRXL-F>	1. WRXL-F	1. WRXL-F	1. WRXL-F	1. WRVA >	1. WRVA >	1. WRXL-F>	1. WRXL-F	1. WPLZ-F	1. WRVQ-F
2. WPLZ-F	2. WPLZ-F	2. WPLZ-F	2. WPLZ-F	2. WPLZ-F	2. WQSF-F	2. WRVQ-F	2. WPLZ-F	2. WPLZ-F	2. WRVA	2. WPLZ-F
3. WRXL-F	3. WRVQ-F>	3. WRVQ-F>	3. WRVQ-F	3. WRVQ-F	3. WTVR-F>	WRXL-F	3. WRVQ-F	3. WRVQ-F	3. WRVQ-F	3. WRXL-F
4. WKIE	4. WEZS-F>	4. WEZS-F	4. WEZS-F>	4. WEZS-F	4. WPLZ-F	4. WPLZ-F>	4. WRVA	4. WRVA >	4. WRXL-F>	4. WRVA >
5.	5. WCDX-F	5. WTVR-F	5. WTVR-F	5. WRVA	5. WEZS-F	5. WTVR-F+	5. WEZS-F	5. WEZS-F	5. WCDX-F	5. WTVR-F
		6. WRVA		6. WTVR-F	6. WRVQ-F	6. WEZS-F	6. WTVR-F+	6. WTVR-F+	6. WTVR-F	6. WQSF-F
							7. WQSF-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRVQ-F	1. WPLZ-F	1. WPLZ-F	1. WPLZ-F	1. WPLZ-F
2. WPLZ-F	2. WRVQ-F>	2. WRVQ-F	2. WRVQ-F	2. WEZS-F
3. WRXL-F>	3. WRXL-F>	3. WRXL-F	3. WRXL-F	WRVQ-F
4. WEZS-F	4. WEZS-F>	4. WEZS-F>	4. WEZS-F>	4. WRVA
5. WKHK-F	5.	5. WTVR-F	5. WRVA	5. WRXL-F
			6. WTVR-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRXL-F>	1. WRXL-F>	1. WRXL-F>	1. WRXL-F>	1. WRXL-F>
2. WRVQ-F	2. WPLZ-F>	2. WPLZ-F>	2. WPLZ-F	2. WPLZ-F
3. WPLZ-F	3. WRVQ-F>	3. WRVQ-F	3. WRVQ-F>	3. WRVQ-F
4.	4. WEZS-F	4. WEZS-F	4. WTVR-F	4. WTVR-F
5.	5. WCDX-F	5. WCDX-F	5. WEZS-F	5. WEZS-F
			6. WCDX-F	6. WRVA

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		148 (1)	148 (1)	13.1	17.5
AOR/CLASSIC		161 (1)	161 (1)	14.3	11.7
AC/OLDIES/SOFT ROCK	15 (1)	83 (1)	98 (2)	8.7	8.6
MOR/VARIETY/FULL	162 (1)		162 (1)	14.4	17.5
COUNTRY	12 (2)	131 (2)	143 (4)	12.7	13.5
BLACK/URBAN	59 (2)	204 (3)	263 (5)	23.3	18.0
BTFL MUSIC/EZ		64 (1)	64 (1)	5.6	5.6
NEWS/TALK					
NOSTALGIA	27 (1)		27 (1)	2.4	4.1
RELIGION/GOSPEL	46 (2)	11 (1)	57 (3)	5.1	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.4	
			1127 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANI	1320	Richmond	.3/ .8
WDYL-F	92.1	Chester	.9/3.1
WPLZ	99.3	Petersburg	1.3/1.5
WRNL	910	Richmond	1.2/6.2
WTVR	1380	Richmond	.5/2.4
WXGI	950	Richmond	.5/1.2

RADIO STATIONS

WANT, 990, 1 KW (DAYS)	, BLACK	NBN,$ 17.00*	(Malsa)			
WFTH, 1590, 5 KW (DAYS)	, RELIGION	,$ 14.00*	(---)	Willis		
WKIE, 1540, 10 KW (DAYS,DA)	, BLACK	,$ 20.00*	(Roslin)			
WLEE, 1480, 5 KW (DA-2)	, NOSTALGIA	CBS,$ 31.00*	(HNWH)	Gilcom		
WPLZ, 1240, 1 KW	, RELIGION	US 2,$ 11.00*	(Mc-Guild)			(PETERSBURG)
WRNL, 910, 5 KW (DA-N)	, OLDIES	UP 1,$ NA	(Katz)	Capitol-Goodmon		
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC,$110.00*	(Eastman)	Edins		
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NA	(Christal)	Park		
WCDX-F, 92.7, 2.7 KW @ 340,	URBAN	,$ 35.00*	(Torbet)	Sinclair		
WEZS-F, 103.7, 20 KW @ 750,	AC	,$ 85.00*	(MMR)	EZ		
WKHK-F, 95.3, 3 KW @ 300,	COUNTRY	ABC-D,$ 28.00*	(Christal)	Brill		(COLONIAL HTS)
WPLZ-F, 99.3, 3 KW @ 300,	BLACK	US 1,$ 60.00*	(Mc-Guild)			
WQSF-F, 96.5, 50 KW @ 440,	BTFL/AC	,$ 48.00*	(HNWH)			(WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC-C,$ 95.00*	(Eastman)	Edens		
WRXL-F, 102.1, 140 KW @ 320,	AOR	,$ NA	(Katz)	Capitol-Goodmon		
WTVR-F, 98.1, 50 KW @ 840,	COUNTRY	ABC-E,$ 56.00*	(Christal)	Park		

MISCELLANEOUS COMMENTS WEZS-F sold by EZ to Eastern for $16,000,00 (Never Closed)... WEZS resold to Ragan Henry for $13,000,000 and tax cert. (LaRue)...

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RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 39/929,000

MSA Rank/Pop: 19/2,060,000
Los Angeles ADI
Average Person Ratings: 16.3
Market TSL: 22.3 hours

Stations: 48/16
Diaries: 1604/579:1/52.8%
Sample Target: 1280
% Below Line: 51.8
% Not Listed: 9.3

1987 Revenue: $14,000,000
HH Inc.: $33,611
Retail $: 12.2 Bil
Pop per Station: 58,063
#1 Biller: KGGI-F $3,000,000

12+ METRO	1/4/SHARE	SUN 87	SPG 87	WIN 87	FAL 85	4 Book Avg.	Birch Share
1. KDUO-F	117/7.3	8.3	7.7	7.5	7.0	7.7	3.6
2. KGGI-F	112/7.0	8.5	7.4	7.5	6.6	7.6	10.5
3. KIIS A/F	100/6.3	6.5	5.5	5.6	6.4	6.0	7.0
4. KCAL-F	91/5.7	2.9	2.5	3.6	2.7	3.7	4.6
5. KRTH-F	80/5.0	7.4	7.2	5.0	4.8	6.2	6.1
6. KLOS-F	67/4.2	3.6	4.2	4.3	3.7	4.1	5.8
7. KFI	59/3.7	3.2	3.8	4.3	3.2	3.8	2.3
8. KOST-F	57/3.6	3.1	3.4	4.2	3.7	3.6	4.2
9. KQLH-F	48/3.0	2.4	3.1	2.4	2.9	2.7	1.9
10. KCKC	44/2.8	2.5	2.9	2.7	2.7	2.7	2.7
11. KOLA-F	42/2.6	2.0	2.3	3.0	2.3	2.5	2.8
12. KNX	41/2.6	3.3	2.3	3.4	3.4	2.9	2.5
13. KPWR-F	37/2.3	2.1	2.8	2.6	2.3	2.5	3.9
KABC	37/2.3	1.6	1.7	2.3	1.6	2.0	1.0
KBIG-F	37/2.3	3.0	2.7	2.8	2.5	2.7	1.3

12+ TSA	1/4/CUME
1. KIIS A/F	179/2461
2. KDUO-F	137/1670
3. KGGI-F	125/2086
4. KLOS-F	122/1657
5. KRTH-F	119/1991
6. KCAL-F	106/1227
7. KFI	100/1920
8. KOST-F	78/1356
9. KNX	75/1464
10. KROQ-F	62/ 943
11. KBIG-F	59/1105
12. KQLH-F	54/ 826
13. KNTF-F	52/ 730
14. KABC	51/ 843
KPWR-F	51/1032
KIQQ-F	51/ 934

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KGGI-F	1689/17.3	18.6	17.9
2. KIIS A/F	1460/14.9	16.2	17.2
3. KRTH-F	1339/13.7	14.8	12.2
4. KDUO-F	1242/12.7	12.9	10.9
5. KFI	1155/11.8	10.5	10.6
6. KOLA-F	1038/10.6	9.7	8.9
7. KLOS-F	983/10.0	8.6	8.5
8. KCAL-F	956/ 9.8	7.0	5.4
9. KNX	908/ 9.3	7.6	10.0
10. KOST-F	878/ 9.0	10.6	9.6
11. KQLH-F	745/ 7.6	6.8	7.5
12. KBIG-F	709/ 7.2	7.4	8.0
13. KPWR-F	705/ 7.2	7.8	7.4
14. KIQQ-F	560/ 5.7	4.9	4.7
15. KROQ-F	542/ 5.5	5.6	5.5

12+ FM SHARE (METRO): 73.56% (1063 of 1445) (FAL 86: 72.16%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KGGI-F>	1. KCAL-F	1. KCAL-F	1. KRTH-F	1. KRTH-F	1. KDUO-F>
2. KIIS-F+	2. KLOS-F	2. KIIS-F+	2. KCAL-F	2. KIIS-F+	2. KFI
3. KPWR-F	3. KIIS-F+	3. KRTH-F	3. KIIS-F+	3. KCAL-F	3. KRTH-F
4. KROQ-F	4. KGGI-F>	4. KGGI-F	4. KLOS-F	4. KLOS-F	4. KNX
5.	5. KRTH-F	KLOS-F	5. KGGI-F	5. KGGI-F	5. KCKC
					KABC

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KIIS-F+	1. KDUO-F	1. KGGI-F	1. KGGI-F>	1. KCAL-F
2. KDUO-F	2. KRTH-F	2. KDUO-F	2. KOST-F	2. KGGI-F
3. KGGI-F+	3. KGGI-F	3. KCAL-F	3. KCAL-F	3. KDUO-F
4. KCAL-F	4. KIIS-F+	4. KIIS-F+	KDUO-F	4. KIIS-F+
5. KFI	5. KCAL-F	5. KLOS-F	5. KIIS-F+	5. KRTH-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KGGI-F	1. KRTH-F
2. KCAL-F>	2. KIIS-F+	KRTH-F	2. KIIS-F+	2. KGGI-F
KIIS-F+	3. KCAL-F	3. KIIS-F+	3. KRTH-F	3. KIIS-F+
4. KNTF-F	4. KRTH-F>	4. KCAL-F	4. KCAL-F	4. KQLH-F
KOLA-F	5.	5.	KQLH-F	5. KOST-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KCAL-F	1. KLOS-F	1. KLOS-F	1. KCAL-F	1. KLOS-F
2. KLOS-F	2. KCAL-F>	2. KCAL-F>	2. KLOS-F>	2. KCAL-F
3. KIIS-F+	3. KIIS-F+>	3. KIIS-F+	3. KIIS-F+	3. KRTH-F
4. KROQ-F	4. KOST-F	4. KOST-F	KRTH-F	4. KIIS-F+
5. KGGI-F	5. KOLA-F	5. KPWR-F	5. KOST-F	5. KDUO-F
KOST-F		KRTH-F		KOST-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	1 (1)	253 (3)	254 (4)	17.6	15.1
AOR/CLASSIC		231 (5)	231 (5)	16.0	16.4
AC/OLDIES/SOFT ROCK	79 (3)	261 (7)	340 (10)	23.5	25.2
MOR/VARIETY/FULL					0.6
COUNTRY	73 (2)	79 (4)	152 (6)	10.5	9.0
BLACK/URBAN		44 (2)	44 (2)	3.0	3.6
BTFL MUSIC/EZ		132 (3)	132 (3)	9.1	9.2
NEWS/TALK	99 (4)		99 (4)	6.9	6.8
NOSTALGIA	37 (2)		37 (2)	2.6	6.9
RELIGION/GOSPEL	20 (3)		20 (3)	1.4	1.2
SPANISH	46 (2)	10 (1)	56 (3)	3.9	2.3
CLASSICAL		20 (1)	20 (1)	1.4	2.0
JAZZ/NEW AGE/ECLECTIC		33 (2)	33 (2)	2.3	---
UNKNOWN/OTHERS	27 (2)		27 (2)	1.9	1.7
			1445 (48)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	.4/2.4
KCAL	1410	Redlands	1.7/2.6
KDIF	1440	Riverside	1.2/1.8
KFXM	590	San Bernardino	1.3/4.0
KHSJ	1320	Hemet	1.0/1.0
KHYE-F	105.7	Hemet	.4/1.1
KLFE	1240	San Bernardino	.4/ .9
KMEN	1290	San Bernardino	.7/3.2
KNTF-F	93.5	Ontario	2.3/4.4
KWDJ-F	92.7	Riverside	1.0/3.4
KMNY	1600	Pomona	.3/ .7
KNSE	1510	Ontario	.7/1.2
KWXY-F	98.5	Cathedral City	.5/ .5

See Los Angeles for more information about the following:

KBRT	.4/1.8	KLAC	1.8/4.2	KNOB-F	.3/ .6
KFWB	1.0/4.2	KLSX-F	.9/3.4	KNX-F	1.0/3.3
KIQQ-F	1.8/5.7	KLVE-F	.6/1.4	KRLA	.6/2.7
KJLH-F	.4/ .6	KMAX	.4/ .9	KROQ-F	2.0/5.5
KJOI-F	.4/2.6	KMPC	1.1/2.8	KTWV-F	1.6/4.6
KKGO-F	.5/1.7	KNAC-F	.6/1.0	KZLA-F	1.2/3.0

RADIO STATIONS

KCAL, 1410, 5 KW/1 KW (DA-N)	, SPANISH	UPI,$ 20.00	(Lotus)		
KCKC, 1350, 5 KW/500 W (DA-2)	, COUNTRY	ABC-I,$ 35.00	(HNWH)		
KFXM, 590, 1 KW (DA-2)	, NOSTALGIA	ABC-D,ABC-E,$ 24.00*	(Katz)		Henry
KMEN, 1290, 5 KW (DA-2)	, OLDIES/AC	,$ 22.00*	(Mc-Guild)		American
KCAL-F, 96.7, 3 KW @ 300, AOR		CBS-R,$ 34.00*	(Torbet)		
KDUO-F, 97.5, 72 KW @ 1530, BTFL/EZ		ABC-D,$ 67.00*	(Katz)		Henry
KGGI-F, 99.1, 3 KW @ 1530, CHR		,$ 80.00*	(Mc-Guild)		American
KNTF-F, 93.5, 3 KW @ -165, COUNTRY		,$ 37.00	(HNWH)		
KOLA-F, 99.9, 31 KW @ 1360, CHR		ABC-R,$ 40.00	(Banner)		
KQLH-F, 95.1, 50 KW @ ?? , SOFT AC		MBS,$ 45.00*	(Torbet)		
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY		MBS,$ 19.00	(Gillis)		

MISCELLANEOUS COMMENTS KNTF-F sold for $3,000,000...

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ROANOKE - LYNCHBURG

Arbitron Rank/Pop (12+): 93/364,000

MSA Rank/Pop: Roanoake - 137/224,500
ADI # 73 Lynchburg -248/144,700
Average Person Ratings: 15.3
Market TSL: 21.0 hours

Stations: 22/19
Diaries: 876/420:1/65.5%
Sample Target: 760
% Below Line: 2.2
% Not Listed: 12.6

1987 Revenue: $11,300,000
HH Inc.: $31,700
Retail $: 2.5 Bil
Pop per Station: 19,158
#1 Biller: WXLK-F $3,500,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WXLK-F	132/22.7	22.2	21.6	17.2	28.1		
2. WPVR-F	78/13.4	11.2	12.6	14.1	16.7		
3. WYYD-F	64/11.0	12.1	10.4	9.1	---		
4. WSLQ-F	38/ 6.5	8.3	7.0	8.3	7.6		
5. WSLC	28/ 4.8	6.1	4.8	4.2	8.5		
6. WJLM-F	22/ 3.8	3.2	2.2	3.9	7.3		
7. WTOY	21/ 3.6	2.9	3.0	2.4	7.9		
8. WJJS	20/ 3.4	3.2	3.3	5.0	---		
9. WFIR	19/ 3.3	3.9	3.0	3.7	6.9		
10. WKZZ-F	18/ 3.1	2.4	3.6	5.0	---		

12+ TSA	1/4/CUME
1. WXLK-F	316/3659
2. WPVR-F	109/1248
3. WYYD-F	102/ 969
4. WSLQ-F	90/1714
5. WQOK-F	36/ 325
6. WSLC	31/ 399
7. WJLM-F	27/ 336
8. WFIR	26/ 441
9. WTOY	22/ 214
10. WJJS-F	20/ 182

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WXLK-F	1464/39.8	38.9	38.0
2. WPVR-F	757/20.6	17.3	23.0
3. WSLQ-F	631/17.2	21.6	19.6
4. WYYD-F	597/16.2	15.7	16.2
5. WSLC	335/ 9.1	11.9	12.3
6. WFIR	332/ 9.0	8.7	9.8
7. WKZZ-F	302/ 8.2	9.5	8.8
8. WJLM-F	299/ 8.1	7.6	7.6
9. WROV	259/ 7.0	4.8	8.9
10. WGOL-F	236/ 6.4	8.5	5.0

12+ FM SHARE (METRO): 75.98% (386 of 508) (FAL 86: 70.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WXLK-F>	1. WXLK-F>	1. WXLK-F>	1. WXLK-F>	1. WXLK-F>	1. WPVR-F>	1. WXLK-F>	1. WXLK-F	1. WXLK-F>	1. WXLK-F	1. WXLK-F>
2. WYYD-F	2. WSCQ-F>	2. WYYD-F	2. WYYD-F	2. WYYD-F	2. WYYD-F	2. WPVR-F	2. WPVR-F>	2. WPVR-F	2. WYYD-F	2. WPVR-F>
3.	3. WYYD-F	3. WSLQ-F	3. WPVR-F	3. WPVR-F>	3. WXLK-F	3. WYYD-F	3. WYYD-F>	3. WYYD-F	3. WPVR-F	3. WYYD-F
4.	4. WTOY	4. WPVR-F	4. WSLQ-F>	4. WSLQ-F	4. WSLC	4.	4. WSLQ-F	4. WSLQ-F>	4. WSLQ-F	4. WSLQ-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WSLC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXLK-F>	1. WXLK-F>	1. WXLK-F>	1. WXLK-F>	1. WXLK-F>
2. WSLQ-F>	2. WSLQ-F>	2. WSLQ-F>	2. WYYD-F	2. WPVR-F
3. WYYD-F	3.	3. WPVR-F	3. WPVR-F	3. WYYD-F
4. WJLM-F	4.	4. WYYD-F	4. WSLQ-F	4. WSLQ-F
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXLK-F>	1. WXLK-F>	1. WXLK-F>	1. WXLK-F>	1. WXLK-F>
2. WSLQ-F	2. WSLQ-F>	2. WSLQ-F>	2. WSCQ-F	2. WYYD-F
3. WTOY	3. WTOY	3. WYYD-F	3. WYYD-F>	3. WPVR-F
4.	WYYD-F	4.	4.	WSLQ-F
5.	5.	5.	5.	5. WJLM-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		150 (2)	150 (2)	37.6	27.7
AOR/CLASSIC		3 (1)	3 (1)	0.6	
AC/OLDIES/SOFT ROCK	10 (1)	50 (2)	60 (3)	11.8	12.9
MOR/VARIETY/FULL	24 (2)		24 (2)	4.7	7.3
COUNTRY	28 (1)	86 (2)	114 (3)	22.4	20.4
BLACK/URBAN	41 (2)	16 (3)	57 (5)	11.2	11.7
BTFL MUSIC/EZ		78 (1)	78 (1)	15.3	13.8
NEWS/TALK					
NOSTALGIA	9 (1)		9 (1)	1.8	2.2
RELIGION/GOSPEL	5 (1)		5 (1)	1.0	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (2)	3 (1)	8 (3)	1.6	0.7
			508 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBLT	1350	Bedford	.5/ .9
WGOL-F	98.3	Lynchburg	2.1/6.4
WILL	930	Lynchburg	1.5/2.6
WLVA	590	Lynchburg	.9/3.6
WROV	1240	Roanoke	1.7/7.0
WSAY	1480	Salem	.9/1.1
WTTX-F	107.1	Appomattox	.5/2.1
WWOD	1390	Lynchburg	.3/1.4
WXYU-F	101.7	Lynchburg	1.0/5.5
WQMG-F	97.1	Greensboro	.3/3.0
WQOK-F	97.5	South Boston	1.4/3.3
WWWV-F	97.5	Charlotlesville	.5/1.6

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR	CBS,$ 26.00*	(HNWH)	Gibbons	(ROANOKE)
WJJS, 1320, 1 KW/100 W (DA-1)	, BLACK	ABC-E,$ 17.00*	(Katz & Powell)		(LYNCHBURG)
WLLL, 930, 5 KW (DAYS)	, NSTALGIA	,$ 15.00*	(Roslin)		(LYNCHBURG)
WLVA, 590, 1 KW (DA-2)	, MOR	ABC-I,$ 14.00*	(Southern)		(LYNCHBURG)
WROV, 1240, 1 KW -	, AC	ABC-D,$ 22.00	(---)		(ROANOKE)
WSAY, 1480, 5 KW (DAYS)	, GOSPEL	SBN,$ 13.00	(---)	Willis	(SLAEM)
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC,$ 36.00*	(Katz)	Mel Wheeler	(ROANOKE)
WTOY, 910, 1 KW (DAYS,DA)	, BLACK	SBN,$ 19.00	(Torbet)		(ROANOKE)
WGOL-F, 98.3, 3 KW @ 240, AC		,$ 18.00*	(Roslin)		(LYNCHBURG)
WJLM-F, 93.5, 3 KW @ -83, COUNTRY		US 2,MBS,$ 17.00*	(---)		(SALEM)
WKZZ-F, 100.1, 3 KW @ 155, CHR		CBS,US 1,$ 19.00*	(Banner)	Bahakel	(LYNCHBURG)
WPVR-F, 94.9, 50 KW @ 1980, BTFL/EZ		,$ 47.00*	(HNWH)	Gibbons	(ROANOKE)
WSLQ-F, 99.1, 200 KW @ 1985, AC		ABC-F,$ 45.00*	(Katz)	Mel Wheeler	(ROANOKE)
WXLK-F, 92.3, 93 KW @ 2050, CHR		,$ 80.00*	(Torbet)		(ROANOKE)
WXYU-F, 101.7, 3 KW @ 300, URBAN/CHR		ABC-F,$ 21.00*	(Katz & Powell)		(LYNCHBURG)
WYYD-F, 107.9, 20 KW @ 1720, COUNTRY		MBS,$ 37.00*	(Eastman)		(AMHERST)
WAKG-F, 103.3, 100 KW @ 600, COUNTRY		,$ 28.00	(Masla)		(DANVILLE)

MISCELLANEOUS COMMENTS WSAY (Salem) sold by Willis for $375,000... WLVA (Lynchburg) sold for $345,000...

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ROCHESTER

Arbitron Rank/Pop (12+): 42/839,400

MSA Rank/Pop: 47/995,000
ADI # 72
Average Person Ratings: 15.9
Market TSL: 21.0 hours

Stations: 18/16
Diaries: 1315/638:1/51.1%
Sample Target: 1130
% Below Line: 1.3
% Not Listed: 11.8

1987 Revenue: $23,000,000
HH Inc.: $38,832
Retail $: 6.3 Bil
Pop per Station: 52,463
#1 Biller: WVOR-F $5,200,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WPXY A/F	189/14.4	15.8	13.2	10.7	10.9	13.5	21.6
2. WCMF-F	181/13.7	14.0	14.8	12.2	10.9	13.7	15.4
3. WVOR-F	147/11.1	9.1	10.2	11.4	11.4	10.5	10.9
4. WBEE-F	111/ 8.4	8.8	7.4	5.5	7.1	8.0	8.3
5. WHAM	108/ 8.2	8.7	7.7	8.4	8.3	8.3	5.2
6. WZSH-F	106/ 8.0	5.8	7.0	9.1	6.1	7.5	2.6
7. WEZO-F	79/ 6.0	6.8	7.7	8.6	9.9	7.3	4.7
8. WKLX-F	77/ 5.8	4.8	4.7	6.0	6.5	5.3	6.1
9. WDKX-F	52/ 3.9	5.3	5.6	3.3	4.4	4.5	8.3
10. WNYR	35/ 2.7	2.9	2.2	6.2	5.2	3.5	2.4
11.							

12+ TSA	1/4/CUME
1. WCMF-F	208/2565
2. WPXY A/F	200/2891
3. WVOR-F	165/2256
4. WBEE-F	130/1533
5. WHAM	124/1984
WZSH-F	124/1555
7. WEZO-F	87/1440
8. WKLX-F	82/1494
9. WDKX-F	52/ 630
10. WNYR	40/ 556
11.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WPXY A/F 2621/31.6	28.0	27.0
2. WCMF-F 2099/25.3	26.0	23.4
3. WVOR-F 1989/24.0	23.4	26.5
4. WHAM 1746/21.0	20.1	22.4
5. WKLX-F 1318/15.9	14.7	14.5
6. WEZO-F 1292/15.6	18.3	23.6
7. WBEE-F 1283/15.5	15.0	21.9
8. WZSH-F 1261/15.2	12.7	12.1
9. WDKX-F 630/ 7.6	8.9	8.4
10. WNYR 500/ 6.0	6.5	9.9
11. WBBF 485/ 5.8	4.4	7.7

12+ FM SHARE (METRO): 82.99% (966 of 1164) (FAL 86: 79.57%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WPXY-F+>	1. WCMF-F>	1. WCMF-F	1. WVOR-F	1. WVOR-F	1. WZSH-F
2. WCMF-F>	2. WPXY-F+	2. WVOR-F	2. WCMF-F>	2. WCMF-F	2. WHAM
3.	3. WVOR-F	3. WPXY-F+>	3. WBEE-F	3. WBEE-F	3. WBEE-F
4.	4. WKLX-F>	4. WBEE-F	4. WPXY-F+	4. WPXY-F+	4. WVOR-F
5.	5.	5. WKLX-F	5. WKLX-F	5. WHAM	5. WEZO-F
				6. WKLX-F	

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WPXY-F+	1. WCMF-F	1. WPXY-F+	1. WCMF-F>	1. WPXY-F+
2. WCMF-F	2. WVOR-F	2. WCMF-F	WPXY-F+	2. WCMF-F
3. WHAM	3. WPXY-F+	3. WVOR-F	3. WHAM	3. WVOR-F
4. WVOR-F	4. WZSH-F	4. WBEE-F	4. WVOR-F	4. WBEE-F
5. WZSH-F	5. WBEE-F	5. WZSH-F	5. WKLX-F	5. WZSH-F
6. WBEE-F	6. WEZO-F		6. WBEE-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPXY-F+>	1. WPXY-F+	1. WVOR-F>	1. WPXY-F+	1. WVOR-F
2. WCMF-F>	2. WCMF-F>	2. WCMF-F	2. WVOR-F	2. WPXY-F+
3. WVOR-F	3. WVOR-F	3. WPXY-F+	3. WCMF-F	3. WBEE-F
4. WBEE-F	4. WBEE-F	4. WEZO-F	4. WBEE-F>	4. WCMF-F
5.	5. WDKX-F	WKLX-F	5.	5. WEZO-F
	6. WKLX-F	6. WDKX-F		6. WHAM
	7. WEZO-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>
2. WPXY-F+	2. WKLX-F	2. WKLX-F>	2. WKLX-F	2. WVOR-F
3. WKLX-F>	3. WPXY-F+>	3. WVOR-F	3. WVOR-F	3. WBEE-F
4. WDKX-F	4. WVOR-F	4. WPXY-F+	4. WPXY-F+	4. WKLX-F
5.	5.	5.	5. WBEE-F	5. WHAM

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	5 (1)	194 (2)	199 (3)	17.1	22.1
AOR/CLASSIC		258 (2)	258 (2)	22.2	19.8
AC/OLDIES/SOFT ROCK	14 (1)	226 (2)	240 (3)	20.6	26.9
MOR/VARIETY/FULL	135 (4)		135 (4)	11.6	9.9
COUNTRY		130 (2)	130 (2)	11.2	7.9
BLACK/URBAN		52 (1)	52 (1)	4.4	5.0
BTFL MUSIC/EZ		106 (1)	106 (1)	9.1	
NEWS/TALK					
NOSTALGIA	35 (1)		35 (1)	3.0	6.9
RELIGION/GOSPEL	10 (1)		10 (1)	0.9	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			1164 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	[illegible]/5.8
WCGR	1150	Canadaiqua	[illegible]/1.1
WFLC-F	102.3	Canadaiqua	1.4/2.5
WGVA	1240	Geneva	.4/1.4
WWWG	1460	Rochester	.8/2.3
WGR	550	Buffalo	.6/1.0
WMJQ-F	102.5	Buffalo	.7/2.7

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, OLDIES	US 2,$ 30.00* (Republic)	Heritage
WHAM, 1180, 50 KW	, MOR	CBS,NBC-T,$ 72.00* (Mc-Guild)	Lincoln
WNYR, 990, 5 KW/2.5 KW (DA-2)	, NOST/MOR	ABC-I,$ 23.00* (HNWH)	Dorton
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,$ 12.00 (---)	Brandon
WBEE-F , 92.5, 50 KW @ 500,	COUNTRY	US 2,$ 45.00* (Republic)	Heritage
WCMF-F , 96.5, 50 KW @ 457,	AOR	,$ 90.00* (Torbet)	Stoner
WDKX-F , 103.9, 1 KW @ 540,	BLACK	NBN,$ 38.00* (Roslin)	
WEZO-F , 101.3, 27 KW @ 637,	SOFT AC	ABC-E,$ 68.00* (HNWH)	Dorton
WKLX-F , 98.9, 50 KW @ 340,	CLASSIC AOR	,$ 42.00* (Durpetti)	
WPXY-F+, 97.9, 50 KW @ 456,	CHR	,$ 80.00* (MMR)	Pyramid
WVOR-F , 100.5, 50 KW @ 490,	AC	,$ 93.00* (Mc-Guild)	Lincoln
WZSH-F , 95.1, 11 KW @ 993,	BTFL	,$ 40.00* (Torbet)	(BRISTOL CENTER)

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SACRAMENTO

Arbitron Rank/Pop (12+): 32/1,082,800

MSA Rank/Pop: 35/1,330,000
ADI # 20
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 27/21
Diaries: 1404/771:1/50.0%
Sample Target: 1240
% Below Line: 4.6
% Not Listed: 12.5

1987 Revenue: $42,900,000
HH Inc.: $35,054
Retail $: 9.4 Bil
Pop per Station: 51,562
#1 Biller: KRAK A/F $8,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KCTC-F	176/10.1	7.9	10.5	8.9	7.7	9.4	7.0
2. KFBK	145/ 8.3	9.5	3.3	9.1	7.5	8.8	7.9
3. KXOA-F	140/ 8.0	8.2	7.6	7.4	7.8	7.8	6.6
4. KRAK-F	139/ 8.0	6.9	6.9	7.6	7.3	7.4	7.9
5. KZAP-F	125/ 7.2	8.8	6.3	8.0	5.9	7.6	9.4
6. KSFM-F	111/ 6.4	7.2	6.0	7.1	7.6	6.7	8.1
7. KWOD-F	108/ 6.2	6.1	7.5	6.4	4.7	6.6	5.9
8. KROY-F	83/ 4.7	4.6	7.0	6.8	5.2	5.8	8.1
9. KRXQ-F	71/ 4.1	4.0	3.4	3.9	3.7	3.9	5.2
10. KRAK	55/ 3.1	2.9	4.0	3.5	5.1	3.4	3.4
11. KAER-F	52/ 3.0	3.9	3.0	2.8	3.8	3.2	3.3
12. KSMJ	41/ 2.3	.6	.8	2.1	1.8	1.5	1.4
13. KHYL-F	39/ 2.2	3.1	2.4	2.3	2.2	2.5	2.3
14. KXOA	36/ 2.1	2.8	3.3	2.8	3.9	2.8	2.0
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KCTC-F	225/2405
2. KRAK-F	187/2410
3. KFBK	186/2439
4. KZAP-F	181/2771
5. KXOA-F	157/2190
6. KSFM-F	150/2816
KRAK	150/2018
8. KWOD-F	137/2683
9. KROY-F	94/1856
10. KNBR	84/1308
11. KAER-F	73/1358
12. KRXQ-F	72/1002
13. KCBS	67/ 998
14. KGO	59/1221
15. KHYL-F	53/1307
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12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KSFM-F	2312/20.8	19.1	22.9
2. KWOD-F	2028/18.2	19.3	16.7
3. KXOA-F	1930/17.3	20.0	19.2
4. KZAP-F	1929/17.3	15.2	15.5
5. KFBK	1857/16.7	18.5	16.8
6. KCTC-F	1835/16.5	18.3	16.5
7. KRAK-F	1760/15.8	14.5	14.4
8. KROY-F	1546/13.9	15.6	13.7
9. KHYL-F	1047/ 9.4	9.2	8.7
10. KAER-F	1043/ 9.4	9.5	9.7
11. KRXQ-F	985/ 8.8	9.8	9.2
12. KRAK	870/ 7.8	8.4	10.1
13. KXOA	532/ 4.8	6.7	7.4
14. KGO	527/ 4.7	4.3	4.3
15. KGNR	495/ 4.4	5.2	4.5
16.			
17.			
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19.			
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21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 71.83% (1099 of 1530) (FAL 86: 67.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWOD-F	1. KZAP-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KFBK >	1. KCTC-F	1. KCTC-F	1. KWOD-F	1. KCTC-F>
2. KROY-F	2. KXOA-F	2. KZAP-F	2. KZAP-F	2. KRAK-F>	2. KFBK >	2. KCTC-F	2. KRAK-F	2. KXOA-F	2. KSFM-F	2. KXOA-F
3. KSFM-F>	3. KRXQ-F	3. KRAK-F	3. KRAK-F>	3. KZAP-F	3. KRAK-F	3. KRAK-F	3. KXOA-F	3. KRAK-F	3. KROY-F	3. KSFM-F
4.	KWOD-F	4. KSFM-F	4. KFBK	4. KFBK >	4. KXOA-F	4. KXOA-F	4. KFBK	4. KWOD-F	4. KFBK	4. KWOD-F
5.	5. KSFM-F	5. KWOD-F	5. KSFM-F>	5. KCTC-F	5. KRAK	5. KSFM-F	5. KZAP-F>	5. KZAP-F	5. KCTC-F	5. KRAK-F
6.	6. KRAK-F	6. KRXQ-F	6.	KSFM-F	6.	6. KZAP-F	6.	6. KSFM-F	6. KXOA-F	6. KZAP-F
7.	7.	7. KFBK	7.	7.	7.	7. KWOD-F	7.	7. KFBK	7. KZAP-F	7. KRXQ-F
8.	8.	8.	8.	8.	8.	8.	8.	KROY-F	8. KRAK-F	8. KROY-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWOD-F	1. KXOA-F	1. KXOA-F>	1. KXOA-F>	1. KXOA-F
2. KXOA-F	2. KWOD-F	2. KSFM-F	2. KSFM-F	2. KCTC-F
3. KSFM-F	3. KSFM-F	3. KRAK-F	3. KWOD-F	3. KRAK-F
KZAP-F	4. KZAP-F	4. KZAP-F	4. KRAK-F	4. KZAP-F
5. KCTC-F	5. KRAK-F	5. KWOD-F	5. KZAP-F	5. KSFM-F
KROY-F	6. KROY-F	6. KROY-F	6. KCTC-F	6. KROY-F
7.	7.	7. KAER-F	7. KAER-F	7. KWOD-F
8.	8.	8.	8. KROY-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F	1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KRAK-F
2. KSFM-F	2. KRXQ-F>	2. KRAK-F	2. KRAK-F	KZAP-F
KZAP-F	3. KRAK-F	3. KRXQ-F>	3. KRXQ-F	3. KXOA-F
4. KWOD-F>	4. KSFM-F	4. KXOA-F	4. KXOA-F	4. KFBK >
5. KROY-F	5. KWOD-F	5. KAER-F	5. KFBK	5. KRXQ-F
6. KRAK-F	6. KXOA-F	KFBK	6. KSFM-F	6.
7.	7. KROY-F	KWOD-F	7. KWOD-F	7.
8.	8.	8. KHYL-F	8.	8.
9.	9.	KSFM-F	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		310 (4)	310 (4)	20.3	21.2
AOR/CLASSIC		196 (2)	196 (2)	12.8	11.4
AC/OLDIES/SOFT ROCK	20 (1)	231 (3)	251 (4)	16.4	20.0
MOR/VARIETY/FULL	22 (1)		22 (1)	1.4	1.5
COUNTRY	55 (1)	139 (1)	194 (4)	12.7	15.8
BLACK/URBAN	41 (1)		41 (1)	2.7	
BTFL MUSIC/EZ		182 (2)	182 (2)	11.9	9.1
NEWS/TALK	182 (3)		182 (3)	11.9	11.4
NOSTALGIA	44 (2)		44 (2)	2.9	5.2
RELIGION/GOSPEL	21 (1)	30 (2)	51 (3)	3.3	3.1
SPANISH	33 (1)		33 (1)	2.2	1.4
CLASSICAL	13 (1)		13 (1)	0.8	
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		11 (1)	11 (1)	0.7	
			1530 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KEBR-F	100.5	Sacramento	1.1/2.0
KFIA	710	Carmichael	1.2/2.4
KGNR	1320	Sacramento	1.1/4.4
KRCX	1110	Roseville	1.9/1.3
KSAC	1240	Sacramento	.7/2.1
KTHO-F	102.9	S. Lake Tahoe	.6/1.2
KYLO-F	105.5	Davis	.6/1.9
KBEE	103.3	Modesto	.3/1.0
KCBS	740	San Francisco	.5/1.8
KFRC	610	San Francisco	.5/1.9
KGO	810	San Francisco	1.7/4.7
KMEL-F	106.1	San Francisco	.5/1.5
KNBR	680	San Francisco	1.3/3.5

RADIO STATIONS

AM STATIONS

KFBK, 1530, 5 KW (DA-1)	, NEWS/TALK	APR,NBC,NBC-T,$ 85.00*	(Group W)	Westinghouse		
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	CNN,$ 26.00	(---)			(CARMICHAEL)
KGNR, 1320, 5 KW (DA-2)	, OLDIES	CBS,$ 45.00*	(Christal)	Tribune Co.		
KIOQ, 1030, 50 KW/1 KW (DA-2)	, ? ?	,$ 21.00	(Roslin)			(FOLSOM)
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION/VARIOUS	,$ 22.00	(---)			
KRAK, 1140, 50 KW (DA-2)	, COUNTRY	,$ 70.00*	(Durpetti)	EZ		
KRCX, 1110, 5 KW/500 W	, SPANISH	,$ 40.00*	(Lotus)	Fuller-Jeffrey		(ROSEVILLE)
KSAC, 1240, 1 KW	, MOR	,$ 35.00*	(---)			
KSMJ, 1380, 5 KW	, BLACK	SMN,$ 30.00*	(MMR)	Duffy		
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	APR,$ 55.00*	(Banner)	Brown		

FM STATIONS

KAER, 92.5, 50 KW @ 449, SOFT AC	ABC-E,$ 57.00*	(Group W)	Westinghouse		
KCTC, 96.1, 50 KW @ 476, BTFL/EZ	,$ 84.00*	(Christal)	Tribune Co.		
KRXQ, 93.5, 3 KW @ 306, AOR	,$ 50.00*	(Torbet)	Fuller-Jeffrey		
KHYL, 101.1, 36 KW @ 567, OLDIES/AC	,$ 45.00*	(Torbet)	Parker		(AUBURN)
KRAK, 105.1, 50 KW @ 500, COUNTRY	,$ 80.00*	(Durpetti)	EZ		
KROY, 96.9, 50 KW @ 500, CHR	US 1,Source,$ 60.00*	(HNWH)			
KSFM, 102.5, 50 KW @ 500, CHR	,$ 90.00*	(MMR)	Duffy		(WOODLAND)
KWOD, 106.5, 50 KW @ 310, CHR	ABC-F,CBS-R,$ 65.00*	(Republic)			
KXOA, 107.9, 50 KW @ 420, AC	,$115.00*	(Banner)	Brown		
KZAP, 98.5, 50 KW @ 495, AOR	,$ 85.00*	(Mc-Guild)	Nationwide		

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KEBR-F: From Family Stations to Duchossois for $7,400,000 (Kalil)
KSMJ, KSFM-F: From Duffy to Genesis for $16,500,000 (Est)

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SAGINAW - BAY CITY - MIDLAND

Arbitron Rank/Pop (12+): 104/334,600

MSA Rank/Pop: 111/408,000
ADI # 59 (w/Flint)
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 17/12
Diaries: 856/391:1/62.1%
Sample Target: 740
% Below Line: 7.5
% Not Listed: 7.8

1987 Revenue: $9,100,000
HH Inc.: $32,341
Retail $: 2.9 Bil
Pop per Station: 27,883
#1 Biller: NA

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WIOG-F	172/29.9	33.8	30.3	23.5	26.6		34.2
2. WSGW	86/15.0	14.2	11.2	11.7	12.0		9.5
3. WGER-F	51/ 8.9	6.7	9.0	9.0	10.7		5.1
4. WKCQ-F	50/ 8.7	10.9	9.3	9.2	12.9		9.0
5. WHNN-F	44/ 7.7	10.6	9.2	10.9	8.5		6.7
6. WKQZ-F	42/ 7.3	5.6	7.6	8.2	1.8		7.4
7. WJR	22/ 3.8	2.6	1.9	1.8	2.3		2.1
8. WWWS-F	16/ 2.8	2.1	2.9	6.0	1.7		10.6
9. WSAM	9/ 1.6	1.7	1.0	1.5	2.7		1.8
WCEN-F	9/ 1.6	.3	.8	.7	.3		---
11.							
12.							
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WIOG-F	435/4184
2. WSGW	99/1055
3. WHNN-F	92/1419
4. WKCQ-F	90/1251
5. WCRZ-F	79/1143
6. WJR	78/1230
7. WGER-F	60/ 599
8. WWCK-F	50/ 767
9. WKQZ-F	47/ 536
10. WFDF	40/ 525
11.	
12.	
13.	
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15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WIOG-F	1665/50.7	51.8	48.0
2. WSGW	808/24.6	25.2	22.1
3. WKCQ-F	679/20.7	21.7	20.8
4. WHNN-F	677/20.6	23.4	22.6
5. WGER-F	495/15.1	14.7	17.6
6. WKQZ-F	473/14.4	11.8	13.9
7. WJR	281/ 8.6	6.8	7.3
8. WSAM	224/ 6.8	6.5	6.5
9. WKNX	139/ 4.2	4.0	2.8
10. WWWS-F	119/ 3.6	4.5	5.5
11.			
12.			
13.			
14.			
15.			

12+ FM SHARE (METRO): 73.58% (390 of 530) (FAL 86: 79.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WSGW >	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>
2.	2. WKQZ-F>	2. WKQZ-F	2. WHNN-F	2. WHNN-F	2. WGER-F	2. WSGW	2. WSGW >	2. WSGW	2. WSGW >	2. WSGW
3.	3. WHNN-F	3. WHNN-F	3. WKCQ-F	3. WKCQ-F	3. WIOG-F	3. WKCQ-F	3. WGER-F	3. WGER-F	3. WKQZ-F	3. WGER-F
4.	4.	4. WKCQ-F>	4. WKQZ-F	4. WGER-F	4. WKCQ-F>	4. WGER-F	4. WHNN-F	4. WHNN-F	4. WGER-F	4. WKCQ-F
5.	5.	WSGW	5. WSGW	5. WSGW	5. WHNN-F	5. WHNN-F	WKCQ-F	5. WKCQ-F	WHNN-F	5. WHNN-F
				6. WKQZ-F				WKQZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>
2.	2. WHNN-F>	2. WHNN-F	2. WHNN-F	2. WHNN-F
3.	3. WKCQ-F	3. WKCQ-F	WKCQ-F>	WKCQ-F
4.	4. WKQZ-F	4.	4. WSGW	4. WGER-F
5.	5.	5.	5.	WSGW

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOG-F>	1. WIOG-F>	1. WIOG-F	1. WIOG-F>	1. WIOG-F>
2. WKQZ-F	2. WKQZ-F>	2. WKQZ-F	2. WKQZ-F>	2. WKQZ-F
3.	3. WHNN-F	3.	3. WHNN-F>	3. WHNN-F
4.	4.	4.	4. WKCQ-F	4. WGER-F
5.	5.	5.	WSGW	WKCQ-F
				6. WSGW

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		172 (1)	172 (1)	32.5	34.2
AOR/CLASSIC		46 (2)	46 (2)	8.7	9.2
AC/OLDIES/SOFT ROCK	9 (1)	46 (2)	55 (3)	10.4	12.0
MOR/VARIETY/FULL	110 (3)		110 (3)	20.8	18.1
COUNTRY	6 (1)	59 (2)	65 (3)	12.3	13.2
BLACK/URBAN		16 (1)	16 (1)	3.0	3.2
BTFL MUSIC/EZ	6 (1)	51 (1)	57 (2)	10.8	10.1
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	4 (1)		4 (1)	0.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.9	
			530 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCM	1440	Bay City	.7/2.3
WKNX	1210	Saginaw	.9/4.2
WMPX	1490	Midland	.3/3.4
WXOX	1250	Bay City	1.0/2.0
WCRZ-F	107.9	Flint	.3/3.1
WFDF	910	Flint	1.0/2.4
WWCK-F	105.5	Flint	.7/3.1

RADIO STATIONS

WSAM, 1400, 1 KW	, OLDIES	ABC-D,$ 16.00*	(Christal)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	, MOR	MBS,ABC-I,NBC-T,$ 35.00*	(Katz)	Booth
WGER-F, 106.3, 3 KW @ 300, BTFL/EZ		,$ 35.00*	(Mc-Guild)	
WHNN-F, 96.1, 100 KW @ 1032, AC		US 2,$ 44.00*	(Republic)	Liggett
WIOG-F, 102.5, 86 KW @ 870, CHR		ABC-C,$ 80.00*	(Katz)	Booth
WKCQ-F, 98.1, 50 KW @ 340, COUNTRY		ABC-D,$ 41.00*	(Christal)	MacDonald
WKQZ-F, 93.5, 3 KW @ 300, AOR		US 1,$ 30.00	(Eastman)	
WWWS-F, 107.1, 2 KW @ 360, BLACK		SBN,$ 18.00*	(Masla)	

Other ranked stations - See Flint and Detroit

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ST. LOUIS

Arbitron Rank/Pop (12+): 15/1,996,300

MSA Rank/Pop: 12/2,460,000
ADI # 18
Average Person Ratings: 17.9
Market TSL: 23.5 hours

Stations: 29/29
Diaries: 1842/1084:1/58.9%
Sample Target: 1740
% Below Line: 0
% Not Listed: 5.7

1987 Revenue: $60,000,000
HH Inc.: $35,349
Retail $: 17.2 Bil
Pop per Station: 68,838
#1 Biller: KMOX $18,400,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KMOX	803/22.1	25.5	23.0	17.7	18.0	22.1	24.8
2. KSHE-F	359/ 9.9	10.6	11.5	10.5	11.8	10.6	14.5
3. KMJM-F	299/ 8.2	5.7	7.2	6.7	6.4	7.0	9.1
4. KEZK-F	256/ 7.1	7.2	6.8	8.9	7.5	7.5	4.1
5. KHTR-F	179/ 4.9	5.9	6.8	7.3	4.8	6.2	5.7
6. WIL-F	151/ 4.2	4.5	3.4	5.0	4.5	4.3	4.7
7. KYKY-F	143/ 3.9	4.5	3.3	5.4	4.8	4.3	4.2
8. KSD-F	136/ 3.8	3.3	4.1	4.6	4.8	4.0	4.5
9. WRTH	118/ 3.3	1.8	2.2	2.5	2.6	2.5	1.5
10. KRJY-F	117/ 3.2	1.8	1.6	1.3	1.2	2.0	1.9
11. KWK-F	108/ 3.0	3.3	4.0	2.9	2.5	3.3	4.4
12. WMRY-F	93/ 2.6	1.8	2.5	2.0	3.0	2.2	2.2
13. KLTH-F	79/ 2.2	1.9	1.7	2.4	3.2	2.1	1.3
14. KATZ	76/ 2.1	1.2	1.7	1.3	1.3	1.6	1.3
15. KGLD	72/ 2.0	1.3	1.1	.9	1.1	1.3	1.6
16. KUSA	65/ 1.8	2.3	2.7	3.2	3.9	2.5	2.1
17. WKKX-F	63/ 1.7	2.0	1.9	2.5	1.6	2.0	1.9
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KMOX	887/9935
2. KSHE-F	491/5085
3. KMJM-F	303/2342
4. KEZK-F	286/3585
5. WIL-F	212/2721
6. KHTR-F	209/4171
7. KYKY-F	152/2769
8. KSD-F	146/2496
9. KRJY-F	133/2028
10. KUSA	119/2141
11. WRTH	118/1332
12. KWK-F	116/2732
13. WMRY-F	93/1452
14. KLTH-F	90/1522
15. WKKX-F	77/1400
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25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KMOX	8669/42.7	40.9	35.7
2. KSHE-F	4092/20.2	22.8	23.1
3. KHTR-F	3500/17.3	18.5	16.4
4. KEZK-F	3117/15.4	15.2	16.0
5. KYKY-F	2570/12.7	11.9	15.0
6. KWK-F	2519/12.4	14.3	11.6
7. KMJM-F	2264/11.2	11.1	11.2
8. KSD-F	2225/11.0	11.9	11.1
9. WIL-F	2021/10.0	9.9	12.1
10. KRJY-F	1841/ 9.1	5.5	6.0
11. WMRY-F	1421/ 7.0	6.2	7.3
12. KLTH-F	1359/ 6.7	5.3	7.8
13. KGLD	1269/ 6.3	4.3	4.7
14. WRTH	1268/ 6.3	6.9	6.3
15. KUSA	1081/ 5.3	8.6	9.7
16. WKKX-F	1056/ 5.2	4.8	5.5
17.			
18.			
19.			
20.			
21.			
22.			
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24.			
25.			

12+ FM SHARE (METRO): 61.24% (2095 of 3421) (FAL 86: 65.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KHTR-F	1. KSHE-F>	1. KSHE-F	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >
2. KSHE-F	2. KMJM-F>	2. KMOX >	2. KSHE-F>	2. KSHE-F>	2. KEZK-F>	2. KSHE-F	2. KEZK-F	2. KSHE-F>	2. KMJM-F>	2. KSHE-F>
3. KWK-F>	3. KMOX	3. KMJM-F>	3. KYKY-F	3. KYKY-F	3. WRTH	3. KSD-F	3. KSHE-F>	3. KMJM-F	3. KSHE-F>	3. KMJM-F
4.	4. KSD-F	4. KYKY-F	4. KMJM-F	4. KEZK-F	4. WIL-F	4. KMJM-F	4. KMJM-F	4. KEZK-F	4. KHTR-F	4. KEZK-F
5.	5. KYKY-F	5. KSD-F	5. KSD-F	5. KMJM-F	5.	5. KEZK-F	5. WIL-F	5. KHTR-F	5. KWK-F	5. KHTR-F
6.	6. WMRY-F	6. KHTR-F	6. KEZK-F	6. KRJY-F	6.	6. KHTR-F	6. KYKY-F	6. KYKY-F	6.	6. KATZ-F
7.	7. KHTR-F	7. KRJY-F	KRJY-F	7. WIL-F	7.	7. KYKY-F	7. KRJY-F	7. WIL-F	7.	7. KYKY-F
8.	8.	8. WIL-F	8.	8. KSD-F	8.	8.	8.	8.	8.	WIL-F
9.	9.	9. WMRY-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10. KEZK-F	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMJM-F	1. KMJM-F	1. KMJM-F	1. KMJM-F	1. KMOX >
2. KSHE-F>	2. KSHE-F>	2. KYKY-F	2. KMOX	2. KYKY-F
3. KHTR-F	3. KYKY-F	3. KSHE-F	3. KSHE-F	3. KMJM-F
4. KSD-F	4. KSD-F	4. KMOX	4. KYKY-F>	4. KEZK-F
5. KYKY	5. KMOX	5. KSD-F	5. KHTR-F	5. KRJY-F
6. KWK-F	6. KHTR-F	6. KHTR-F	6. KSD-F	6. KSHE-F
7.	7.	7. KLTH-F	7. KEZK-F	7. KSD-F
8.	8.	KRJY-F	8. KRJY-F	8. WIL-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSHE-F>	1. KSHE-F>	1. KSHE-F>	1. KSHE-F	1. KMOX >
2. KMJM-F>	2. KMOX	2. KMOX >	2. KMOX >	2. KSHE-F>
3. KMOX	3. KMJM-F>	3. WMRY-F	3. KMJM-F	3. KEZK-F
4. KSD-F	4. WMRY-F	4. KSD-F	4. KSD-F	4. KRJY-F
5. WMRY-F	5. KSD-F	5. KMJM-F	5. WMRY-F	5. WIL-F
6.	6.	6. KYKY-F	6. WIL-F	WMRY-F
7.	7.	WIL-F	7. KRJY-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		287 (2)	287 (2)	8.4	7.8
AOR/CLASSIC		452 (2)	452 (2)	13.2	15.8
AC/OLDIES/SOFT ROCK	90 (2)	475 (4)	565 (6)	16.5	16.1
MOR/VARIETY/FULL	12 (1)		12 (1)	0.4	
COUNTRY	101 (2)	214 (2)	315 (4)	9.2	11.5
BLACK/URBAN	76 (1)	341 (2)	417 (3)	12.2	11.7
BTFL MUSIC/EZ		256 (1)	256 (1)	7.4	7.9
NEWS/TALK	803 (1)		803 (1)	23.5	21.0
NOSTALGIA	125 (2)		125 (2)	3.7	4.2
RELIGION/GOSPEL	78 (3)	26 (1)	104 (4)	3.0	2.0
SPANISH					
CLASSICAL		44 (1)	44 (1)	1.3	1.6
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	31 (2)		31 (2)	0.9	0.4
			3421 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATZ-F	1600	St. Louis	1.2/4.4
KFUO-F	99.1	Clayton	1.2/4.1
KIRL	1460	St. Charles	.3/1.6
KLPW	1220	Union	.4/ .7
KSIV	1320	Clayton	.5/1.5
KXOK	630	St. Louis	.5/3.1
WBGZ	1570	Alton	.4/ .6
WCBW-F	104.9	Columbia	.7/3.2
WESL	1490	E. St. Louis	1.4/2.5
WEW	770	St. Louis	.5/1.3
WGNU	920	Granite City	.3/1.2
WIL	1430	St. Louis	1.0/2.6

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN,$ NA	(Roslin)	Interurban	
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	,$ 34.00	(Republic)	Chase	
KIRL, 1460, 5 KW (DAYS)	, RELIGION	,$ 23.00	(---)		
KMOX, 1120, 50 KW	, TALK/VARIETY	CBS,$330.00*	(CBS)	CBS	
KSIV, 1320, 5 KW (DAYS)	, RELIGION	,$ 20.00	(---)	Bott	
KSTL, 690, 1 KW (DAYS)	, RELIGION	,$ 16.00	(---		
KUSA, 550, 5 KW (DA-N)	, COUNTRY	ABC-D,$ 54.00*	(Mc-Guild)	Gannett	
KXEN, 1010, 50 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)	Mid-America Gospel	
KXOK, 630, 5 KW (DA-2)	, CONTEMP	MBS,ABC-I,$ 40.00*	(HNWH)		
WESL, 1490, 1 KW/250 W (DA-1)	, BLACK	SBN,$ 24.00	(Lazar)	Willis	
WEW , 770, 1 KW (DAYS)	, NOSTALGIA	,$ 22.00	(---)		
WGNU, 920, 500 W (DA-2)	, VARIETY	,$ 30.00*	(Market 4)		
WIL , 1430, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 35.00*	(Banner)	Heritage	
WRTH, 590, 1 KW (DA-1)	, NOSTALGIA	NBC,$ 55.00*	(MMR)	Adams	

FM STATIONS

KRJY, 96.3, 100 KW @ 650, SOFT AC	ABC-F,Source,$ 36.00	(Masla)		
KATZ, 100.3, 50 KW @ 495, BLACK	NBN,$ 30.00*	(Roslin)	Interurban	
KEZK, 102.5, 100 KW @ 500, BTFL/EZ	,$ 87.00*	(MMR)	Adams	
KFUO, 99.1, 100 KW @ 557, CLASSICAL	,$ 50.00*	(CMBS)		
KHTR, 103.3, 100 KW @ 1212, CHR	CBS-R,$ 75.00*	(CBS)	CBS	
KLTH, 97.1, 100 KW @ 560, SOFT AC	SMN,$ 46.00*	(HNWH)		
KMJM, 107.7, 100 KW @ 320, URBAN	,$ 90.00*	(Christal)	Keymarket	
KSD , 93.7, 100 KW @ 850, AC	,$ 80.00*	(Mc-Guild)	Gannett	
KSHE, 94.7, 100 KW @ 1019, AOR	,$140.00*	(Katz)	Emmis	
KWK , 106.5, 39 KW @ 592, CHR	,$ 60.00	(Durpetti)	Chase	
KYKY, 98.1, 100 KW @ 580, AC	,$ 95.00*	(Eastman)	EZ	
WCBW, 104.9, 3 KW @ 235, RELIGION	,$ 20.00	(Radio Spot)	Universal	(COLUMBIA)
WIL , 92.3, 100 KW @ 510, COUNTRY	ABC-E,$ 70.00*	(Banner)	Heritage	
WKKX, 104.1, 50 KW @ 500, COUNTRY	,$ 43.00*	(Republic)		
WMRY, 101.1, 50 KW @ 320, AOR	,$ 45.00	(Torbet)		

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SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/466,100

MSA Rank/Pop: Salinas-Monterey - 136/344,600
ADI # 108 Santa Cruz - NA
Average Person Ratings: 16.8
Market TSL: 22.5 hours

Stations: 32/19
Diaries: 1073/434:1/50.6%
Sample Target: 860
% Below Line: 32.8
% Not Listed: 13.7

1987 Revenue: $11,000,000
HH Inc.: $38,420
Retail $: 3.4 Bil
Pop per Station: 24,532
#1 Biller: KWAV-F $1,800,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KWSS-F	62/7.8	10.3	10.5	---	9.9		11.3
2. KBAY-F	56/7.0	6.8	7.2	---	5.1		3.3
3. KGO	54/6.8	6.9	7.9	---	7.4		6.4
KDON-F	54/6.8	6.6	6.9	---	10.8		11.5
5. KMBY-F	39/4.9	4.7	5.3	---	5.7		6.9
KOCN-F	39/4.9	3.4	3.1	---	2.7		3.2
7. KTOM-F	38/4.8	5.8	4.5	---	4.0		5.0
8. KWAV-F	34/4.3	4.1	5.7	---	8.4		3.9
9. KBOQ-F	29/3.6	4.1	3.9	---	4.2		2.8
10. KCTY	28/3.5	1.9	4.1	---	3.8		2.1
11. KCBS	22/2.8	2.6	2.7	---	2.7		2.7
12. KDON	21/2.6	1.5	1.8	---	2.1		1.0
13. KLFA-F	20/2.5	3.8	1.3	---	1.7		.8
KTGE	20/2.5	1.6	1.3	---	---		2.3
15. KHIP-F	16/2.0	1.7	2.0	---	1.5		2.2
KLRS-F	16/2.0	2.4	2.7	---	1.7		1.8

12+ TSA	1/4/CUME
1. KWSS-F	68/1078
2. KDON-F	57/1053
KBAY-F	57/ 678
4. KGO	55/ 731
5. KMBY-F	40/ 539
6. KOCN-F	39/ 453
KTOM-F	39/ 556
8. KWAV-F	34/ 636
9. KBOQ-F	29/ 406
10. KCTY	28/ 267
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KWSS-F	993/21.0	26.2	25.2
2. KDON-F	990/20.9	21.1	29.5
3. KGO	719/15.2	15.5	15.3
4. KBAY-F	640/13.5	13.4	9.9
5. KWAV-F	631/13.3	15.9	20.0
6. KMBY-F	534/11.3	10.6	14.5
7. KTOM-F	532/11.2	8.9	8.7
8. KOCN-F	453/ 9.6	6.7	6.8
9. KCBS	449/ 9.5	9.2	10.4
10. KBOQ-F	406/ 8.6	6.7	7.2
11. KHIP-F	383/ 8.1	6.9	4.0
12. KLRS	360/ 7.6	7.5	4.7
13.			
14.			
15.			

12+ FM SHARE (METRO): 68.12% (468 of 687) (FAL 86: 73.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KDON-F	1. KWSS-F	1. KWSS-F	1. KOCN-F	1. KTOM-F	1. KBAY-F	1. KGO	1. KBAY-F	1. KDON-F	1. KWSS-F	1. KDON-F
2. KWSS-F>	2. KMBY-F	2. KDON-F	2. KTOM-F	2. KOCN-F	2. KGO >	2. KWSS-F	2. KGO	2. KWSS-F	2. KDON-F	2. KWSS-F
3. KHIP-F	3. KDON-F	3. KMBY-F	3. KWAV-F	3. KGO	3. KBOQ-F	3. KTOM-F+	3. KOCN-F	3. KBAY-F	3. KGO	3. KBAY-F
4.	4. KWAV-F	4. KWAV-F	4. KGO	4. KWAV-F	4. KTOM-F	4. KDON-F	4. KWSS-F	4. KTOM-F	4. KOMY	4. KTOM-F
5.	5.	5. KOCN-F	5. KWSS-F	5. KWSS-F	5.	5. KOCN-F	5. KMBY-F	5. KGO	5. KDON	5. KMBY-F
			KDON-F							6. KOCN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KDON-F	1. KDON-F	1. KWAV-F	1. KWSS-F	1. KOCN-F
KWSS-F	KWSS-F	2. KOCN-F	2. KWAV-F	KWAV-F
3. KMBY-F	3. KWAV-F	3. KRAY-F	3. KDON-F	3. KTOM-F
4.	4. KMBY-F	4.	4. KOCN-F>	4. KCTY
5.	5. KOCN-F	5.	5. KMBY-F	KWSS-F
			KTOM-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWSS-F>	1. KMBY-F	1. KMBY-F>	1. KMBY-F	1. KTOM-F
2. KMBY-F	2. KWSS-F	2. KDON-F	2. KWSS-F	KGO
3. KDON-F	3. KDON-F>	3. KTOM-F	3. KDON-F	3. KMBY-F
4.	4. KTOM-F	4. KWSS-F	4. KGO	4. KDON-F
5.	KWAV-F	5.	5. KTOM-F	5. KOCN-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		121 (3)	121 (3)	17.6	27.0
AOR/CLASSIC		71 (4)	71 (4)	10.3	8.2
AC/OLDIES/SOFT ROCK		81 (4)	81 (4)	11.8	10.4
MOR/VARIETY/FULL	18 (2)		18 (2)	2.6	0.7
COUNTRY	15 (1)	38 (1)	53 (2)	7.7	9.2
BLACK/URBAN		7 (1)	7 (1)	1.0	0.7
BTFL MUSIC/EZ	2 (1)	67 (2)	69 (3)	10.0	7.9
NEWS/TALK	86 (3)		86 (3)	12.5	11.9
NOSTALGIA	37 (2)		37 (2)	5.4	
RELIGION/GOSPEL					
SPANISH	61 (3)	35 (2)	96 (5)	14.0	10.4
CLASSICAL		32 (2)	32 (2)	4.7	5.7
JAZZ/NEW AGE/ECLECTIC		16 (1)	16 (1)	2.3	
UNKNOWN/OTHERS					7.7
			687 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNZS	1540	Capitola	1.3/2.9
KRAY-F	103.9	Salinas	1.9/4.1
KSCO	1080	Santa Cruz	.4/3.2
KTOM	1380	Salinas	1.9/5.2
KXDC A/F	101.7	Carmel	1.7/3.8

See San Francisco or San Jose for more about the following:

KARA-F	.5/2.6	KMEL-F	.6/2.6
KAZA	1.6/2.4	KNBR	1.9/4.4
KDFC-F	.4/1.1	KOME-F	1.1/4.0
KIOI-F	.5/1.4	KSJO-F	.9/4.9
		KSOL-F	.9/2.7

RADIO STATIONS

KCTY, 980, 1 KW (DAYS,DA)	, SPANISH	,$ 30.00	(Lotus)		
KDON, 1460, 5 KW (DA-1)	, NOSTALGIA	SMN,$ 15.00	(Katz)	Henry	
KNRY, 1240, 1 KW	, ODLIES	MBS,$ 17.00	(---)		
KOMY, 1340, 1 KW	, NOSTALGIA	MBS,$ 12.00	(Radio Time)		(WATSONVILLE)
KSCO, 1080, 10 KW/5 KW (DA-N)	, OLDIES	,$ 16.00*	(Mc-Guild)	Fuller-Jeffrey	
KTOM, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 20.00	(MMR)	Comm. Pacific	
KBOQ-F, 92.7, 1 KW @ 570,	CLASSICAL	,$ 18.00	(Durpetti)		(MARINA)
KDON-F, 102.5, 19 KW @ 2270,	CHR	,$ 40.00*	(Katz)	Henry	
KHIP-F, 93.5, 3 KW @ ?? ,	CLASSIC	,$ 10.00	(Eastman)		(HOLLISTER)
KLFA-F, 92.1, 3 KW @ 300,	SPANISH	,$ 20.00	(Caballero)		(KING CITY)
KLRS-F, 99.1, 24 KW @ -250,	NEW AGE	,$ 28.00	(Mc-Guild)	Fuller-Jefferey	
KMBY-F, 107.1, 1 KW @ 570,	AOR	,$ 35.00	(Banner)		
KOCN-F, 104.9, 1 KW @ 550,	AC	MBS,$ 21.00	(Torbet)		
KRAY-F, 103.9, 3 KW @ 165,	SPANISH	,$ 30.00	(Lotus)		
KTOM-F, 100.7, 1 KW @ 2420,	COUNTRY	US 2,$ 20.00	(MMR)	Comm. Pacific	
KWAV-F, 96.9, 18 KW @ 2570,	AC	APR,$ 43.00	(HNWH)	Buckley	
KXDC-F, 101.7, 800 W @ 590,	BTFL/EZ	,$ 15.00	(Christal)	Woods	

Other ranked stations - See San Francisco or San Jose

MISCELLANEOUS COMMENTS KBOQ-F sold for $2,980,000 (Mahlman)... KNZS, KMBY-F sold for $4,200,000 (Blackburn)... Santa Cruz County was added to the Metro in Spring '87 so earlier share comparisons are not necessarily valid... KHIP-F changes from Religion to Classic Rock... KIDD/KWST-F changes calls to KXDC A/F and format to BTFL/EZ (Sept.)...

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SALT LAKE CITY

Arbitron Rank/Pop (12+): 35/1,001,300

MSA Rank/Pop: 45/1,060,000
ADI # 40
Average Person Ratings: 14.1
Market TSL: 18.8 hours

Stations: 25/25
Diaries: 1388/721:1/57.4%
Sample Target: 1240
% Below Line: 0
% Not Listed: 8.1

1987 Revenue: $26,000,000
HH Inc.: $30,695
Retail $: 5.9 Bil
Pop per Station: 40,052
#1 Biller: KSL $5,200,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KSFI-F	155/11.0	8.5	8.8	9.1	10.8	9.4	6.6
2. KKAT-F	152/10.8	8.5	7.1	8.6	8.1	8.8	8.1
3. KSL	131/ 9.3	7.3	7.8	9.0	9.7	8.4	6.7
4. KCPX-F	110/ 7.8	6.6	7.0	7.8	7.5	7.3	12.8
5. KISN-F	102/ 7.2	8.5	9.4	5.6	5.3	7.7	8.6
6. KRSP-F	97/ 6.9	9.6	10.3	7.9	7.4	8.7	9.3
7. KSOP A/F	96/ 6.8	6.2	5.6	7.0	7.3	6.4	7.1
8. KLCY-F	71/ 5.0	4.5	4.3	4.7	3.4	4.6	3.8
9. KALL	47/ 3.3	3.3	3.7	3.2	3.0	3.4	2.9
10. KMGR-F	45/ 3.2	3.3	2.8	3.3	2.8	3.2	3.2
11. KBER-F	29/ 2.1	3.0	4.3	3.2	3.4	3.2	2.6
12. KDAB-F	28/ 2.0	1.7	1.6	2.0	2.4	1.8	3.4
13. KDYL	27/ 1.9	1.3	1.1	1.7	1.7	1.5	1.6
14. KFMY A/F	25/ 1.7	2.3	3.4	3.4	2.6	2.7	2.4
15. KLTQ-F	24/ 1.7	1.8	1.5	2.0	1.8	1.8	1.6
16. KRPN-F	23/ 1.6	1.4	2.2	1.1	.7	1.6	1.4
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. KSFI-F	183/2453
2. KKAT-F	173/2182
3. KSL	167/3119
4. KSOP A/F	126/1958
5. KCPX-F	125/2164
6. KRSP-F	119/2156
7. KISN-F	114/2062
8. KLCY-F	94/1140
9. KALL	47/ 892
10. KMGR-F	46/ 746
11. KBER-F	29/ 687
KDAB-F	29/ 453
13. KDYL	28/ 397
14. KFMY A/F	26/ 862
15. KLTQ-F	25/ 547
16.	
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12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KSL	2515/25.1	20.7	26.7
2. KSFI-F	2072/20.7	19.3	21.3
3. KCPX-F	1896/19.0	17.5	19.8
4. KKAT-F	1811/18.1	14.9	14.4
5. KRSP-F	1856/18.6	20.3	18.7
6. KISN-F	1790/17.9	21.8	18.1
7. KSOP A/F	1558/15.6	15.1	17.0
8. KLCY-F	920/ 9.2	10.7	10.0
9. KALL	880/ 8.8	8.9	9.5
10. KFMY A/F	826/ 8.3	10.8	9.8
11. KMGR-F	706/ 7.1	7.1	8.1
12. KBER-F	662/ 6.6	9.3	8.1
13. KLTQ-F	529/ 5.3	6.5	7.2
14. KVTR	516/ 5.2	4.3	4.6
15. KLUB	463/ 4.6	5.9	6.1
16.			
17.			
18.			
19.			
20.			
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 75.17% (975 of 1297) (FAL 86: 74.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KCPX-F	1. KRSP-F	1. KKAT-F>	1. KKAT-F>	1. KKAT-F	1. KSFI-F>	1. KSL	1. KSFI-F	1. KSFI-F	1. KSFI-F	1. KSL
2. KISN-F>	2. KKAT-F	2. KRSP-F	2. KSL	2. KSL	2. KSL >	2. KKAT-F	2. KKAT-F>	2. KKAT-F	2. KCPX-F	2. KCPX-F
3. KRSP-F	3. KCPX-F	3. KCPX-F	3. KLCY-F	3. KSFI-F	3. KKAT-F	3. KSFI-F	3. KSL	3. KISN-F	KISN-F	3. KKAT-F
4. KKAT-F	4. KISN-F	4. KISN-F	4. KSFI-F	4. KLCY-F	4. KSOP-F+	4. KRSP-F	4. KLCY-F	4. KCPX-F	4. KSL	4. KSFI-F
5.	5. KLCY-F	5. KSL	5. KISN-F	5. KSOP-F+	5. KALL	5. KSOP-F+	KSOP-F+	5. KSL	5. KRSP-F	5. KSOP-F+
6.	6. KSL	6. KLCY-F	KSOP-F+	6. KISN-F	6.	6. KCPX-F	6. KRSP-F	6. KSOP-F+	6. KKAT-F	6. KISN-F
7.	7. KSOP-F+	7. KSFI-F	7. KRSP-F	7. KRSP-F	7.	7. KISN-F	7. KCPX-F	7. KRSP-F	7.	7. KRSP-F
8.	8.	8.	8. KMGR-F	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KCPX-F>	1. KKAT-F	1. KLCY-F	1. KKAT-F>	1. KKAT-F
2. KKAT-F	2. KCPX-F	2. KKAT-F	2. KCPX-F	2. KSFI-F
3. KISN-F	3. KISN-F	3. KISN-F	3. KSFI-F	3. KLCY-F
4. KRSP-F	4. KLCY-F	4. KRSP-F	4. KLCY-F	4. KSL
5. KSFI-F	5. KRSP-F>	KSL	5. KISN-F	5. KSOP-F+
KSOP-F	6. KSFI-F	6. KMGR-F	6. KSOP-F+	6. KISN-F
7.	7. KSOP-F	7.	7. KSL	7. KMGR-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRSP-F>	1. KRSP-F>	1. KKAT-F>	1. KKAT-F	1. KKAT-F
2. KBER-F	2. KKAT-F	2. KSL	2. KRSP-F>	2. KSL >
KKAT-F	3. KISN-F	3. KALL	3. KSL	3. KSOP-F+
4. KCPX-F	4. KCPX-F	4. KSFI-F	4. KISN-F	4. KRSP-F
KISN-F	5. KSL	5. KLCY-F	5. KSOP-F+	5. KLCY-F
6.	6. KBER-F	6.	6. KCPX-F	KSFI-F
7.	7. KSOP-F+	7.	7. KLCY-F	7. KALL
8.	8. KLCY-F	8.	8.	8. KISN-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	2 (1)	235 (3)	237 (4)	18.3	20.0
AOR/CLASSIC		126 (2)	126 (2)	9.7	13.7
AC/OLDIES/SOFT ROCK	96 (4)	163 (4)	259 (8)	20.0	18.4
MOR/VARIETY/FULL	148 (2)		148 (2)	11.4	10.5
COUNTRY	13 (1)	254 (3)	267 (4)	20.6	19.4
BLACK/URBAN					
BTFL MUSIC/EZ	14 (1)	155 (1)	169 (2)	13.0	12.2
NEWS/TALK	22 (1)		22 (1)	1.7	1.9
NOSTALGIA	27 (1)		27 (1)	2.1	1.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		42 (2)	42 (2)	3.2	
UNKNOWN/OTHERS					1.9
			1297 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCPX	1320	Salt Lake City	1.0/3.7
KFAM	700	N. Salt Lake City	1.0/2.2
KLUB	570	N. Salt Lake City	1.2/4.6
KRSP	1060	S. Salt Lake City	1.2/3.3
KTKK	630	Salt Lake City	1.6/3.5
KTOU-F	94.9	Provo	1.0/2.1
KUTR	860	Salt Lake City	1.3/5.2
KZAN-F	97.9	Ogden	1.3/4.4

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1 KW (DA-N)	, AC	MBS,$ 50.00*	(Eastman)	Hatch
KBBX,	1600,	5 KW/1 KW (DA-N)	, RELIGION	,$ 6.00	(---)	Mid-America Gospel
KCPX,	1320,	5 KW (DA-N)	, OLDIES	CBS,$ 40.00*	(Katz)	John Price
KDYL,	1280,	5 KW/500 W (DA-N)	, NOSTALGIA	MBS,$ 24.00	(CBS)	Simmons
KFAM,	700,	50 KW/1 KW (DA-1)	, BTFL/EZ	UPI,$ 22.00	(Radio Time)	
KLUB,	570,	5 KW (DA-1)	, MOR/NOST	NBC,$ 30.00*	(Mc-Guild)	
KRSP,	1060,	10 KW/1 KW (DA-N)	, OLDIES	ABC-D,$ 21.00	(Durpetti)	
KSL ,	1160,	50 KW	, MOR	CBS,$103.00*	(MMR)	Bonneville
KTKK,	630,	1 KW/500 W (DA-2)	, TALK	ABC-T,$ 19.00	(---)	
KUTR,	860,	50 KW (DAYS)	, AC	,$ 20.00	(Torbet)	Sunrise

FM STATIONS

KCGL ,	105.5,	500 W @ 650,	RELIGION	,$ 12.00	(---)	Mid-America Gospel	
KCPX ,	98.7,	27 KW @ 2930,	CHR	,$ 70.00*	(Katz)	John Price	
KFMY ,	96.1,	55 KW @ 2620,	CHR	,$ 37.00*	(HNWH)	First Media	(PROVO)
KISN ,	97.1,	26 KW @ 3650,	CHR	,$ 53.00*	(Mc-Guild)		
KKAT ,	101.9,	26 KW @ 3740,	COUNTRY	,$ 48.00*	(Banner)	Brown	(OGDEN)
KLCY ,	94.1,	24 KW @ 3030,	AC	US 1,ABC-C,$ 60.00*	(Eastman)	Hatch	
KLTQ ,	93.3,	26 KW @ 3740,	AC	,$ 44.00*	(Torbet)	Sunrise	
KMGR+,	107.5,	45 KW @ 2850,	SOFT AC	Trans,$ 42.00*	(Torbet)	Trans Columbia	
KRSP ,	103.5,	28 KW @ 3630,	AOR	ABC-R,$ 56.00*	(Durpetti)		
KSFI ,	100.3,	26 KW @ 3740,	BTFL/EZ	,$ 75.00*	(CBS)	Simmons	
KSOP+,	104.3,	25 KW @ 3650,	COUNTRY	,$ 50.00	(MMR)		
KZAN ,	97.9,	26 KW @ 3770,	COUNTRY	,$ 20.00	(Christal)		(OGDEN)
KDAB ,	101.1,	25 KW @ 3742,	JAZZ/AC	US 2,$ 30.00	(HNWH)	Albimar	(OGDEN)
KBER ,	106.5,	100 KW @ ?? ,	AOR	Source,$ 20.00*	(Torbet)		(SPANISH FORK)

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SAN ANTONIO

Arbitron Rank/Pop (12+): 39/985,000

MSA Rank/Pop: 38/1,280,000
ADI # 42
Average Person Ratings: 17.2
Market TSL: 22.5 hours

Stations: 27/26
Diaries: 1437/685:1/49.0%
Sample Target: 1200
% Below Line: 0.5
% Not Listed: 4.8

1987 Revenue: $37,000,000
HH Inc.: $31,204
Retail $: 31,204
Pop per Station: 37,885
#1 Biller: WOAI $4,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KCOR	170/9.7	5.6	5.1	4.3	6.9	6.2	6.4
2. KISS-F	146/8.4	8.6	8.6	8.7	7.6	8.6	10.4
3. KTFM-F	139/8.0	8.8	9.6	7.8	9.4	8.6	7.9
4. KQXT-F	135/7.7	6.3	7.5	9.1	7.0	7.7	5.2
5. KITY-F	134/7.7	6.5	7.6	5.7	5.5	6.9	11.4
6. WOAI	109/6.2	4.5	4.4	5.1	5.1	5.1	3.9
7. KASA-F	90/5.2	6.8	6.5	6.8	6.3	6.3	6.8
8. KMMX-F	81/4.6	4.1	3.0	3.3	2.8	3.8	5.2
9. KCYY-F	76/4.4	2.8	2.4	4.1	3.1	3.4	2.9
10. KKYX	66/3.8	2.9	3.1	4.4	3.6	3.6	2.6
11. KSAQ-F+	59/3.4	4.2	3.4	3.8	5.5	3.7	3.8
12. KSMG-F	54/3.1	3.4	4.4	3.8	3.2	3.7	2.9
13. KZEP-F	52/3.0	3.9	3.6	3.4	3.0	3.5	4.4
14. KBUC-F	50/2.9	5.9	4.1	4.5	4.8	4.4	4.3
15. KTSA	49/2.8	2.8	3.5	2.7	3.4	3.0	2.2
16. KONO	44/2.5	4.1	4.1	4.7	3.4	3.4	4.7
17. KEDA	43/2.5	2.9	3.6	2.2	3.0	2.8	1.8
18. KSAH	36/2.1	1.9	2.3	1.7	.8	2.0	1.4
19. KXET	33/1.9	2.3	2.0	2.1	1.9	2.1	.3
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WOAI	179/2371
2. KCOR	171/1142
3. KISS-F	170/1958
4. KQXT-F	161/2022
5. KKYX	156/2029
6. KTFM-F	155/2607
7. KITY-F	143/1945
8. KAJA-F	102/1625
9. KBUC-F	87/1146
10. KCYY-F	86/1520
KMMX-F	86/1248
12. KSAQ-F+	76/1660
13. KTSA	75/1579
14. KSMG-F	70/1344
15. KASE-F	68/ 899
16. KONO	67/1125
17. KZEP-F	59/ 954
18. KEDA	45/ 558
19. KSAH	36/ 399
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. KTFM-F 2344/23.0	24.1	21.6
2. KITY-F 1751/17.2	16.6	14.9
3. KQXT-F 1685/16.6	15.3	16.0
4. KISS-F 1653/16.2	17.4	15.2
5. WOAI 1574/15.5	13.0	14.8
6. KAJA-F 1390/13.7	13.7	15.7
7. KCYY-F 1298/12.8	8.3	10.4
8. KSAQ-F+ 1267/12.4	13.0	11.5
9. KMMX-F 1212/11.9	7.8	5.9
10. KSMG-F 1152/11.3	11.9	10.6
11. KCOR 1113/10.9	7.6	9.9
12. KTSA 982/ 9.6	9.7	10.9
13. KKYX 968/ 9.5	7.7	9.8
14. KZEP-F 878/ 8.6	9.4	8.4
15. KONO 870/ 8.5	10.5	10.5
16. KBUC-F 784/ 7.7	9.8	10.9
17. KEDA 506/ 5.0	7.5	6.0
18. KXET 438/ 4.3	3.8	5.1
19. KSLR 413/ 4.1	4.2	4.0
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 61.15% (1017 of 1663) (FAL 86: 59.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KITY-F>	1. KISS-F>	1. KISS-F	1. KTFM-F	1. KCOR	1. KCOR	1. KCOR	1. KQXT-F	1. KISS-F	1. KISS-F>	1. KITY-F>
2. KISS-F	2. KITY-F	2. KTFM-F	2. KMMX-F	2. KTFM-F	2. KQXT-F	2. KTFM-F	2. KCOR >	2. KQXT-F	2. KITY-F	2. KTFM-F
3. KTFM-F>	3. KTFM-F>	3. KITY-F	3. KCOR	3. KMMX-F	3. WOAI >	3. WOAI >	3. KISS-F	3. KCOR	3. KTFM-F	3. KISS-F
4. KSAQ-F+	4. KMMX-F	4. KMMX-F	4. KAJA-F	4. KAJA-F	4. KKYX	4. KITY-F	4. WOAI	4. KITY-F	4. KCOR >	4. KAJA-F
5.	5. KZEP-F	5. KAJA-F	KISS-F	5. KISS-F	5. KAJA-F	5. KQXT-F	5. KMMX-F	5. KTFM-F	5. KQXT-F	5. KQXT-F
6.	6. KCYY-F	6. KCOR	6. KCYY-F	6. KQXT-F	KBUC-F	6. KISS-F	6. KTFM-F	6. WOAI	6. KSAQ-F+	6. KCOR
7.	7. KAJA-F	7. KCYY-F	7. WOAI	WOAI	7. KTFM-F	7. KKYX	7. KITY-F	7. KAJA-F	7. KAJA-F	7. WOAI
8.	8. KSMG-F	8. KZEP-F	8. KZEP-F	8. KCYY-F	8.	8.	8.	8.	8.	8.
9.	9.	9. KSMG-F	9. KQXT-F	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KITY-F	1. KTFM-F	1. KMMX-F	1. KTFM-F	1. KCOR >
2. KTFM-F	2. KITY-F	2. KSMG-F	2. KCOR	2. KTFM-F
3. KSAQ-F+	3. KMMX-F	3. KTFM-F	3. KMMX-F	3. KMMX-F
4. KISS-F	4. KAJA-F	4. KCOR	4. KAJA-F	4. KQXT
5. KMMX-F	5. KSMG-F	5. KCYY-F	KITY-F	5. KAJA-F
6.	6. KCYY-F	6. KAJA-F	6. KCYY-F	KCYY-F
7.	7. KCOR	7. KITY-F	7. KSMG-F	7. KSMG-F
8.	KISS-F	8. KTSA	8.	8.
9.	KSAQ-F+	KZEP	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISS-F>	1. KISS-F>	1. KISS-F>	1. KISS-F>	1. KISS-F
2. KITY-F>	2. KITY-F	2. KZEP-F	2. KTFM-F	2. WOAI
3. KTFM-F	3. KTFM-F	3. KTFM-F	3. KITY-F	3. KTFM-F
4.	4. KZEP-F	4. KMMX-F>	4. KZEP-F	KZEP-F
5.	5. KMMX-F	5. KCYY-F	5. WOAI	5. KAJA-F
6.	6. KCYY-F	6. KITY-F	6. KAJA-F	KMMX-F
7.	7. KSMG-F	KSAH	7. KMMX-F	7. KONO
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	8 (1)	324 (3)	332 (4)	20.0	21.5
AOR/CLASSIC		198 (2)	198 (2)	11.9	11.2
AC/OLDIES/SOFT ROCK	93 (2)	135 (2)	228 (4)	13.7	13.2
MOR/VARIETY/FULL	13 (1)		13 (1)	0.8	3.6
COUNTRY	76 (2)	225 (4)	301 (6)	18.1	16.9
BLACK/URBAN					1.9
BTFL MUSIC/EZ		135 (1)	135 (1)	8.1	7.4
NEWS/TALK	129 (2)		129 (2)	7.8	6.8
NOSTALGIA	19 (1)		19 (1)	1.1	1.6
RELIGION/GOSPEL	20 (1)		20 (1)	1.2	2.1
SPANISH	288 (5)		288 (5)	17.3	13.7
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			1663 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBUC	1310	San Antonio	.6/2.7
KFHM	1160	San Antonio	.3/1.1
KGNB	1420	New Braunfels	1.1/1.7
KRIA	930	Terrill Hills	1.1/3.4
KSLR	630	San Antonio	1.1/4.1
KWED	1580	Sequin	.7/1.8
KASE-F	100.7	Austin	.5/ .9

RADIO STATIONS

AM STATIONS

KCHL, 1480, 2.5 KW (DAYS,DA)	, OLDIES	SMN,$ 28.00*	(Durpetti)	
KBUC, 1310, 5 KW (DAYS,DA)	, COUNTRY	,$ 30.00*	(Republic)	TK
KCOR, 1350, 5 KW (DA-N)	, SPANISH	,$ 75.00*	(Katz)	Tichenor
KDRY, 1100, 5 KW/1 KW (DA-N)	, RELIGION	,$ 10.00	(---)	
KEDA, 1540, 5 KW/1 KW (DA-N)	, SPANISH	,$ 35.00	(Caballero)	
KFHM, 1160, 10 KW/1 KW (DA-2)	, SPANISH	,$ 27.00	(MMR)	
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC-D,$ 55.00*	(Katz)	New City
KONO, 860, 5 KW/1 KW (DA-N)	, OLDIES	NBC,$ 43.00*	(Christal)	Duffy
KRIA, 930, 5 KW/1 KW (DA-N)	, NEWS/TALK	APR,ABC-I,$ 34.00*	(Republic)	
KSAH, 720, 10 KW/1 KW (DA-2)	, SPANISH	,$ NA	(Caballero)	
KSLR, 630, 5 KW (DA-2)	, RELIGION	,$ 24.00*	(---)	Salem
KTSA, 550, 5 KW (DA-N)	, AC/MOR	,$ 48.00*	(Banner)	
KXET, 1250, 1 KW (DA-N)	, SPANISH	,$ 29.00	(Lotus)	Lotus
WOAI, 1200, 50 KW	, NEWS/TALK	CBS,NBC-T,$ 80.00*	(HNWH)	Clear Channel

FM STATIONS

KAJA , 97.3, 100 KW @ 472, COUNTRY	,$ 85.00*	(HNWH)	Clear Channel
KBUC , 107.5, 100 KW @ 1535, COUNTRY	,$ 58.00*	(Republic)	TK
KMMX , 106.7, 100 KW @ 1030, AC	,$ 60.00	(MMR)	
KISS , 93.7, 100 KW @ 576, AOR	ABC-R,$ 67.00*	(Katz)	Adams
KITY , 92.9, 100 KW @ 500, CHR	,$ 58.00*	(MMR)	Duffy
KCYY , 100.3, 100 KW @ 580, AC	UPI,$ 46.00*	(Katz)	New City
KQXT , 101.9, 100 KW @ 700, BTFL/EZ	,$ 77.00*	(Group W)	Westinghouse
KSAQ+, 96.1, 100 KW @ 480, CHR	US 1,CBS-R,$ 51.00*	(Eastman)	Inner City
KSMG , 105.3, 100 KW @ 1240, AC/OLDIES	,$ 59.00*	(Mc-Guild)	American
KTFM , 102.7, 100 KW @ 670, CHR	,$ 88.00*	(Banner)	
KZEP , 104.5, 100 KW @ 750, AOR	MBS,$ 42.00*	(Torbet)	Lotus

CALL LETTER CHANGES

KLLS changes to KCYY
KRNN changes to KRIA

FORMAT CHANGES

KCYY: From AC to Country (Oct.)

STATION SALES

KRNM: Sold to Omni for $1,000,000 (Fischer)
KONO, KITY-F: From Duffy to Genesis for $14,000,000 (Est)
KSLR: Sold by Salem for $1,500,000

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SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,837,600

MSA Rank/Pop: 16/2,260,000
ADI # 25
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 33/26
Diaries: 1986/925:1/45.0%
Sample Target: 1610
% Below Line: 8.2
% Not Listed: 12.2

1987 Revenue: $66,900,000
HH Inc.: $39,167
Retail $: 16.0 Bil
Pop per Station: 70,677
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KKLQ A/F	273/8.8	6.6	3.7	1.8	2.1	5.2	9.6
2. KJQY-F	261/8.5	8.2	8.7	9.0	9.4	8.6	4.9
3. KFMB-F	226/7.3	7.0	7.1	7.5	7.2	7.2	6.8
4. KGB-F	216/7.0	7.5	7.2	7.2	6.7	7.2	10.2
5. KSDO	187/6.1	5.7	6.8	6.0	6.3	6.2	5.6
6. KSON-F	180/5.8	5.9	5.8	4.3	4.3	5.5	5.1
7. XTRA-F	151/4.9	5.5	6.4	6.1	6.3	5.7	8.2
8. KFMB	148/4.8	6.0	7.0	4.2	4.7	5.5	3.8
9. XHRM-F	128/4.1	3.0	4.6	5.0	4.6	4.2	6.0
10. KYXY-F	110/3.6	3.3	3.0	2.9	2.7	3.2	3.1
11. KPOP	106/3.4	3.7	3.4	4.1	3.0	3.7	1.5
12. KCBQ A/F	104/3.4	3.9	3.3	4.4	3.7	3.8	4.3
13. KFSD-F	99/3.2	2.8	2.0	3.0	2.9	2.8	2.0
14. KIFM-F	90/2.9	3.9	3.1	4.1	4.1	3.5	4.2
15. KWLT-F	69/2.2	2.4	2.3	2.7	3.4	2.4	3.0
16. XTRA	66/2.1	1.5	2.1	2.5	2.6	2.1	2.4
17. KGMG-F	62/2.0	2.1	1.9	2.3	2.0	2.1	1.6
18. KNX	60/1.9	1.3	1.5	1.9	2.2	1.7	1.1
19. KSWV-F	46/1.5	3.8	3.5	4.2	6.6	3.3	2.9
20. KSON	40/1.3	.6	1.3	1.5	1.1	1.2	1.2
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	SAN DIEGO'S
5.	METRO AND TSA
	ARE THE SAME.
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12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KFMB-F	3977/20.9	20.6	21.1
2. KKLQ A/F	3592/18.9	8.9	5.2
3. KJQY-F	2772/14.6	15.3	16.1
4. KSDO	2546/13.4	13.0	13.7
5. KGB-F	2542/13.4	14.7	15.1
6. XTRA-F	2503/13.2	15.4	16.0
7. KFMB	2316/12.2	17.0	12.2
8. KSON-F	2257/11.9	11.3	10.4
9. KCBQ A/F	1841/ 9.7	9.5	NA
10. KIFM-F	1804/ 9.5	9.2	9.9
11. XTRA	1726/ 9.1	5.5	8.1
12. KYXY-F	1698/ 8.9	9.3	8.6
13. XHRM-F	1665/ 8.8	10.7	12.0
14. KFSD-F	1469/ 7.7	6.3	6.9
15. KWLT-F	1403/ 7.4	6.9	9.2
16. KPOP	1338/ 7.0	7.7	6.3
17. KSWV-F	1119/ 5.9	12.8	17.0
18. KNX	1090/ 5.7	5.5	6.1
19. KGMG-F	902/ 4.7	4.5	5.1
20. XHIT-F	795/ 4.2	3.3	4.0
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 74.90% (2125 of 2837) (FAL 86: 74.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKLQ-F>	1. KGB-F	1. KGB-F	1. KFMB-F	1. KFMB-F	1. KJQY-F>	1. KFMB-F	1. KJQY-F	1. KKLQ-F+	1. KKLQ-F+>	1. KKLQ-F+
2. XTRA-F>	2. KKLQ-F+	2. KKLQ-F+	2. KGB-F	2. KSON-F	2. KSDO	2. KKLQ-F+	2. KKLQ-F+	2. KJQY-F	2. XHRM-F	2. KJQY-F
3. XHRM-F	3. KFMB-F	3. KFMB-F	3. KKLQ-F+	3. KFMB	3. KFMB	3. KFMB	KSDO	3. KFMB-F	3. KFMB-F	3. KGB-F
4. KFMB-F	4. XTRA-F	4. KSON-F	4. KSON-F	KGB-F	4. KPOP	4. KJQY-F	4. KGB-F	4. KGB-F	4. KGB-F	4. KFMB-F
5. KGB-F	5. XHRM-F	5. XTRA-F	5. KFMB	5. KKLQ-F+	5. KSON-F	5. KGB-F	5. KFMB-F	5. KSON-F	5. KJQY-F	KSON-F>
KKOS-F	6. KSON-F	6. XHRM-F	KXXY-F	6. KJQY-F	6. KFSD-F	KSDO	6. KSON-F+	6. KSDO	6. KFMB	6. KPOP
7.	7. KCBQ-F+	7. KCBQ-F+	7. KLBQ-F	KYXY-F	7. KYXY-F	7. KSON-F	7. XTRA-F	7. XTRA-F	7. XTRA-F	7. XTRA-F
8.	8.	KXXY-F	8. KSDO	8. KCBQ-F+	8.	8. XTRA-F	8. KYXY-F	8. KYXY-F	8. KSON-F	8. KYXY-F
9.	9.	9. KFMB	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKLQ-F+>	1. KKLQ-F+>	1. KFMB-F	1. KKLQ-F+	1. KFMB-F
2. KFMB-F	2. KFMB-F>	2. KKLQ-F+	2. KFMB-F>	2. KYXY-F
3. XTRA-F	3. KSON-F	3. KSON-F	3. KYXY-F	3. KKLQ-F+
4. KGB-F	4. KGB-F	4. KYXY-F	4. KSON-F	4. KJQY-F
5. XHRM-F	5. XTRA-F	5. KCBQ-F+	5. KFMB	KSON-F
6. XLTN-F	6. KCBQ-F+	6. KWLT-F	KWLT-F	6. KFMB
7. KSON-F	7. KWLT-F	7. KGB	7. KGB-F	7. KWLT-F
8.	8. KYXY-F	8. KFMB	8.	8. KIFM-F
9.	9.	KIFM-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGB-F>	1. KGB-F>	1. KGB-F>	1. KGB-F>	1. KGB-F
2. XTRA-F	2. XTRA-F	2. KFMB-F>	2. KFMB-F	2. KFMB-F
3. KKLQ-F+	3. KFMB-F	3. KKLQ-F+	3. KKLQ-F+	3. KFMB
4. XHRM-F	4. KKLQ-F+	4. KGMG-F	4. XTRA-F	4. KSON-F
5. KFMB-F	5. XHRM-F>	XTRA-F	5. XHRM-F	5. KCBQ-F+
6. KGMG-F	6. KGMG-F	6. KFMB	6. KCBQ-F+	6. KSDO
KKOS-F	7. KSON-F	7. XHRM-F	KSON-F	7. KKLQ-F+
8.	8.	8. KCBQ-F+	8.	8. KIFM-F
9.	9.	KIFM-F	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	28 (1)	471 (2)	499 (3)	17.6	16.7
AOR/CLASSIC		417 (4)	417 (4)	14.7	15.2
AC/OLDIES/SOFT ROCK	99 (3)	355 (5)	454 (8)	16.0	23.5
MOR/VARIETY/FULL	148 (1)		148 (1)	5.2	5.3
COUNTRY	40 (1)	180 (1)	220 (2)	7.8	5.9
BLACK/URBAN		143 (2)	143 (2)	5.0	5.1
BTFL MUSIC/EZ		275 (2)	275 (2)	9.7	11.2
NEWS/TALK	267 (3)		267 (3)	9.4	9.4
NOSTALGIA	106 (1)		106 (1)	3.7	3.4
RELIGION/GOSPEL				---	0.4
SPANISH	12 (1)	49 (2)	61 (3)	2.2	---
CLASSICAL		99 (1)	99 (1)	3.5	3.2
JAZZ/NEW AGE/ECLECTIC		136 (2)	136 (2)	4.8	---
UNKNOWN/OTHERS	12 (1)		12 (1)	0.4	0.7
			2837 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKOS-F	95.9	Carlsbad	1.2/2.3
KOWA	1450	Escondido	.4/1.0
KVSD	1000	Vista	.6/2.0
XHIT-F	90.3	Tijuana	1.0/4.2
XHKY-F	95.7	Tijuana	.4/ .9
XLTN-F	104.5	Tijuana	1.2/2.1
KFI	640	Los Angeles	.4/1.5
KJOI-F	98.7	Los Angeles	.5/ .8
KLOS-F	95.5	Los Angeles	.4/1.5
KPWR-F	105.9	Los Angeles	.5/1.6
XEMO	860	Tijuana	.4/1.4

RADIO STATIONS

AM STATIONS

KCBQ, 1170,	50 KW/5 KW (DA-2)	, OLDIES	,$ NA	(Republic)	Eric/Chandler	
KFMB, 760,	5 KW (DA-N)	, MOR	CBS,$170.00*	(Mc-Guild)	Midwest TV	
KKLQ, 600,	5 KW (DA-1)	, CHR	APR,MBS,$ NA	(Eastman)	Edens	
KMJC, 910,	5 KW (DA-2)	, RELIGION	,$ 25.00	(---)		
KOWN, 1450,	1 KW	, COUNTRY	,$ 30.00*	(---)		
KPOP, 1360,	5 KW/1 KW	, NOSTALGIA	NBC,$ 50.00*	(Katz)	Brown	
KSDO, 1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I,NBC-T,$100.00*	(Durpetti)	Gannett	
KSON, 1240,	1 KW	, COUNTRY	MBS,$ NA	(Banner)	Jeff-Pilot	
KVSD, 1000,	2.5 KW/500 W (DA-2)	, TALK	ABC-D,$ 30.00*	(---)		
XTRA, 690,	50 KW (DA-2)	, OLDIES	,$ 55.00*	(MMR)	Noble	(TIJUANA)

FM STATIONS

KCBQ, 105.3,	29 KW @ 620, OLDIES	,$ 60.00*	(Republic)	Eric/Chandler	
KFMB, 100.7,	30 KW @ 620, CONTEMP	,$140.00*	(Mc-Guild)	Midwest TV	
KFSD, 94.1,	100 KW @ 641, CLASSICAL	,$ 70.00*	(Christal)	Lotus	
KGB , 101.5,	50 KW @ 577, AOR	,$132.00*	(Katz)	Brown	
KIFM, 98.1,	28 KW @ 640, JAZZ	CBS-R,$ 68.00*	(CBS)		
KJQY, 103.7,	36 KW @ 550, BTFL/EZ	,$120.00*	(Group W)	Westinghouse	
KKOS, 95.9,	3 KW @ 300, AC	,$ 45.00*	(---)		
KKLQ, 106.5,	50 KW @ 442, CHR	,$ 59.00*	(Eastman)	Edens	
KOWN, 92.1,	270 W @ 1020, AC/JAZZ	,$ 35.00*	(---)		
KSWV, 102.9,	2 KW @ 1840, JAZZ/NEW AGE	SMN,$ 95.00*	(Durpetti)	Gannett	
KSON, 97.3,	50 KW @ 465, COUNTRY	,$ 80.00	(Banner)	Jeff-Pilot	
KWLT, 94.9,	22 KW @ 701, AC	,$ 65.00*	(Christal)	Sandusky	
KYXY, 96.5,	41 KW @ 540, AC	,$ 60.00*	(HNWH)		
XTRA, 91.1,	100 KW @ 1000, AOR	,$ 86.00*	(MMR)	Noble	(TIJUANA)
XHRM, 92.5,	50 KW @ 600, BLACK	ABC-F,$ 61.00*	(Masla)		(TIJUANA)
XHIT, 90.3,	100 KW @ 1000, AC	SMN,$ 35.00*	(Torbet)		(TIJUANA)
KGMG, 102.1,	10 KW @ 980, AC	MBS,$ NA	(Banner)		(OCEANSIDE)

CALL LETTER CHANGES

KSDO-F changes to KSWV

FORMAT CHANGES

KSWV: From CHR to Jazz/New Age (Oct.)

STATION SALES

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SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,792,600

MSA Rank/Pop: San Francisco - 28/1,608,700
ADI # 5 Oakland - 21/1,960,900
Average Person Ratings: 16.7
Market TSL: 22.0 hours

Stations: 52/49
Diaries: 4202/1141:1/46.0%
Sample Target: 2650
% Below Line: 1.5
% Not Listed: 10.7

1987 Revenue: $148,400,000
HH Inc.: $41,900
Retail $: 35.6 Bil
Pop per Station: 97,808
#1 Biller: KGO $20,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KGO	648/8.0	8.7	7.8	7.3	8.0	8.0	8.7
2. KCBS	440/5.4	5.6	5.2	6.0	6.8	5.6	3.4
3. KMEL-F	402/4.9	4.9	3.9	4.4	3.7	4.5	6.4
4. KABL A/F	386/4.8	4.0	4.8	6.8	5.6	5.1	3.9
5. KSOL-F	383/4.7	4.1	4.8	4.1	4.2	4.4	6.7
6. KOIT A/F	302/3.8	3.5	3.5	3.1	2.9	3.5	1.9
7. KSAN-F	280/3.4	3.2	2.3	2.3	3.2	2.8	3.1
8. KFRC	266/3.3	3.6	3.6	2.9	2.7	3.4	2.1
9. KNBR	255/3.1	5.2	4.9	2.5	2.4	3.9	3.4
10. KITS-F	243/3.0	3.2	2.3	3.0	2.4	2.9	2.6
11. KBLX A/F	238/2.9	2.1	2.5	3.5	2.6	2.8	2.1
12. KYUU-F	228/2.8	2.4	2.7	2.8	4.2	2.7	2.2
13. KIOI-F	219/2.7	2.5	2.1	2.3	2.4	2.4	2.0
14. KKSF-F	218/2.7	1.6	2.9	3.1	2.2	2.6	2.4
15. KFOG-F	169/2.1	1.7	2.3	2.0	2.6	2.0	2.8
16. KDFC A/F	154/1.9	2.0	2.1	2.1	2.0	2.0	1.2
17. KBAY-F	150/1.8	2.0	1.4	2.0	2.0	1.8	1.4
18. KWSS-F	141/1.7	1.5	1.1	1.4	1.5	1.4	2.4
KKCY-F	141/1.7	1.5	1.1	1.5	1.3	1.5	.9
20. KRQR-F	138/1.7	2.2	2.6	2.0	3.1	2.1	4.3
21. KSFO	117/1.4	2.2	2.4	1.6	1.7	1.9	2.1
KYA-F	117/1.4	1.5	1.7	1.4	1.7	1.5	1.7
23. KNEW	111/1.4	1.9	1.7	2.7	1.8	1.9	1.9
24. KKHI A/F	107/1.3	1.6	1.9	1.7	2.0	1.6	1.8
25. KDIA	106/1.3	1.1	1.2	.9	1.0	1.1	.9

12+ TSA	1/4/CUME
1. KGO	769/11725
2. KCBS	535/10039
3. KMEL-F	427/ 7347
4. KABL A/F	403/ 5562
5. KSOL-F	397/ 5656
6. KNBR	363/ 6528
7. KOIT A/F	309/ 5036
8. KFRC	296/ 4179
9. KSAN-F	284/ 4355
10. KITS-F	245/ 3492
11. KBLX A/F	242/ 3969
12. KYUU-F	237/ 4900
13. KIOI-F	228/ 4671
14. KKSF-F	222/ 3261
15. KBAY-F	209/ 2951
16. KWSS-F	208/ 3639
17. KRAK	185/ 2556
18. KSFM-F	179/ 3322
19. KFOG-F	177/ 3348
20. KDFC A/F	157/ 3209
21. KBEE-F	155/ 1455
22. KRQR-F	146/ 2915
23. KKCY-F	144/ 1609
24. KSFO	132/ 3285
25. KYA-F	120/ 3115

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KGO	9741/20.0	17.2	17.8
2. KCBS	8438/17.3	16.1	19.1
3. KMEL-F	6858/14.1	12.4	12.1
4. KSOL-F	5357/11.0	10.9	10.0
5. KABL A/F	5215/10.7	10.3	11.9
6. KNBR	4790/ 9.8	14.9	8.9
7. KOIT A/F	4760/ 9.8	10.3	9.5
8. KYUU-F	4740/ 9.7	10.1	11.6
9. KIOI-F	4492/ 9.2	9.7	10.3
10. KSAN-F	4269/ 8.7	7.6	8.2
11. KBLX A/F	3860/ 7.9	7.7	7.2
12. KFRC	3582/ 7.3	8.5	6.7
13. KITS-F	3416/ 7.0	7.4	7.7
14. KKSF-F	3202/ 6.6	9.2	8.9
15. KFOG-F	3192/ 6.5	6.4	6.8
16. KDFC A/F	3063/ 6.3	6.6	5.5
17. KYA-F	3006/ 6.2	6.2	6.1
18. KSFO	2937/ 6.0	9.2	5.4
19. KRQR-F	2734/ 5.6	6.2	7.5
20. KWSS-F	2521/ 5.2	4.4	4.5
21. KKHI A/F	2229/ 4.6	5.0	4.9
22. KBAY-F	2198/ 4.5	4.2	4.8
23. KOME-F	2036/ 4.2	5.6	5.1
24. KNEW	1895/ 3.9	4.3	5.1
25. KJAZ-F	1887/ 3.9	3.2	3.1

12+ FM SHARE (METRO): 62.91% (4569 of 7262) (FAL 86: 63.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KMEL-F>	1. KSOL-F	1. KSOL-F	1. KGO	1. KGO >	1. KGO >	1. KGO >	1. KGO	1. KGO	1. KMEL-F	1. KABL A/F
2. KSOL-F	2. KMEL-F>	KGO	2. KOIT A/F	2. KOIT A/F	2. KCBS	2. KCBS >	2. KABL A/F	2. KMEL-F	2. KSOL-F	2. KGO
3. KITS-F>	3. KITS-F	3. KMEL-F	3. KBLX A/F	3. KSAN-F	3. KABL A/F	3. KMEL-F	3. KOIT A/F	3. KSOL-F	3. KGO >	3. KMEL-F
4. KWSS-F	4. KOIT A/F	4. KOIT A/F	4. KSAN-F	KCBS	4. KFRC	4. KABL A/F	4. KCBS	4. KCBS	4. KNBR	4. KSOL-F
5. KYUU-F	5. KBLX A/F	5. KBLX A/F	5. KCBS	5. KBLX A/F	5. KNBR	5. KITS-F	5. KFRC	5. KOIT A/F	5. KITS-F	5. KCBS
6. KATD-F	6. KIOI-F	6. KSAN-F	6. KKSF-F	6. KKSF-F	6. KSAN-F	6. KYUU-F	KSAN-F	6. KABL A/F	6. KABL A/F	6. KOIT A/F
KIOI-F	KKSF-F	7. KKSF-F	7. KSOL-F	7. KSOL-F	7. KOIT A/F	KSFO+	7. KSOL-F	7. KSAN-F	7. KKSF-F	7. KSAN-F
8.	8. KFOG-F	8. KIOI-F	8. KYUU-F	8. KNBR	8. KDFC A/F	8. KSOL-F	KMEL-F	8. KBLX-F	8. KFRC	8. KFRC
9.	9. KYUU-F	9. KCBS	9. KIOI-F	9. KYUU-F	9. KBAY-F	KNBR	9. KBLX A/F	9. KKSF-F	9. KBLX A/F	9. KBLX A/F
10.	10. KGO	10. KITS-F	10. KFOG-F	10. KIOI-F	10. KBLX-F	10. KFRC	10. KYA-F+	KIOI-F	KCBS	10. KIOI-F
		KYUU-F			KKHI A/F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMEL-F	1. KMEL-F	1. KBLX A/F	1. KMEL-F	1. KOIT A/F
2. KSOL-F>	2. KSOL-F>	2. KOIT A/F	2. KSOL-F	2. KGO
3. KITS-F	3. KIOI-F	3. KIOI-F	3. KOIT A/F	3. KBLX A/F
4. KIOI-F	4. KBLX A/F	4. KSOL-F	4. KBLX A/F	4. KSAN-F
5. KWSS-F	5. KOIT A/F	5. KMEL-F	5. KSAN-F	5. KIOI-F
6. KYUU-F	6. KYUU-F	6. KYUU-F	6. KIOI-F	KSOL-F
KSAN-F	7. KITS-F	7. KKCY-F	KGO	7. KYUU-F
8. KYA-F	8. KKSF-F	8. KKSF-F	8. KYUU-F	8. KCBS
9. KIQI	9. KSAN-F	9. KGO	9. KKSF-F	KMEL-F
10. KARA-F	10. KKCY-F	10. KSAN-F	10. KITS-F	10. KKSF-F
KOIT A/F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMEL-F>	1. KSOL-F	1. KFOG-F	1. KGO	1. KGO >
2. KSOL-F	2. KMEL-F	2. KSOL-F	2. KSOL-F	2. KCBS
3. KITS-F>	3. KITS-F	3. KGO	3. KKSF-F	3. KKSF-F
4. KRQR-F	4. KFOG-F	4. KKSF-F	4. KFOG-F	4. KSAN-F
5. KOME-F	5. KKSF-F	5. KITS-F	KCBS	5. KFOG-F
6. KBRG-F	6. KGO	6. KOIT A/F	KMEL-F	6. KNBR
7. KFOG-F	7. KRQR-F	7. KCBS	7. KITS-F	7. KOIT A/F
8. KKSF-F	8. KOIT A/F	8. KKCY-F	8. KSAN-F	8. KSOL-F
9. KBLX A/F	9. KBLX A/F	KRQR-F	9. KBLX A/F	9. KBLX A/F
10. KIOI-F	KSAN-F	KSAN-F	10. KOIT A/F	10. KKCY-F
KSJO-F				

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		1125 (6)	1125 (6)	15.5	17.7
AOR/CLASSIC		604 (5)	604 (5)	8.3	11.2
AC/OLDIES/SOFT ROCK	227 (3)	711 (5)	938 (8)	12.9	14.7
MOR/VARIETY/FULL	317 (2)		317 (2)	4.4	2.7
COUNTRY	206 (3)	280 (1)	486 (4)	6.7	7.0
BLACK/URBAN	106 (1)	383 (1)	489 (2)	6.7	8.9
BTFL MUSIC/EZ	168 (1)	490 (4)	658 (5)	9.1	9.7
NEWS/TALK	1088 (2)		1088 (2)	15.0	16.8
NOSTALGIA	321 (2)		321 (2)	4.4	3.9
RELIGION/GOSPEL		54 (1)	54 (1)	0.7	0.6
SPANISH	179 (3)	89 (1)	268 (4)	3.7	1.1
CLASSICAL	40 (2)	221 (2)	261 (4)	3.6	4.5
JAZZ/NEW AGE/ECLECTIC	8 (1)	546 (3)	554 (4)	7.6	---
UNKNOWN/OTHERS	33 (1)	66 (2)	99 (3)	1.4	1.2
			7262 (52)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Cruz	1.0/3.0
KATD-F	95.3	Los Gatos	.9/3.4
KAZA	1290	Gilroy	.7/ .9
KBRG-F	104.9	Fremont	1.1/2.2
KEAR-F	106.9	San Francisco	.7/1.1
KEEN	1370	San Jose	.7/1.4
KEZR-F	106.5	San Jose	.5/2.4
KIQI	1010	San Francisco	1.1/2.1
KJAZ-F	92.7	Alameda	1.2/3.9
KKIS A/F	92.1	Walnut Creek	.5/1.7
KLIV	1590	San Jose	.7/1.5
KLOK	1170	San Jose	.8/2.8
KLZE-F	97.7	Los Altos	.9/2.3
KNTA	1430	Santa Clara	.4/ .6
KOFY	1050	San Mateo	.7/2.5
KOME-F	98.5	San Jose	1.1/4.2

RADIO STATIONS

AM STATIONS

KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS,$200.00	(CBS)	CBS
KEST, 1450, 1 KW	, RELIGION	,$ 37.00	(---)	Universal
KFAX, 1100, 50 KW (DA-1)	, RELIGION	,$ 30.00	(---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS,US 1,$140.00*	(Republic)	RKO
KDIA, 1310, 5 KW (DA-1)	, BLACK	,$ 60.00*	(---)	Ragan Henry
KGO , 810, 50 KW (DA-1)	, TALK/NEWS	ABC-I,$295.00	(Banner)	Cap Cities/ABC
KIQI, 1010, 10 KW/500 W (DA-1)	, SPANISH	,$ 55.00	(Caballero)	
KNBR, 680, 50 KW	, MOR/AC	NBC,$190.00	(Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N)	, COUNTRY	,$100.00	(Katz)	Malrite
KOFY, 1050, 1 KW/500 W (DA-N)	, OLDIES	,$ 60.00*	(Roslin)	
KOIT, 1260, 5 KW/1 KW	, SOFT AC	,$ NA	(Torbet)	Bonneville
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2,$100.00*	(MMR)	King

FM STATIONS

KABL+, 98.1, 100 KW @ 940, BTFL/EZ		,$200.00	(Christal)	Shamrock
KBLX+, 102.9, 7 KW @ 1285, URBAN/AC		SBN,$140.00	(HNWH)	Inner City
KDFC+, 102.1, 33 KW @ 1050, CLASSICAL		,$ 66.00	(CMBS)	
KFOG , 104.5, 8 KW @ 1454, AOR		Source,$160.00*	(Eastman)	Susquehanna
KIOI , 101.3, 125 KW @ 1220, AC		,$200.00	(MRM)	Price
KITS , 105.3, 15 KW @ 1200, CLASSIC/AOR		ABC-F,$140.00	(Republic)	Entercom
KJAZ , 92.7, 2 KW @ 550, JAZZ		,$ 80.00*	(Roslin)	
KKCY , 98.9, 4 KW @ 1450, AOR/JAZZ/URBAN		,$100.00*	(Roslin)	Olympic
KKHI+, 95.7, 9 KW @ 1473, CLASSICAL		,$ 90.00*	(HNWH)	Buckley
KKSF , 103.7, 8 KW @ 1470, JAZZ/AC		,$135.00*	(Masla)	Brown
KMEL , 106.1, 69 KW @ 1290, CHR		,$175.00*	(Christal)	Century
KOIT , 96.5, 33 KW @ 1410, SOFT AC		,$140.00*	(Torbet)	Bonneville
KRQR , 97.3, 82 KW @ 1100, AOR		CBS-R,$165.00	(CBS)	CBS
KSAN , 94.9, 35 KW @ 1290, COUNTRY		,$170.00*	(Katz)	Malrite
KSOL , 107.7, 9 KW @ 1590, BLACK/URBAN		APR,$150.00*	(MMR)	United
KYA , 93.3, 31 KW @ 593, OLDIES		US 2,$120.00*	(MMR)	King
KYUU , 99.7, 45 KW @ 1240, CONTEMP/AC		,$180.00	(Mc-Guild)	NBC

Other ranked stations - See San Jose

CALL LETTER CHANGES

KLOK-F changes to KKSF

FORMAT CHANGES

KKSF: From CHR to AC/JAZZ (August)

STATION SALES

American Radio Fall 1987, Copyright 1988

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,177,300

MSA Rank/Pop: 30/1,420,000
San Francisco ADI
Average Person Ratings: 16.8
Market TSL: 22.2 hours

Stations: 46/16
Diaries: 1577/747:1/46.1%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1987 Revenue: $27,300,000
HH Inc.: $46,360
Retail $: 11.0 Bil
Pop per Station: 73,581
#1 Biller: KOME-F $4,100,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KWSS-F	127/6.4	5.7	4.7	5.6	5.8	5.6	6.2
2. KBAY-F	94/4.7	5.6	3.7	5.8	5.3	5.0	2.5
3. KARA-F	75/3.8	3.0	3.7	3.0	2.6	3.4	2.9
4. KATD-F	70/3.5	3.0	2.9	3.8	2.6	3.3	4.1
5. KLZE-F	64/3.2	2.9	3.6	4.7	2.8	3.6	2.0
6. KOME-F	60/3.0	4.1	5.2	5.4	4.8	4.4	7.6
7. KEEN	59/3.0	2.7	2.4	2.5	2.4	2.7	1.7
8. KAZA	56/2.8	1.6	.7	.6	.6	1.4	.8
KSJO-F	56/2.8	2.3	3.5	3.0	3.5	2.9	3.6
10. KLOK	39/2.0	1.9	2.1	2.0	2.4	2.0	1.5
11. KLIV	38/1.9	1.9	1.9	2.3	2.4	2.0	2.3
12. KEZR-F	34/1.7	2.4	2.3	3.0	3.4	2.5	1.3
KNTA	34/1.7	1.0	1.2	.7	1.0	1.2	.8
14. KDFC A/F	33/1.7	1.7	2.1	1.4	1.3	1.7	.3
15. KHTT	15/ .8	.8	.6	.4	1.2	0.7	.7

12+ TSA	1/4/CUME
1. KWSS-F	205/3473
2. KBAY-F	196/2709
3. KOME-F	98/2118
4. KDFC A/F	90/1735
KARA-F	90/1557
6. KSJO-F	75/1797
7. KLZE-F	73/1116
8. KATD-F	73/1685
9. KAZA	72/ 536
10. KEEN	60/ 698
11. KLOK	58/1228
12. KLIV	52/ 679
13. KEZR-F	44/1183
14. KWTA	36/ 288
15. KHTT	17/ 535

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KWSS-F	2165/18.2	15.7	16.7
2. KATD-F	1546/13.0	10.3	11.7
3. KBAY-F	1349/11.4	10.7	12.5
4. KOME-F	1191/10.0	13.6	12.4
5. KSJO-F	1139/ 9.6	12.7	11.3
6. KARA-F	1131/ 9.5	10.1	9.2
7. KLZE-F	949/ 8.0	7.0	6.4
8. KEZR-F	897/ 7.6	9.0	9.8
9. KLOK	771/ 6.5	7.0	6.2
10. KDFC A/F	632/ 5.3	5.0	4.5
11. KEEN	611/ 5.1	4.5	5.6
12. KLIV	491/ 4.1	5.2	5.7
13. KHTT	426/ 3.6	2.7	3.6
14. KAZA	388/ 3.3	1.2	1.1
15. KNTA	260/ 2.2	2.3	2.3

12+ FM SHARE (METRO): NA (FAL 86: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KWSS-F	1. KWSS-F>	1. KWSS-F	1. KWSS-F	1. KARA-F	1. KBAY-F	1. KWSS-F>	1. KARA	1. KWSS-F	1. KWSS-F>	1. KWSS-F>
2. KATD-F>	2. KOME-F	2. KARA-F	2. KARA-F	KWSS	2. KLZE-F	2. KBAY-F	2. KBAY-F	2. KBAY-F	2. KEEN	2. KBAY-F
3.	3. KSJO-F	3. KOME-F	3. KBAY-F	3. KBAY-F	3. KEEN	3. KATD-F	KWSS-F	3. KARA-F	3. KATD-F	3. KSJO-F
4.	4. KATD-F	4. KSJO-F	4. KEEN	4. KEEN	4. KAZA	4. KARA-F	4. KLZE-F	KEEN	4. KBAY-F	4. KARA-F
5.	5. KARA-F	5. KBAY-F	5. KOME-F	5. KLOK	5. KARA-F	5.	5. KATD-F	5. KLZE-F	KOME-F	5. KOME-F
				KOME-F	6. KLIV		KSJO-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWSS-F	1. KWSS-F>	1. KWSS-F	1. KWSS-F	1. KBAY-F
2. KARA-F	2. KARA-F	2. KATD-F	2. KARA-F	2. KWSS
3. KEZR-F	3. KATD-F	3. KARA-F	3. KBAY-F	3. KARA-F
4. KATD-F	4. KEZR-F	4. KBAY-F	4. KATD-F	4. KEEN
KOME-F	5.	KEZR-F	5. KEEN	5. KATD-F
KSJO-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KOME-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KARA-F
KSJO-F	2. KSJO-F	2. KSJO-F	2. KSJO-F	KOME-F
3. KWSS-F>	3. KWSS-F>	3. KWSS-F	3. KWSS-F	3. KWSS-F
4. KATD-F	4. KATD-F	4. KARA-F	4. KARA-F	4. KSJO-F
5.	5. KARA-F	5. KATD-F	5. KATD-F	5. KDFC-F+

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY/FULL					
COUNTRY					
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON-F	102.5	Salinas	.5/1.4
KLRS-F	99.1	Santa Cruz	.7/3.5

See San Francisco for more information about the following stations:

KABL A/F	2.3/ 4.8	KKHI A/F	.8/ 3.1
KBLZ A/F	1.3/ 4.6	KKSF-F	1.2/ 3.9
KBRG-F	1.3/ 2.5	KMEL-F	3.4/10.8
KCBS	4.6/16.6	KNBR	2.5/ 8.6
KEAR-F	.4/ 1.0	KNEW	.5/ 1.5
KFAX	.3/ 1.7	KOFY	.5/ 2.3
KFOG-F	.8/ 3.9	KOIT A/F	2.7/ 7.7
KFRC	1.2/ 3.2	KRQR-F	.4/ 2.6
KGO	8.3/19.9	KSAN-F	4.4/10.5
KIOI-F	3.1/ 8.8	KSFO	.9/ 5.2
KIQI	.5/ 1.1	KYA-F	.8/ 4.6
KITS-F	2.3/ 6.6	KSOL-F	3.9/10.0
KJAZ-F	.4/ .9	KYUU-F	2.0/ 8.7

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, SPANISH	,$ 56.00	(Caballero)	(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,$ 55.00	(MMR)	
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR,$ 30.00	(Katz)	
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,$ 46.88	(Eastman)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,$ 64.00	(Katz)	Davis/Weaver
KNTA, 1430, 1 KW (DA-1)	, SPANISH	,$ 42.00	(Lotus)	Tamarack
KARA-F, 105.7, 50 KW @ 500, AC		,$ 77.00	(Estman)	Empire
KATD-F, 95.3, 375 W @ 860, CHR		,$ 50.00	(Durpetti)	
KBAY-F, 100.3, 14 KW @ 2580, BTFL/EZ		,$ 90.00	(MMR)	
KBRG-F, 104.9, 3 KW @ 300, SPANISH		,$ 50.00	(Lotus)	(FREMONT)
KEZR-F, 106.5, 50 KW @ 430, AC		,$ 82.00	(Christal)	
KLZE-F, 97.7, 3 KW @ 300, BTFL/EZ		,$ 60.00*	(Republic)	
KOME-F, 98.5, 13 KW @ 880, AOR		,$120.00	(Torbet)	Infinity
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R,$120.00	(Katz)	Narragansett
KWSS-F, 94.5, 1.2 KW @ 2580, CHR		,$135.00*	(Mc-Guild)	Nationwide

Other ranked stations - See San Francisco

MISCELLANEOUS COMMENTS KHTT sold by Narragansett to Levitt for $2,000,000 (Mahlman)... KLZE-F (Los Altos) sold by Parker to Anahuim for $5,275,000 (Chapman)... KLZE changes calls to KHQT and formant from BTFL to CHR (January)...

American Radio Fall 1987, Copyright 1988

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 17/1,900,500

MSA Rank/Pop: Seattle - 25/1,763,600
ADI # 15 Tacoma - 92/535,900
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 31/31
Diaries: 1669/1139:1/51.1%
Sample Target: 1670
% Below Line: 0
% Not Listed: 6.9

1987 Revenue: $67,600,000
HH Inc.: $35,634
Retail $: 16.3 Bil
Pop per Station: 61,306
#1 Biller: KIRO $18,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KIRO	355/11.3	8.7	9.5	9.1	10.5	9.7	9.6
2. KUBE-F	198/ 6.3	6.6	5.2	5.5	8.0	5.9	8.5
3. KMPS A/F	188/ 5.9	4.4	5.0	5.5	4.7	5.2	5.7
4. KPLZ-F	173/ 5.5	6.0	4.1	5.2	4.6	5.2	7.5
5. KOMO	171/ 5.4	5.9	7.4	7.2	6.9	6.5	5.1
6. KXRX-F	145/ 4.6	4.8	3.8	4.3	.4	4.4	4.1
7. KBRD-F	134/ 4.2	5.9	6.1	5.5	5.1	5.4	2.4
8. KSEA-F	131/ 4.2	3.9	3.6	3.6	4.1	3.8	2.4
9. KRPM-F	127/ 4.0	2.8	2.8	3.2	3.4	3.2	3.3
10. KISW-F	121/ 3.8	5.1	5.4	6.2	8.0	5.1	7.0
11. KIXI	119/ 3.8	3.7	2.8	3.0	2.6	3.3	3.2
12. KING-F	106/ 3.4	3.2	3.0	3.4	2.5	3.3	3.0
13. KLSY A/F	107/ 3.3	2.8	3.2	3.6	4.1	3.2	2.5
14. KNBQ-F	97/ 3.1	3.4	2.9	2.2	2.7	2.9	3.1
15. KZOK-F	95/ 3.0	3.3	4.5	3.5	3.4	3.6	3.4
16. KVI	80/ 2.5	2.6	2.5	2.0	2.5	2.4	2.0
17. KLTX-F	76/ 2.4	2.7	2.0	1.9	2.2	2.3	1.8
18. KMGI-F	75/ 2.4	3.0	2.8	3.7	3.1	3.0	2.9
19. KNUA-F	72/ 2.3	1.3	1.7	1.8	1.4	1.8	1.6
KSR	72/ 2.3	1.7	2.9	2.4	2.0	2.3	2.6
21. KEZX-F	67/ 2.1	1.9	2.2	2.3	2.0	2.1	1.8
22. KCMS-F	55/ 1.7	1.7	2.1	1.7	1.5	1.8	2.2
23. KING	54/ 1.7	2.1	1.9	2.0	2.4	1.9	2.0
24.							
25.							

12+ TSA	1/4/CUME
1. KIRO	419/6238
2. KUBE-F	233/4176
3. KOMO	227/3839
4. KMPS A/F	222/2728
5. KPLZ-F	210/3478
6. KRPM-F	186/1846
7. KBRD-F	171/2255
8. KXRX-F	168/2230
9. KSEA-F	158/2004
10. KISW-F	155/2535
11. KIXI	138/1692
12. KLSY A/F	130/2087
13. KMGI-F	116/1676
14. KING-F	115/1743
15. KZOK-F	113/2134
16. KNBQ-F	106/2105
17. KVI	96/1751
18. KLTX-F	91/1449
19. KNUA-F	87/1249
20. KJR	82/1963
21. KEZX-F	81/1422
22. KING	73/1331
23. KCMS-F	71/1103
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KIRO	5025/25.8	24.9	27.5
2. KUBE-F	3772/19.4	16.7	18.6
3. KOMO	3084/15.8	16.1	19.1
4. KPLZ-F	2944/15.1	14.0	12.1
5. KMPS A/F	2171/11.2	9.7	---
6. KISW-F	2034/10.5	13.0	14.1
7. KZOK-F	1866/ 9.6	11.2	9.6
8. KXRK-F	1863/ 9.6	8.7	2.8
9. KNBQ-F	1827/ 9.4	8.1	8.2
10. KLSY A/F	1747/ 9.0	9.8	11.1
11. KBRD-F	1722/ 8.8	8.7	10.5
12. KJR	1676/ 8.6	7.9	6.5
13. KING-F	1558/ 8.0	7.7	7.8
14. KVI	1523/ 7.8	7.5	7.7
15. KSEA-F	1514/ 7.8	6.5	9.8
16. KRPM-F	1299/ 6.7	5.7	6.9
17. KIXI	1278/ 6.6	7.3	7.2
18. KMGI-F	1204/ 6.2	9.2	7.6
19. KEZX-F	1184/ 6.1	6.3	5.7
20. KLTX-F	1126/ 5.8	6.8	5.1
21. KING	1022/ 5.3	6.0	6.7
22. KNUA-F	1016/ 5.2	7.4	6.1
23. KCMS-F	860/ 4.4	4.8	3.5
24. KKFX	673/ 3.5	2.5	2.8
25.			

12+ FM SHARE (METRO): 65.07% (1911 of 2937) (FAL 86: 73.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KPLZ-F>	1. KUBE-F	1. KUBE-F	1. KIRO	1. KIRO	1. KIRO >	1. KIRO >	1. KIRO	1. KIRO >	1. KIRO >	1. KIRO >
2. KUBE-F	2. KXRX-F>	2. KIRO	2. KMPS-F+	2. KMPS-F+	2. KOMO	2. KOMO	2. KMPS-F+	2. KUBE-F	2. KPLZ-F	2. KUBE-F
3. KNBQ-F	3. KISW-F	3. KXRX-F	3. KXRX-F	3. KXRX-F	3. KMPS-F+	3. KUBE-F	3. KOMO	3. KMPS-F+	3. KUBE-F	3. KPLZ-F
4. KISW-F	4. KPLZ-F	4. KMPS-F+	4. KUBE-F	4. KOMO	4. KBRD-F	4. KMPS-F+>	4. KXRX-F	4. KPLZ-F	4. KISW-F	4. KRPM-F+
5.	5. KZOK-F	5. KLSY-F+	5. KZOK-F	5. KUBE-F	5. KIXI	5. KPLZ-F	5. KSEA-F	5. KXRX-F	5. KLSY-F+	5. KSEA-F
6.	6. KLSY-F+	6. KISW-F	6. KVI	6. KZOK-F	KRPM-F+	6. KXRX-F	6. KBRD-F	6. KISW-F	6. KNBQ-F	6. KMPS-F+
7.	7. KIRO	7. KPLZ-F	7. KOMO	7. KVI	7. KING-F	7. KRPM-F	KUBE-F	KRPM-F	7. KXRX-F	7. KIXI
8.	KMPS-F+	8. KZOK-F	8.	8. KLSY-F+	8.	8.	8. KIXI	8.	8.	8.
9.	KNBQ-F	9.	9.	KNUA-F	9.	9.	KRPM-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KUBE-F>	1. KUBE-F>	1. KUBE-F	1. KUBE-F>	1. KUBE-F
2. KNBQ-F	2. KLSY-F+	2. KLTX-F	2. KLSY-F+	KIRO
3. KPLZ-F	3. KNBQ-F	3. KMGI-F	3. KIRO	3. KMPS-F+
4. KLSY-F+	4. KXRX-F	4. KEZX-F	4. KPLZ-F	4. KING-F
5. KCMS-F	KPLZ-F	5. KXRX-F	5. KMGI-F	KLTX-F
KXRX-F	6. KLTX-F	6. KLSY-F+	6. KNBQ-F	6. KMGI-F
7.	KMGI-F	7. KISW-F	7. KMPS-F+	7. KBRD-F
8.	8.	8.	8. KLTX-F	KLSY-F+
9.	9.	9.	9.	KOMO
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISW-F	1. KXRX-F>	1. KXRX-F>	1. KXRX-F	1. KIRO
2. KUBE-F	2. KISW-F	2. KZOK-F	2. KIRO >	2. KMPS-F+
3. KPLZ-F	3. KUBE-F	3. KISW-F	3. KMPS-F+	3. KXRX-F
4. KXRX-F	4. KZOK-F	4. KIRO	4. KISW-F	4. KOMO
5. KRPM-F	5. KPLZ-F>	KMPS-F+	5. KUBE-F	5. KZOK-F
6. KLSY-F+	6. KMPS-F+	KUBE-F	6. KZOK-F	6. KVI
7. KNBQ-F	7. KIRO	7. KNUA-F	7.	7. KUBE-F
KZOK-F	8. KLSY-F+	8. KLSY-F+	8.	8. KJR
9.	9.	KPLZ-F	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	15 (1)	468 (3)	483 (4)	16.4	18.5
AOR/CLASSIC		361 (3)	361 (3)	12.3	14.7
AC/OLDIES/SOFT ROCK	166 (3)	244 (3)	410 (6)	14.0	15.8
MOR/VARIETY/FULL	177 (1)		171 (1)	5.8	7.6
COUNTRY	55 (2)	273 (2)	328 (4)	11.2	9.4
BLACK/URBAN	28 (1)		28 (1)	1.0	1.3
BTFL MUSIC/EZ		265 (2)	265 (2)	9.0	10.2
NEWS/TALK	409 (2)		409 (2)	13.9	14.2
NOSTALGIA	119 (1)		119 (1)	4.1	2.9
RELIGION/GOSPEL	54 (2)	55 (1)	109 (3)	3.7	2.6
SPANISH					
CLASSICAL		106 (1)	106 (1)	3.6	2.8
JAZZ/NEW AGE/ECLECTIC	9 (1)	139 (2)	148 (3)	5.0	
UNKNOWN/OTHERS					
			2937 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCIS	630	Edmonds	.7/2.5
KEZX	1150	Seattle	.3/1.0
KGNW	820	Burien	1.0/2.3
KJET	1590	Seattle	.5/1.7
KKFX	1250	Seattle	.9/3.5
KRPM	770	Seattle	.4/1.3

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/453 W	, RELIGION	,$ 30.00	(---)		
KCIS, 630, 5 KW/2.5 KW (DA-N)	, RELIGION	UPI,APR,$ 50.00	(---)		
KING, 1090, 50 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,$ 57.00*	(Banner)	King	
KEZX, 820, 50 KW/5 KW (DA-2)	, JAZZ/NEW AGE	,$ 30.00*	(Republic)	Park	
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS,$200.00*	(Torbet)	Bonneville	
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	,$ 65.00*	(Christal)		
KJET, 1590, 5 KW (DA-2)	, CHR	Source,$ NA	(Banner)	SRO	
KJR , 950, 5 KW (DA-N)	, AC	,$ 63.00	(HNWH)	Ackerly	
KKFX, 1250, 5 KW (DA-N)	, BLACK	APR,$ 35.00	(Roslin)		
KLSY, 1540, 5 KW (DA-N)	, AC	CBS-R,$ NA	(Banner)	Sandusky	
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	APR,$?	(Mc-Guild)	EZ	
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I,$160.00	(Katz)		
KRKO, 1380, 5 KW (DA-N)	, MOR	,$ 20.00	(---)		
KVI , 570, 5 KW	, AC/OLDIES	,$ 60.00*	(Durpetti)	Golden West	
KRPM, 770, 1 KW	, COUNTRY	,$ NA	(Torbet)	Olympic	

FM STATIONS

KBRD, 103.7, 100 KW @ 1675, BTFL/EZ	,$ 85.00*	(Republic)	Entercom	
KCMS, 105.3, 115 KW @ 721, RELIGION	UPI,$ 50.00	(Radio Spot)		
KEZX, 98.9, 100 KW @ 1070, AOR/JAZZ	ABC-E,$ 75.00	(Republic)	Park	
KNUA, 106.9, 100 KW @ 819, JAZZ/NEW AGE	ABC-R,$ 45.00*	(HNWH)	Gannett	
KING, 98.1, 100 KW @ 850, CLASSICAL	,$ 75.00*	(MMR)	King	
KISW, 99.9, 100 KW @ 1200, AOR	,$100.00*	(Mc-Guild)	Alexander	
KLSY, 92.5, 100 KW @ 1100, AC	CBS-R,$ 95.00*	(Banner)	Sandusky	
KLTX, 95.7, 100 KW @ 1150, AC	,$ 60.00*	(HNWH)		
KMGI, 107.7, 100 KW @ 1194, SOFT AC	Trans,$ 70.00*	(Republic)	Sunbelt	
KMPS, 94.1, 100 KW @ 1165, COUNTRY	APR,$110.00*	(Mc-Guild)	EZ	
KNBQ, 97.3, 100 KW @ 700, CHR	,$ 60.00	(Christal)	Viacom	
KPLZ, 101.5, 100 KW @ 1150, CHR	,$ 80.00*	(Durpetti)	Golden West	
KSEA, 100.7, 100 KW @ 730, BTFL/EZ	,$ 90.00*	(Torbet)	Bonneville	
KRPM, 106.1, 100 KW @ 700, COUNTRY	,$ 70.00*	(Christal)	Olympic	
KUBE, 93.3, 100 KW @ 300, CHR	,$130.00*	(MMR)	First Media	
KXRX, 96.5, 81 KW @ 1100, AOR	,$ 40.00	(Katz)	Shamrock	
KZOK, 102.5, 100 KW @ 1165, CLASSIC AOR	Source,$ 60.00*	(Banner)	SRO	

KRPM A/F simulcasted during rating period
KMPS A/F simulcasted during rating period

CALL LETTER CHANGES

KHIT changes to KNUA

FORMAT CHANGES

KNUA: From CHR to Jazz/New Age (Sept.)

STATION SALES

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SHREVEPORT

Arbitron Rank/Pop (12+): 105/333,500

MSA Rank/Pop: 128/373,000
ADI # 64
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 17/16
Diaries: 868/384:1/49.6%
Sample Target: 730
% Below Line: 9.0
% Not Listed: 7.9

1987 Revenue: $9,900,000
HH Inc.: $29,236
Retail $: 2.3 Bil
Pop per Station: 20,844
#1 Biller: KVKI-F $2,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KDKS-F	81/13.9	17.2	15.5	14.7	12.0		22.1
2. KRMD A/F	77/12.6	11.3	11.5	9.3	7.3		13.8
3. KTUX-F	52/ 9.0	10.7	9.6	9.9	13.4		12.4
4. KCOZ-F	45/ 7.7	7.0	8.5	6.6	8.7		5.0
5. KVKI-F	41/ 7.1	8.6	13.2	11.6	15.3		6.1
KTAL-F	41/ 7.1	7.5	5.1	6.0	4.5		9.9
7. KOKA	37/ 6.4	7.5	3.6	6.6	5.4		5.8
8. KITT-F	36/ 6.2	6.1	3.0	3.9	4.5		4.0
9. KCIJ	34/ 5.9	5.3	8.7	13.2	11.2		2.6
10. KWKH	32/ 5.5	4.4	5.7	5.0	3.7		4.0
11. KWKH-F	31/ 5.3	2.8	2.5	1.9	3.9		4.5
12. KEEL	20/ 3.4	3.0	5.3	6.2	4.1		3.1

12+ TSA	1/4/CUME
1. KTUX-F	125/1792
2. KRMD A/F	116/1456
3. KTAL-F	109/1138
4. KDKS-F	103/ 843
5. KWKH	62/ 887
6. KITT-F	61/ 983
7. KVKI-F	57/ 908
8. KCOZ-F	45/ 515
9. KOKA	42/ 559
10. KWKH-F	41/ 704
11. KEEL	38/ 720
12. KCIJ	34/ 363

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KRMD A/F	839/24.9	22.8	22.9
2. KTUX-F	752/22.3	25.9	23.2
3. KDKS-F	711/21.1	22.2	22.8
4. KVKI-F	583/17.3	20.8	26.5
5. KOKA	515/15.3	15.0	12.3
6. KCOZ-F	500/14.8	12.8	15.2
7. KITT-F	489/14.5	14.7	10.4
8. KWKH	438/13.0	8.9	14.4
9. KEEL	414/12.3	11.2	14.3
10. KTAL-F	411/12.2	13.4	11.5
11. KWKH-F	401/11.9	11.5	9.3
12. KCIJ	333/ 9.9	8.0	9.3

12+ FM SHARE (METRO): 73.83% (395 of 535) (FAL 86: 71.69%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KTUX-F>	1. KDKS-F>	1. KDKS-F>	1. KDKS-F	1. KDKS-F	1. KRMD-F+
2. KDKS-F>	2. KTAL-F	2. KRMD-F+	2. KRMD-F+	2. KRMD-F+	2. KCOZ-F
3. KTAL-F	3. KRMD-F+	3. KTAL-F	3. KVKI-F	3. KITT-F	3. KCIJ
4.	KTUX-F	4. KITT-F	4. KITT-F	4. KVKI-F	4. KWKH
5.	5. KVKI-F	KTUX-F	5. KTAL-F	5. KOKA	5. KOKA
	6. KITT-F		KWKH		

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRMD-F+	1. KRMD-F+>	1. KDKS-F	1. KDKS-F>	1. KDKS-F
2. KDKS-F>	2. KVKI-F	2. KKMD-F+>	2. KTUX-F	2. KRMD-F
3. KTUX-F	3. KDKS-F	3. KTUX-F	3. KTAL-F	3. KTUX-F
4. KOKA	4. KCOZ-F	4. KCOZ-F	4. KRMD-F	4. KWKH
5. KITT-F	5. KITT-F	5. KTAL-F	5. KCOZ-F	5. KTAL-F
	KTAL			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KDKS-F>	1. KDKS-F>	1. KITT-F	1. KDKS-F>	1. KRMD-F+
2. KTUX-F	2. KTUX-F	2. KDKS-F	2. KRMD-F+	2. KDKS-F
3. KTAL-F	3. KITT-F	3. KRMD-F+	KVKI-F	3. KITT-F
4. KRMD-F+	KRMD-F	KVKI-F	4. KITT-F	KVKI-F
KVKI-F	KVKI-F	5.	5. KTUX-F	5.
	6. KTAL-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTAL-F	1. KDKS-F	1. KDKS-F>	1. KDKS-F	1. KDKS-F
2. KTUX-F	2. KTAL-F>	2. KTAL-F	2. KTAL-F	2. KRMD-F+
3. KDKS-F	3. KRMD-F+	3. KRMD-F+	3. KRMD-F+>	3. KWKH
4. KRMD-F+	4. KTUX-F	4. KVKI-F	4. KTUX-F	4. KTAL-F
5.	5. KWKH-F	5.	5. KWKH	5. KITT-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		52 (1)	52 (1)	9.7	10.1
AOR/CLASSIC		41 (1)	41 (1)	7.7	5.4
AC/OLDIES/SOFT ROCK	20 (1)	77 (2)	97 (3)	18.1	22.7
MOR/VARIETY/FULL					
COUNTRY	42 (3)	99 (2)	142 (5)	26.5	20.9
BLACK/URBAN	37 (1)	81 (1)	118 (2)	22.1	20.2
BTFL MUSIC/EZ		45 (1)	45 (1)	8.4	9.0
NEWS/TALK					
NOSTALGIA	3 (1)		3 (1)	0.6	0.9
RELIGION/GOSPEL	38 (3)		38 (3)	7.1	10.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			535 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KASO	1240	Minden	.9/1.6
KBCL	1070	Bosser City	.5/1.4
KFLO	1300	Shreveport	.3/2.4
KLMB	1480	Shreveport	.3/1.7

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS)	, GOSPEL/BLACK	SBN,$ 20.00* (Masla)		
KEEL, 710, 50 KW/5 KW (DA-2)	, AC	ABC-I,$ 25.00* (Katz)	Multimedia	
KOKA, 1550, 10 KW/500 W (DA-N)	, BLACK	ABC-C,$ 27.00* (HNWH)	Encore	
KWKH, 1130, 50 KW (DA-N)	, COUNTRY	ABC-E,$ 29.00* (Torbet)	Great Empire	

KRMD (1340, 1 KW) is simulcasting with KRMD-F

KCOZ-F , 100.1, 3 KW @ 300, BTFL/EZ	,$ 26.00* (Christal)			
KDKS-F , 92.1, 3 KW @ 300, BLACK	NBN,$ 28.00* (---)			(BENTON)
KITT-F , 93.7, 100 KW @ 1020, AC	ABC-F,$ 32.00* (Katz)	Multimedia		
KRMD-F+, 101.1, 100 KW @ 1145, COUNTRY	MBS,US 2,$ 37.00* (Republic)	Am Com		
KTAL-F , 98.1, 100 KW @ 1450, AOR	,$ 28.00* (Banner)			(TEXARKANA)
KVKI-F , 96.5, 100 KW @ 275, AC	,$ 39.00* (HNWH)	Encore		
KWKH-F , 94.5, 100 KW @ 400, COUNTRY	US 1,$ 26.00* (Torbet)	Great Empire		
KTUX-F , 98.9, 100 KW @ 720, CHR	,$ 37.00* (Republic)			(CARTHAGE, TX)

MISCELLANEOUS COMMENTS KDKS-F sold to Ken Dowe for $2,000,000 (Fischer)...

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SPOKANE

Arbitron Rank/Pop (12+): 97/354,900

MSA Rank/Pop: 130/359,000
ADI # 79
Average Person Ratings: 15.2
Market TSL: 20.8 hours

Stations: 18/18
Diaries: 873/407:1/61.8%
Sample Target: 740
% Below Line: 0
% Not Listed: 7.8

1987 Revenue: $10,500,000
HH Inc.: $26,615
Retail $: 2.2 Bil
Pop per Station: 19,717
#1 Biller: KGA/KDRK-F $2,100,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KZZU A/F	84/15.6	16.0	17.2	20.0	16.4		
2. KDRK-F	60/11.1	10.5	11.4	11.1	12.4		
3. KXLY-F	58/10.7	11.8	13.1	10.8	17.8		
4. KISC-F	45/ 8.3	6.3	5.1	4.7	3.0		
5. KEZE-F	38/ 7.0	10.3	8.4	10.0	8.6		
6. KXLY	34/ 6.3	6.1	5.2	6.2	5.9		
7. KGA	33/ 6.1	6.3	5.4	6.0	5.2		
8. KKPL-F	29/ 5.4	5.9	3.9	3.8	5.0		
9. KQSP-F	24/ 4.4	2.6	4.9	2.7	3.5		
10. KEYF-F	19/ 3.5	2.0	1.7	.5	---		
11. KJRB	16/ 3.0	1.3	3.6	2.5	3.0		
KVXO-F	16/ 3.0	3.3	1.7	---	---		
13. KAQQ	15/ 2.8	2.8	2.2	4.7	4.9		
14. KEYF	14/ 2.6	2.0	2.1	3.7	1.3		

12+ TSA	1/4/CUME
1. KZZU A/F	121/1543
2. KDRK-F	105/ 970
KXLY-F	105/1017
4. KISC-F	63/ 728
5. KEZE-F	49/ 707
6. KGA	47/ 704
7. KKPL-F	46/ 710
8. KXLY	39/ 628
9. KQSP-F	26/ 374
10. KAQQ	22/ 383
11.	
12.	
13.	
14.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KZZU A/F	1164/32.8	34.3	29.2
2. KDRK-F	664/18.7	17.6	18.6
3. KXLY-F	644/18.1	19.2	18.9
4. KEZE-F	500/14.1	16.0	15.4
5. KISC-F	493/13.9	14.6	15.2
6. KKPL A/F	480/13.5	14.6	12.4
7. KGA	473/13.3	12.1	12.0
8. KZLV	471/13.3	13.7	13.2
9. KQSP-F	293/ 8.3	7.3	10.4
10. KJRB	273/ 7.7	5.7	8.6
11. KVXO	266/ 7.5	10.2	2.7
12. KAQQ	249/ 7.0	5.5	8.6
13. KEYF-F	198/ 5.6	5.5	5.2
14. KEYF	168/ 4.7	3.9	2.9

12+ FM SHARE (METRO): 75.15% (375 of 499) (FAL 86: 75.21%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KZZU-F+>	1. KZZU-F+>	1. KZZU-F+>	1. KDRK-F	1. KDRK-F	1. KXLY-F>
2. KUXO-F>	2. KEZE-F	2. KISC-F	2. KISC-F	2. KISC-F	2. KDRK-F>
3.	3. KISC-F	3. KDRK-F>	3. KZZU-F+	3. KZZU-F+	3. KXLY
4.	4. KQSP-F	KEZE-F	4. KKPL-F+	4. KXLY-F	4. KGA
5.	5. KDRK-F	5. KKPL-F	5. KEZE-F	5. KKPL-F+	5. KISC-F
	KKPL-F+	6. KQSP-F	6. KXLY-F		

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KZZU-F+>	1. KXLY-F	1. KZZU-F+>	1. KZZU-F+>	1. KZZU-F+>
2. KDRK-F	2. KDRK-F	2. KXLY-F	2. KEZE-F>	2. KDRK-F
3. KXLY	3. KZZU-F+	3. KDRK-F	3. KDRK-F	3. KXLY-F
4. KISC-F	4. KISC-F	4. KISC-F	4. KXLY-F	4. KGA
5. KXLY-F	5. KGA	5. KEZE-F	5. KXLY	5. KEZE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZU-F+>	1. KZZU-F+>	1. KISC-F	1. KZZU-F+	1. KISC-F+
2. KEZE-F	2. KISC-F>	2. KZZU-F+	2. KISC-F>	2. KDRK-F>
KISC-F	3. KKPL-F+	3. KKPL-F+	3. KKPL-F+	3. KXLY-F+
4. KVXO-F	4. KEZE-F	4. KDRX-F	4. KDRK-F	4. KZZU-F
5.	5. KDRK-F	5.	5. KXLY-F	KKPL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZZU-F+>	1. KZZU-F+	1. KZZU-F+	1. KZZU-F+	1. KDRK-F
2. KEZE-F	2. KEZE-F	2. KEZE-F	2. KEZE-F	2. KEZE-F
3. KQSP-F	3. KQSP-F	3. KQSP-F	3. KDRK-F	3. KZZU-F+
4. KVXO-F	4. KDRK-F	4. KDRK-F	4. KQSP-F	4. KXLY-F
5.	5. KISC-F	5.	5.	5. KISC-F
				KKPL-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	2 (1)	98 (2)	100 (3)	20.0	21.0
AOR/CLASSIC		62 (2)	62 (2)	12.4	9.4
AC/OLDIES/SOFT ROCK	16 (1)	78 (3)	94 (4)	18.8	22.3
MOR/VARIETY/FULL	7 (1)		7 (1)	1.4	3.8
COUNTRY	33 (1)	60 (1)	93 (2)	18.6	18.8
BLACK/URBAN					
BTFL MUSIC/EZ		58 (1)	58 (1)	11.6	14.6
NEWS/TALK	34 (1)		34 (1)	6.8	5.8
NOSTALGIA	29 (2)		29 (2)	5.8	2.3
RELIGION/GOSPEL					2.1
SPANISH		19 (1)	19 (1)	3.8	
CLASSICAL	3 (1)		3 (1)	0.6	
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			499 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCDA-F	103.1	Cr. Dalene	.7/2.3
KRSS	1230	Spokane	.6/1.4
KUNI	1080	Coer D Alene	1.3/3.4

RADIO STATIONS

KAQQ, 590, 5 KW	, MOR/NOST.	NBC-T,NBC,$ 20.00*	(Katz)	Home News
KEYF, 1050, 5 KW/500 W (DA-2)	, NOSTALGIA	MBS,ABC-D,$ 10.00	(Republic)	
KGA , 1510, 50 KW (DA-N)	, COUNTRY	ABC-I,$ 37.00*	(Eastman)	John Price
KJRB, 790, 5 KW (DA-N)	, OLDIES	,$ 22.00*	(Mc-Guild)	Alexander
KXLY, 920, 5 KW	, NEWS/TALK	MBS,CBS,$ 32.00*	(Torbet)	
KDRK-F, 93.7, 56 KW @ 2380,	COUNTRY	US 1,$ 41.00*	(Eastman)	John Price
KEYF-F, 101.1, 100 KW @ 2360,	JAZZ/NEW AGE	Trans,$ 19.00	(Republic)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1910,	AOR	,$ 40.00*	(Mc-Guild)	Alexander
KISC-F, 98.1, 94 KW @ 2030,	AC	,$ 28.00*	(Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2680,	AC	,$ 35.00*	(Republic)	
KQSP-F, 98.9, 100 KW @ 1614,	CLASSIC AOR	,$ 24.00*	(Banner)	Medina
KVXO-F, 103.9, 3 KW @ 300,	CHR	,$ 18.00*	(Masla)	
KXLY-F, 99.9, 25 KW @ 3010,	BTFL/EZ	,$ 40.00*	(Torbet)	
KZZU-F, 92.9, 81 KW @ 2100,	CHR	,$ 48.00*	(Christal)	Olympic

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SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 70/498,300

MSA Rank/Pop: 86/590,000
ADI # 108
Average Person Ratings: 16.8
Market TSL: 21.8 hours

Stations: 25/14
Diaries: 898/555:1/51.5%
Sample Target: 890
% Below Line: 31.8
% Not Listed: 11.5

1987 Revenue: $10,800,000
HH Inc.: $33,206
Retail $: 4.5 Bil
Pop per Station: 35,593
#1 Biller: WHYN A/F $2,800,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WHYN-F	89/10.6	8.5	8.9	7.6	8.1	8.9	6.8
2. WAQY-F	84/10.0	8.2	7.3	8.6	7.9	8.5	10.9
3. WRCH-F	76/ 9.0	8.9	10.5	7.8	9.4	9.1	6.1
4. WMAS-F	72/ 8.6	11.5	10.4	10.2	11.3	10.2	6.5
5. WMAS	70/ 8.3	6.9	7.5	8.1	7.4	7.7	6.0
6. WTIC-F	60/ 7.1	8.7	8.1	8.8	9.7	8.2	12.0
7. WHYN	47/ 5.6	7.1	7.3	6.9	7.0	6.7	6.7
8. WDRC-F	27/ 3.2	3.8	4.1	3.4	2.3	3.6	4.0
9. WNNZ	25/ 3.0	1.2	---	---	---	2.1	1.5
10. WCCC-F	23/ 2.7	2.0	2.5	3.0	2.4	2.6	2.6

12+ TSA	1/4/CUME
1. WHYN-F	105/1431
2. WAQY-F	89/1220
3. WRCH-F	78/ 888
4. WMAS-F	72/1117
5. WMAS	70/ 615
6. WTIC-F	62/1146
7. WHYN	50/ 801
8. WDRC-F	27/ 510
9. WNNZ	25/ 340
10. WAAF-F	24/ 471

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WHYN-F 1270/25.4	22.6	21.4
2. WAQY-F 1151/23.0	22.8	21.5
3. WTIC-F 1133/22.6	22.3	23.2
4. WMAS-F 1082/21.6	23.3	24.4
5. WRCH-F 856/17.1	19.8	16.8
6. WHYN 794/15.8	20.3	19.9
7. WMAS 615/12.3	12.1	13.0
8. WDRC-F 510/10.2	10.3	6.6
9. WCCC-F 444/ 8.9	10.2	10.3
10. WHMP-F 419/ 8.4	7.5	5.5

12+ FM SHARE (METRO): 68.59% (511 of 745) (FAL 86: 68.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WTIC-F	1. WAQY-F>	1. WHYN-F	1. WHYN-F	1. WHYN-F	1. WRCH-F	1. WMAS-F	1. WHYN-F	1. WHYN-F	1. WAQY-F	1. WHYN-F
2. WAQY-F>	2. WHYN-F	2. WAQY-F	2. WMAS-F>	2. WMAS-F>	2. WMAS >	2. WHYN-F	2. WAQY-F	2. WAQY-F	2. WRCH-F	2. WRCH-F
3.	3. WTIC-F	3. WMAS-F	3. WAQY-F	3. WAQY-F	3. WHYN-F+	3. WMAS	3. WRCH-F	3. WRCH-F	3. WTIC-F	3. WAQY-F
4.	4. WMAS-F	4. WTIC-F>	4. WHYN	4. WRCH-F	WMAS-F	4. WTIC-F	4. WMAS	4. WTIC-F	4. WHYN-F	4. WMAS
5.	5.	5.	WDRC-F	5. WHYN	5. WHYN	5. WAQY-F	5. WMAS-F	5. WMAS	5.	5. WTIC-F
								WMAS-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAQY-F	1. WHYN-F	1. WMAS-F	1. WHYN-F	1. WMAS-F
2. WHYN-F	2. WAQY-F	2. WHYN-F	2. WMAS-F	2. WHYN-F>
3. WTIC-F	3. WMAS-F	3. WDRC-F	3. WAQY-F	3. WRCH-F
4. WMAS-F	4. WTIC-F	4. WTIC-F	WTIC-F	4. WTIC-F
5.	5.	5. WNNZ	5.	5. WHYN

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAQY-F>	1. WAQY-F>	1. WAQY-F	1. WAQY-F>	1. WHYN-F>
2. WTIC-F	2. WHYN-F	2. WHYN-F	2. WHYN-F>	2. WAQY-F
3. WAAF-F	WCCC-F+	3. WCCC-F+>	3. WMAS-F	3. WMAS-F
WCCC-F+	4. WTIC-F	4. WMAS-F	4. WCCC-F+	4. WHYN
5.	5. WAAF-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		93 (3)	93 (3)	12.5	14.3
AOR/CLASSIC		132 (4)	132 (4)	17.7	15.6
AC/OLDIES/SOFT ROCK	25 (1)	194 (4)	219 (5)	29.4	34.8
MOR/VARIETY/FULL	86 (4)		86 (4)	11.5	7.6
COUNTRY	10 (1)		10 (1)	1.3	1.9
BLACK/URBAN					
BTFL MUSIC/EZ		85 (2)	85 (2)	11.4	11.9
NEWS/TALK	30 (2)		30 (2)	4.0	4.0
NOSTALGIA	70 (1)		70 (1)	9.4	8.5
RELIGION/GOSPEL	9 (1)			1.2	1.3
SPANISH			9 (1)		
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	4 (1)	7 (1)	11 (2)	1.5	
			745 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	1.1/3.8
WARE	1250	Ware	.5/1.6
WHMP	1400	Northampton	1.7/5.1
WHMP-F	99.3	Northampton	2.3/8.4
WIXY	1600	E. Lungmeadow	1.2/3.0
WREB	930	Holyolu	2.4/4.2
WSPK	1270	Springfield	1.2/5.8
WTTT	1430	Amherst	.5/1.3
WAAF-F	107.3	Worcester	2.4/8.0
WHCN-F	105.9	Hartford	.6/4.5
WIOF-F	104.1	Waterbury	.7/3.0
WKSS-F	95.7	Hartford	1.7/7.1
WRSI-F	95.3	Greenfield	.8/1.5
WSRS-F	96.1	Worcester	1.1/3.1
WTIC	96.5	Hartford	2.5/8.0

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC,$ 19.00*	(Republic)	
WHYN, 560, 5 KW/1 KW (DA-N)	, MOR/AC	ABC-I,$ 50.00	(Mc-Guild)	Wilks-Schwartz
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS,$ 18.00	(Katz)	Sunshine
WMAS, 1450, 1 KW	, NOSTALGIA	MBS,$ 38.00*	(Banner)	
WREB, 930,500 W (DAYS)	, TALK	,$ 14.00	(---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	APR,$ 19.00*	(Roslin)	

WAQY-F, 102.1, 27 KW @ 650, AOR	ABC-F,$ 59.00*	(Katz)	Sunshine
WHYN-F, 93.1, 9 KW @ 970, AC	,$ 70.00*	(Mc-Guild)	Wilks-Schwartz
WHMP-F, 99.3, 3 KW @ 300, CHR	,$ 26.00*	(Republic)	
WMAS-F, 94.7, 50 KW @ 360, AC	,$ 64.00*	(Banner)	

Other ranked stations - See Hartford or Worcester

MISCELLANEOUS COMMENTS WHFM-F changes back to WHYN-F (Oct)... WHYN-AM reclassified as MOR/AS... More than 30% of WHYN's audience is over 55

American Radio Fall 1987, Copyright 1988

STOCKTON

Arbitron Rank/Pop (12+): 101/340,900

MSA Rank/Pop: 104,433,000
Sacramento ADI
Average Person Ratings: 14.5
Market TSL: 20.3 hours

Stations: 31/11
Diaries: 843/404:1/48.1%
Sample Target: 690
% Below Line: 42.7
% Not Listed: 9.5

1987 Revenue: $6,700,000
HH Inc.: $32,156
Retail $: 2.5 Bil
Pop per Station: 30,991
#1 Biller: KWG/KYBB-F $1,400,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KJAX-F	39/ 7.6	5.4	5.8	5.2	6.6		4.4
2. KSJQ-F	37/ 7.2	3.2	1.2	1.5	---		6.8
3. KHOP-F	36/ 7.0	4.1	6.9	5.0	5.7		5.9
4. KBEE-F	34/ 6.6	4.3	5.8	6.5	4.6		4.0
5. KRAK	29/ 5.6	7.3	8.1	9.0	11.1		7.4
6. KCBS	27/ 5.2	7.3	5.0	4.5	5.9		3.4
KWG	27/ 5.2	3.2	2.8	3.9	4.1		5.3
8. KWIN-F	25/ 4.9	5.0	6.7	4.7	4.1		7.8
9. KFMR-F	22/ 4.3	3.9	6.3	6.5	3.7		4.8
10. KDJK-F	20/ 3.9	2.4	2.4	2.8	2.0		4.4
11. KNBR	19/ 3.7	5.4	3.0	6.2	3.9		5.3
KYBB-F	19/ 3.7	3.9	2.4	3.7	3.1		2.7

12+ TSA	1/4/CUME
1.	
2.	
3.	
4.	
5.	STOCKTON'S METRO AND TSA ARE THE SAME.
6.	
7.	
8.	
9.	
10.	
11.	
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KHOP-F	583/16.5	13.2	17.9
2. KWIN-F	493/13.9	15.9	15.3
3. KRAK	440/12.4	13.8	15.0
4. KCBS	420/11.9	12.8	11.9
5. KNBR	415/11.7	12.1	9.8
6. KBEE-F	380/10.7	8.9	10.0
7. KFMR-F	343/ 9.7	8.3	11.9
8. KJAX-F	339/ 9.6	11.1	11.9
KSJQ-F	339/ 9.6	6.5	3.6
10. KWG	335/ 9.5	7.9	8.8
11. KYBB-F	330/ 9.3	7.2	5.0
12. KSTN	325/ 9.2	11.2	12.8

12+ FM SHARE (METRO): 65.45% (305 of 466) (FAL 86: 62.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KSJQ-F>	1. KHOP-F	1. KHOP-F	1. KWG	1. KWG	1. KJAX-F	1. KJAX-F	1. KBEE-F	1. KHOP-F	1. KSJQ-F	1. KHOP-F
2. KHOP-F	2. KSJQ-F	2. KWG	2. KHOP-F	2. KHOP-F	2. KBE -F	2. KNBR	2. KJAX-F	2. KSJQ-F	2. KWIN-F	2. KFMR-F
3. KSTN	3. KDJK-F	3. KSJQ-F	3. KJAX-F	KJAX-F	3. KRAK	3. KCBS	3. KRAK	3. KJAX-F	3. KHOP-F	3. KJAX-F
4. KWIN-F	4. KWIN-F	4. KWIN-F	4. KYBB-F	4. KBEE-F	KCBS	4. KRAK	4. KWG	4. KBEE-F	4. KBEE-F	4. KBEE-F
5.	5. KWG	5. KDJK-F	KBEE-F	5. KRAK	5. KFMR-F	5. KWG	5. KHOP-F	5. KWG	5. KJAX-F	5. KSJQ-F
							6. KSJW-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KSJQ-F	1. KHOP-F>	1. KHOP-F	1. KHOP-F	1. KJAX-F
2. KHOP-F	2. KSJQ-F	2. KWG	2. KWG	KWG
KWIN-F	3. KWG	3. KJAX-F	3. KJAX-F	3. KHOP-F
KWOD-F	4. KSTN	4.	4. KSJQ-F	4. KBEE-F
5.	KWIN-F	5.	5. KYBB-F	5. KYBB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSJQ-F	1. KDJK-F	1. KHOP-F	1. KSJQ-F	1. KWG
KDJK-F	2. KHOP-F	KSTN-F	KWIN-F	2. KNBR
3 KWIN-F	KSJQ-F	3. KDJK-F	KDJK-F	KRAK-F
4. KHOP-F	4. KWIN-F>	4.	4. KHOP-F	4. KHOP-F
5.	5.	5.	5. KWG	KWIN-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	18 (1)	122 (6)	140 (7)	30.0	29.4
AOR/CLASSIC		32 (3)	32 (3)	6.9	6.6
AC/OLDIES/SOFT ROCK	28 (2)	28 (3)	56 (5)	12.0	12.4
MOR/VARIETY/FULL	25 (2)		25 (2)	5.4	3.3
COUNTRY	31 (2)	32 (2)	63 (4)	13.5	18.6
BLACK/URBAN		6 (1)	6 (1)	1.3	3.1
BTFL MUSIC/EZ		73 (2)	73 (2)	15.7	12.8
NEWS/TALK	45 (3)		45 (3)	9.7	8.4
NOSTALGIA	5 (1)		5 (1)	1.1	1.1
RELIGION/GOSPEL					
SPANISH	9 (2)	12 (1)	21 (3)	4.5	4.2
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
			466 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCVR	1570	Lodi	1.0/2.0
KJOY	1280	Stockton	1.2/7.2
KSTN	1420	Stockton	3.5/9.2
KSTN-F	107.3	Stockton	2.3/5.4
KFBK	1530	Sacramento	1.6/3.3
KRAK-F	105.1	Sacramento	1.9/5.1
KWOD-F	106.5	Sacramento	2.3/6.5

See Modesto for more information about the following:

KFIV-F	.6/1.9	KOSO-F	1.6/4.1
KLOC	.8/2.1	KTRB	.4/1.5

See San Francisco for more information about the following:

KFRC	1.0/3.1	KOIT A/F	.4/1.4
KGO	1.9/5.8	KRQR-F	.4/1.5
KMEL-F	1.7/3.7	KSOL-F	1.2/2.8

RADIO STATIONS

KCVR, 1570,	5 KW (DAYS,DA)	, SPANISH	,$ 16.00*	(Caballero)		(LODI)
KJOY, 1280,	1 KW (DA-N)	, MOR (?)	,$ 14.00*	(Christal)		
KSTN, 1420,	5 KW/1 KW (DA-2)	, CONTEMP	ABC-C,$ 18.00*	(Roslin)		
KWG , 1230,	1 KW	, OLDIES	MBS,$ 19.00*	(Katz)	Home News	
KFMR-F, 100.1,	3 KW @ 300,	COUNTRY	,$ 30.00*	(CBS)		
KHOP-F, 104.1,	50 KW @ 499,	CHR	,$ 32.50	(Mc-Guild)	Fuller-Jeffrey	
KJAX-F, 99.3,	3 KW @ 300,	BTFL/EZ	ABC-E,$ 31.00*	(Christal)		
KSJQ-F, 96.7,	3 KW @ 300,	CHR	,$ 18.00*	(HNWH)	Commonwealth	(MANTECA)
KSTN-F, 107.3,	8 KW @ 1610,	SPANISH	,$ 18.00*	(Roslin)		
KWIN-F, 97.7,	3 KW @ 300,	CHR	,$ 26.00	(MMR)		(LODI)
KYBB-F, 100.9,	3 KW @ 300,	AC	,$ 23.00*	(Katz)	Home News	(TRACY)

Other ranked stations - See Sacramento and Modesto

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SYRACUSE

Arbitron Rank/Pop (12+): 61/553,800

MSA Rank/Pop: 74/657,000
ADI # 67
Average Person Ratings: 15.2
Market TSL: 20.3 hours

Stations: 20/17
Diaries: 928/597:1/54.7%
Sample Target: 920
% Below Line: 2.5
% Not Listed: 16.2

1987 Revenue: $15,000,000
HH Inc.: $36,884
Retail $: 4.0 Bil
Pop per Station: 32,576
#1 Biller: WYYY-F $4,300,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WYYY-F	112/13.5	17.5	17.9	16.4	16.3	16.3	14.8
2. WNTQ-F	109/13.2	11.8	10.8	9.4	11.5	11.3	13.6
3. WSYR	98/11.8	11.7	9.3	14.4	12.2	11.8	11.1
4. WAQX A/F	60/ 7.2	8.4	9.3	7.8	7.3	8.2	12.8
WEZG-F	60/ 7.2	7.5	6.5	6.8	5.6	7.0	2.9
6. WKFM-F	58/ 7.0	4.8	4.6	3.9	4.4	5.1	7.6
7. WRRB-F	47/ 5.7	6.2	5.8	7.3	7.7	6.3	6.0
8. WHEN	33/ 4.0	4.5	6.1	5.0	5.7	4.9	4.9
9. WSEN A/F	32/ 3.9	5.3	5.4	4.7	4.9	4.8	4.3
10. WMHR-F	18/ 2.2	.8	2.2	1.6	1.8	1.7	1.5

12+ TSA	1/4/CUME
1. WYYY-F	134/2305
2. WNTQ-F	121/1939
3. WSYR	113/1655
4. WKFM-F	90/1171
5. WAQX A/F	70/1122
6. WEZG-F	67/ 713
7. WRRB-F	66/ 882
8. WHEN	38/ 761
9. WSEN A/F	33/ 747
10. WMHR-F	24/ 314

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WYYY-F	1832/33.6	34.9	34.7
2. WNTQ-F	1641/30.1	24.7	24.7
3. WSYR	1427/26.2	22.8	27.5
4. WAQX A/F	989/18.2	19.6	17.4
5. WKFM-F	847/15.6	12.4	10.3
6. WSEN A/F	698/12.8	12.6	13.7
7. WEZG-F	620/11.4	12.1	13.1
8. WRRB-F	610/11.2	12.2	12.9
9. WHEN	555/10.2	17.5	16.0
10. WNDR	369/ 6.8	5.3	5.0

12+ FM SHARE (METRO): 76.08% (528 of 694) (FAL 86: 69.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WNTQ-F>	1. WYYY-F	1. WYYY-F+>	1. WYYY-F>	1. WYYY-F>	1. WSYR >	1. WYYY-F	1. WYYY-F>	1. WYYY-F	1. WNTQ-F>	1. WNTQ-F
2. WAQX-F+>	2. WNTQ-F	2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F	2. WEZG-F	2. WSYR	2. WEZG-F	2. WNTQ-F>	2. WSYR	2. WSYR
3.	3. WKFM-F	3. WKFM-F	3. WSEN-F+	3. WSYR	3. WYYY-F	3. WNTQ-F>	3. WKFM-F	3. WSYR	3. WAQX-F+	3. WYYY-F
4.	4. WAQX-F+>	4. WAQX-F+>	4. WAQX-F+	4. WSEN-F+	4. WRRB-F>	4. WAQX-F+	4. WNTQ-F	4. WEZG-F	4. WEZG-F	4. WEZG-F
5.	5.	5. WSEN-F+	5. WKFM-F	5. WAQX-F+	5. WNTQ-F	5. WHEN	5. WAQX-F+	5. WAQX-F+	WKFM-F	5. WKFM-F
			6. WSYR	6. WKFM-F	6. WHEN	WKFM-F	6. WSYR	6. WKFM-F	6. WYYY-F	6. WAQX-F+

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>
2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F
3. WAQX-F+	3. WAQX-F+	3. WAQX-F+	3.	3. WSYR >
4. WKFM-F	4. WKFM-F	4. WKFM-F	4.	4. WRRB-F
5.	5.	5. WEZG-F	5.	5. WEZG-F
		WHEN		WHEN
				WSEN-F+

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKFM-F>	1. WKFM-F	1. WAQX-F+	1. WKFM-F	1. WYYY-F>
2. WAQX-F+	2. WAQX-F+	2. WYYY-F	2. WYYY-F	2. WNTQ-F
3. WNTQ-F	3. WYYY-F	3. WKFM-F>	3. WAQX-F	3. WAQX-F+
4. WYYY-F	4. WNTQ-F	4. WNTQ-F	4. WNTQ-F>	4. WKFM-F
5.	5.	5.	5. WSEN-F+	5. WSEN-F+

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		118 (3)	118 (3)	17.0	13.5
AOR/CLASSIC	1 (1)	129 (3)	130 (4)	18.7	14.1
AC/OLDIES/SOFT ROCK	38 (2)	144 (3)	182 (5)	26.2	27.6
MOR/VARIETY/FULL	98 (1)		98 (1)	14.1	13.8
COUNTRY	3 (1)	59 (2)	62 (3)	8.9	16.3
BLACK/URBAN					
BTFL MUSIC/EZ		60 (1)	60 (1)	8.6	6.3
NEWS/TALK					
NOSTALGIA	14 (1)		14 (1)	2.0	4.9
RELIGION/GOSPEL		18 (1)	18 (1)	2.6	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	12 (1)		12 (1)	1.7	1.5
			694 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNDR	1260	Syracuse	1.7/6.8
WSGO-F	105.5	Oswego	.6/1.3
WXRA	1220	N. Syracuse	1.4/2.6
WNYZ-F	98.7	Utica	.6/2.8
WOUR-F	96.9	Utica	1.4/4.8
WRCK-F	107.3	Utica	.5/2.2

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E,$ 64.00* (Eastman)	Park
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 19.00* (Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR	NBC,$ 85.00* (Katz)	New City
WAQX-F, 95.3, 3 KW @ 300, AOR		ABC-R,$ 60.00* (MMR)	
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ		,$ 37.00* (Durpetti)	
WKFM-F, 104.7, 50 KW @ 500, AOR		Source,$ 36.00* (Christal)	Wilks-Schwartz
WMHR-F, 102.9, 16 KW @ 780, RELIGION		,$ 8.00 (---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		,$ 63.00* (Mc-Guild)	Osborn
WRRB-F, 107.9, 50 KW @ 500, COUNTRY		,$ 48.00* (Eastman)	Park
WSEN-F, 92.1, 3 KW @ 300, OLDIES		,$ 32.00* (HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC		,$115.00* (Katz)	New City

WOUR - See Utica

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TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,663,500

MSA Rank/Pop: 22/1,960,000
ADI # 14
Average Person Ratings: 17.7
Market TSL: 23.8 hours

Stations: 30/25
Diaries: 1610/1033:1/51.7%
Sample Target: 1530
% Below Line: 6.6
% Not Listed: 9.8

1987 Revenue: $52,000,000
HH Inc.: $29,007
Retail $: 13.3 Bil
Pop per Station: 66,540
#1 Biller: WRBQ A/F $16,500,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WRBQ-F	437/14.5	16.9	17.8	16.9	16.1	16.5	22.4
2. WWBA-F	326/10.8	10.3	9.4	13.0	11.1	10.9	6.2
3. WQYK-F	242/ 8.0	5.3	6.4	4.9	8.0	6.2	6.3
4. WGUL A/F	158/ 5.2	3.4	4.5	4.2	3.2	4.3	2.0
5. WFLA	154/ 5.1	3.7	3.8	4.7	4.4	4.3	2.9
6. WUSA-F	145/ 4.8	5.0	5.0	5.1	5.9	5.0	4.0
7. WYNF-F	144/ 4.8	6.5	6.0	5.7	6.9	5.8	9.4
8. WFLZ-F	125/ 4.1	3.9	3.5	2.9	4.2	4.6	3.0
9. WNLT-F	121/ 4.0	3.9	5.1	5.2	3.7	4.6	4.5
10. WPLP	111/ 3.7	3.4	3.3	3.3	2.3	3.4	1.6
11. WKRL-F	97/ 3.2	4.8	3.4	3.3	3.7	3.7	3.3
WDUV-F	97/ 3.2	2.6	2.5	3.0	2.5	2.8	2.6
13. WSUN	80/ 2.7	3.3	3.6	3.8	3.9	3.4	2.4
14. WXCR-F	73/ 2.4	1.7	1.5	1.1	.9	1.7	1.1
15. WDAE	67/ 2.2	3.7	3.8	4.0	2.3	3.4	3.6
16. WHVE-F	66/ 2.2	1.7	.8	1.4	.7	1.5	2.3
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WRBQ-F	536/6416
2. WWBA-F	352/3021
3. WQYK-F	255/2685
4. WYNF-F	246/3191
5. WDUV-F	244/2513
6. WFLZ-F	186/2409
7. WFLA	181/2487
8. WUSA-F	161/2461
9. WGUL A/F	158/1283
10. WNLT-F	143/2307
11. WSUN	139/1913
12. WPLP	131/1581
13. WKRL-F	119/1717
14. WHVE-F	90/1359
15. WDAE	69/ 827
16. WXCR-F	73/ 779
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WRBQ-F 5112/30.1	30.3	30.8
2. WWBA-F 2752/16.2	16.7	18.4
3. WQYK-F 2419/14.2	12.3	13.8
4. WYNF-F 2136/12.6	12.3	11.9
5. WUSA-F 2084/12.3	11.3	12.1
6. WFLA 2032/11.9	10.0	10.2
7. WNLT-F 1870/11.0	9.9	8.5
8. WFLZ-F 1592/ 9.4	7.8	9.2
9. WKRL-F 1510/ 8.9	8.3	9.2
10. WPLP 1350/ 7.9	7.0	5.6
11. WSUN 1279/ 7.5	7.7	10.2
12. WGUL A/F 1267/ 7.4	6.6	5.8
13. WDUV-F 1186/ 7.0	5.9	6.1
14. WHVE-F 1039/ 6.1	3.5	3.3
15. WRBQ 942/ 5.5	3.8	3.4
16. WDAE 783/ 4.6	7.4	6.7
17. WXCR-F 779/ 4.6	3.5	3.9
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 75.70% (2059 of 2720) (FAL 86: 77.18%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WWBA-F
2. WYNF-F	2. WYNF-F	2. WUSA-F	2. WUSA-F	2. WUSA-F	2. WQYK-F
3.	3. WNLT-F	3. WQYK-F	3. WQYK-F	3. WQYK-F	3. WGUL-F+
4.	4. WKRL-F	4. WYNF-F	4. WNLT-F	4. WNLT-F	4. WFLA
5.	5. WQYK-F	5. WNLT-F	5. WFLZ-F	5. WFLZ-F	5. WRBQ-F
6.	6. WUSA-F	6. WFLZ-F	6. WKRL-F	6. WKRL-F	6. WPLP
7.	7.	7. WKRL-F	7. WYNF-F	7. WWBA-F	7.
8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRBQ-F+>	1. WWBA-F	1. WRBQ-F+>	1. WRBQ-F+>	1. WRBQ-F
2. WWBA-F	2. WRBQ-F+>	2. WWBA-F	2. WWBA-F	2. WWBA-F
3. WQYK-F	3. WQYK-F	3. WQYK-F>	3. WFLA	3. WQYK-F
4. WFLA	4. WGUL-F+	4. WUSA-F	4. WQYK-F	4. WGUL-F+
5. WGUL-F+	5. WFLA	5. WYNF-F	5. WYNF-F	5. WYNF-F
6. WPLP	WFLZ-F	6. WGUL-F+	6. WPLP	6. WNLT-F
7. WYNF-F	7. WUSA-F	7. WFLZ-F	7.	7. WUSA-F
8. WUSA-F	8.	8. WNLT-F	8.	8.
9.	9.	9. WKRL-F	9.	9.
10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>
2. WYNF-F	2. WNLT-F	2. WUSA-F	2. WUSA-F	2. WUSA-F
3. WQYK-F	3. WUSA-F	3. WNLT-F	3. WFLZ-F	3. WQYK-F
4. WKRL-F	4. WQYK-F	4. WFLZ-F	4. WQYK-F	4. WFLZ-F
5.	5. WFLZ-F	5. WQYK-F	5. WNLT-F	5. WNLT-F
6.	6. WKRL-F	6. WKRL-F	6.	6. WWBA-F
7.	7.	7. WYNF-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYNF-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>
2. WRBQ-F	2. WYNF-F>	2. WNLT-F	2. WYNF-F	2. WQYK-F
3. WKRL-F	3. WNLT-F	3. WKRL-F	3. WQYK-F	3. WUSA-F
WQYK-F	4. WKRL-F>	4. WYNF-F	4. WKRL-F	4. WKRL-F
5. WNLT-F	5. WHVE-F	5. WHVE-F	5. WNLT-F	5. WNLT-F
6.	WQYK-F	6. WQYK-F	6. WUSA-F	6. WYNF-F
7.	7.	WUSA-F	7.	7. WFLA
8.	8.	8.	8.	8. WHVE-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	32 (1)	450 (2)	482 (3)	17.7	19.5
AOR/CLASSIC		241 (2)	241 (2)	8.9	12.3
AC/OLDIES/SOFT ROCK	27 (1)	391 (3)	418 (4)	15.3	19.6
MOR/VARIETY/FULL					
COUNTRY	80 (1)	256 (2)	336 (3)	12.4	13.7
BLACK/URBAN	85 (2)		85 (2)	3.1	2.9
BTFL MUSIC/EZ		423 (2)	423 (2)	15.6	15.8
NEWS/TALK	283 (3)		283 (3)	10.4	7.8
NOSTALGIA	108 (3)	136 (1)	244 (4)	9.0	7.5
RELIGION/GOSPEL	22 (1)		22 (1)	0.8	
SPANISH	25 (1)		25 (1)	0.9	
CLASSICAL		73 (1)	73 (1)	2.7	1.0
JAZZ/NEW AGE/ECLECTIC		66 (1)	66 (1)	2.4	
UNKNOWN/OTHERS	9 (1)	23 (2)	32 (3)	1.2	
			2720 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHBO	1040	Tampa	.9/2.5
WLFF	680	St. Petersburg	.6/1.3
WLVU-F	106.3	Holiday	.5/1.4
WPLA	910	Plant City	.7/1.8
WPSO	1500	New Port Richey	.6/1.4
WQBN	130	Temple Terrace	.8/1.1
WRBQ	104.7	Tampa	1.1/5.5
WRXB	1590	St. Petersburg	.8/2.1
WWJB	1450	Brooksville	.3/ .6
WPCV-F	97.5	Winter Haven	.5/1.4
WCAT-F	106.7	Leesburg	.4/1.3
WKTK-F	98.5	Crystal River	.3/1.0

RADIO STATIONS

AM STATIONS

WAMA, 1550, 10 KW (DAYS)	, SPANISH		,$ 25.00	(Caballero)	
WCBF, 1010, 50 KW/5 KW (DA-2)	, RELIGION		,$ 13.00	(---)	Sudbrink
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I,	$ 69.00*	(Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, NEWS/TALK	NBC,	$ 65.00*	(Durpetti)	Sconnix
WHBO, 1040, 5 KW (DAYS)	, OLDIES		,$ 40.00	(Mc-Guild)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA		,$ 32.00	(Christal)	Century
WPLP, 570, 1 KW (DA-2)	, TALK/NEWS	MBS,CBS,	$ 44.00	(Katz)	Susquehanna
WPSO, 1500, 250 W (DAYS)	, TALK	ABC-T,ABC-I,	$ 20.00	(---)	
WQBN, 1300, 5 KW/1 KW (DA-2)	, SPANISH		,$ 34.00	(Caballero)	
WRFA, 820, 50 KW/1 KW (DA-2)	, COUNTRY		,$ 20.00*	(---)	
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN,	$ 35.00	(Lazar)	
WSUN, 620, 10 KW (DA-2)	, COUNTRY	CBS,ABC-E,	$ 72.00*	(CBS)	CBS
WTAN, 1340, 1 KW (DA-1)	, MOR		,$ 25.00	(Torbet)	
WTIS, 1110, 10 KW (DAYS,DA)	, RELIG/ETHNIC		,$ 17.00*	(---)	
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN,	$ 35.00*	(HNWH)	

FM STATIONS

WGUL+, 105.5, 3 KW @ 300,	NOSTALGIA	MBS,	$ 49.00*	(Masla)	
WKRL , 97.9, 100 KW @ 639,	CLASSIC AOR	Source,	$ 70.00*	(Christal)	Sandusky
WLVU , 106.3, 3 KW @ 300,	AC (?)		,$ 32.00	(HNWH)	(HOLIDAY)
WNLT , 95.7, 100 KW @ 650,	AC		,$ 60.00*	(Mc-Guild)	Metroplex
WFLZ , 93.3, 100 KW @ 930,	AC		,$ 60.00*	(Durpetti)	Sconnix
WQYK , 99.5, 100 KW @ 550,	COUNTRY		,$119.00*	(Katz)	Infinity
WRBQ , 104.7, 100 KW @ 555,	CHR	ABC-F,	$220.00*	(Eastman)	Edens
WUSA , 100.7, 100 KW @ 503,	AC		,$112.00*	(Mc-Guild)	Gannett
WWBA , 107.3, 100 KW @ 649,	BTFL/EZ		,$110.00*	(Republic)	Metropolitan
WXCR , 92.1, 2 KW @ 400,	CLASSICAL	UPI,	$ 40.00*	(CMBS)	Entercom
WYNF , 94.9, 100 KW @ 1360,	AOR	ABC-R,	$100.00*	(CBS)	CBS

WGUL (860, 500W (DA-1)) simulcasts with WGUL-F

CALL LETTER CHANGES

WPDS-F changes to WFLZ-F (Oct.)

FORMAT CHANGES

STATION SALES

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TOLEDO

Arbitron Rank/Pop (12+): 68/505,300

MSA Rank/Pop: 81/614,000
ADI # 64
Average Person Ratings: 15.4
Market TSL: 20.3 hours

Stations: 17/12
Diaries: 1147/441:1/53.6%
Sample Target: 1010
% Below Line: 13.5
% Not Listed: 9.4

1987 Revenue: $14,400,000
HH Inc.: $32,816
Retail $: 4.9 Bil
Pop per Station: 42,108
#1 Biller: WMHE-F $3,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WMHE-F	118/15.3	13.3	13.2	12.9	12.8	13.7	16.2
2. WLQR-F	79/10.2	12.1	9.5	10.8	10.0	10.7	5.4
3. WKKO-F	77/10.0	8.5	8.3	9.4	9.4	9.1	9.2
4. WIOT-F	75/ 9.7	10.0	11.0	9.9	9.5	10.2	13.7
5. WWWM-F	61/ 7.9	6.3	8.3	5.3	7.0	7.0	5.4
6. WJR	53/ 6.9	7.2	4.7	3.8	4.6	5.7	6.0
7. WSPD	50/ 6.5	7.6	8.6	7.6	7.1	7.6	6.7
8. WRQN-F	40/ 5.2	5.0	7.4	6.2	5.6	6.0	4.9
9. WTOD	36/ 4.7	3.4	4.0	5.0	5.9	4.3	4.4
10. WVOI	33/ 4.3	3.8	4.4	4.3	3.9	4.2	4.8
11. WCWA	21/ 2.7	3.2	2.3	2.8	3.6	2.8	2.9
CKLW	21/ 2.7	3.6	2.3	4.1	2.5	3.2	1.6
13.							

12+ TSA	1/4/CUME
1. WMHE-F	200/3057
2. WIOT-F	145/1887
3. WJR	128/1784
4. WKKO-F	125/1517
5. WLQR-F	114/1564
6. WWWM-F	69/1105
7. WSPD	57/1082
8. KLW	54/ 814
9. CRQN-F	50/1043
10. WTOD	43/ 595
11. WVOI	33/ 389
12. WRIF-F	29/ 554
WCWA	29/ 511

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WMHE-F	1680/33.4	32.1	31.4
2. WIOT-F	1136/22.6	23.0	21.3
3. WWWM-F	979/19.5	19.7	18.0
4. WKKO-F	969/19.3	18.6	17.9
5. WLQR-F	956/19.0	16.6	20.0
6. WSPD	799/15.9	21.3	20.1
7. WRQN-F	750/14.9	17.9	18.3
8. WJR	709/14.1	13.8	12.3
9. WTOD	440/ 8.8	10.5	8.8
10. WCWA	426/ 8.5	7.9	7.9
11. WVOI	376/ 7.5	6.5	8.2
12. CKLW	344/ 6.8	6.4	6.1
13.			

12+ FM SHARE (METRO): 68.57% (480 of 700) (FAL 86: 66.30%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WMHE-F>	1. WMHE-F	1. WMHE-F>	1. WMHE-F>	1. WMHE-F	1. WLQR-F
2. WRQN-F>	2. WIOT-F	2. WIOT-F	2. WKKO-F	2. WKKO-F	2. WKKO-F
3. WIOT-F	3. WWWM-F>	3. WWWM-F	3. WOIT-F	3. WIOT-F	3. WSPD
4.	4. WKKO-F	4. WKKO-F>	4. WWWM-F>	4. WWWM-F	4. WJR
5.	5. WRQN-F	5.	5. WLQR-F	5. WLQR-F	5. WTOD
	WVOI				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKKO-F+	1. WMHE-F	1. WMHE-F>	1. WMHE-F	1. WMHE-F>
2. WMHE-F	2. WLQR-F	2. WIOT-F	2. WIOT-F	2. WLQR-F
3. WLQR-F	3. WKKO-F	3. WLQR-F	3. WSPD	3. WKKO-F
4. WSPD	4. WIOT-F	4. WKKO-F	4. WRQN-F	4. WIOT-F
5. WIOT-F	5. WWWM-F	5. WWWM-F+	5. WLQR-F	5. WRQN-F
6. WWWM-F+				6. WWWM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMHE-F>	1. WMHE-F>	1. WMHE-F	1. WMHE-F>	1. WMHE-F
2. WRQN-F	2. WWWM-F	2. WWWM-F	2. WWWM-F	WKKO-F
3. WIOT-F	3. WIOT-F	3. WKKO-F	WKKO-F	3. WWWM-F
4. WVOI	4. WKKO-F	4. WIOT-F	4. WVOI	4. WLQR-F>
5.	WVOI	5. WLQR-F	5. WIOT-F	5.
		WVOI	WLQR-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOT-F	1. WIOT-F>	1. WIOT-F>	1. WIOT-F>	1. WIOT-F>
2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WMHE-F>	2. WMHE-F
WWWM-F	3. WWWM-F>	3. WWWM-F	3. WWWM-F	3. WKKO-F
4.	4. WRQN-F	4.	4. WKKO-F>	4. WWWM-F
5.	5.	5.	5.	5. WJR

FORMATS	AM	FM	TOTAL	%	% FAL 86
TOP 40/CHR/CONTEMP		158 (2)	158 (2)	22.6	21.1
AOR/CLASSIC		90 (2)	90 (2)	12.9	11.7
AC/OLDIES/SOFT ROCK	24 (2)	70 (2)	94 (4)	13.4	10.6
MOR/VARIETY/FULL	103 (2)		103 (2)	14.7	13.5
COUNTRY	36 (1)	77 (1)	113 (2)	16.1	17.6
BLACK/URBAN	33 (1)	6 (1)	39 (2)	5.6	6.3
BTFL MUSIC/EZ		79 (1)	79 (1)	11.3	11.5
NEWS/TALK					
NOSTALGIA	21 (1)		21 (1)	3.0	7.0
RELIGION/GOSPEL					0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	0.5
			700 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJYM	730	Bowling Green	.4/ .9
WOHO	1470	Toledo	.4/3.3
CKLW-F	800	Windsor	1.2/3.3
WJLB-F	97.9	Detroit	.8/2.9
WXIF-F	101.1	Detroit	1.9/3.9

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	CBS,MBS,$ 21.00*	(Mc-Guild)	Reams	
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	,$ 16.00*	(Banner)		
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC,$ 51.00*	(Katz)	Commonwealth	
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I,$ 34.00*	(MMR)	Booth	
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN,$ 20.00*	(Roslin)		
WIOT-F, 104.7, 37 KW @ 655,	AOR	Source,$ 64.00*	(Mc-Guild)	Reams	
WLQR-F, 101.5, 15 KW @ 810,	BTFL/EZ	,$ 64.00*	(Katz)	Commonwealth	
WMHE-F, 92.5, 50 KW @ 480,	CHR	ABC-F,$ 72.00*	(Christal)	Osborn	
WRQN-F, 93.5, 3 KW @ 176,	CHR	,$ 23.00*	(Republic)		(BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500,	COUNTRY	ABC-E,$ 54.00*	(MMR)	Booth	
WWWM-F, 105.5, 3 KW @ 300,	AC	,$ 41.00*	(Banner)		

WJR,CKLW - See Detroit

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TUCSON

Arbitron Rank/Pop (12+): 63/542,700

MSA Rank/Pop: 79,626,000
ADI # 83
Average Person Ratings: 15.8
Market TSL: 21.3 hours

Stations: 22/20
Diaries: 1031/526:1/55.1%
Sample Target: 880
% Below Line: 3.6
% Not Listed: 11.8

1987 Revenue: $16,000,000
HH Inc.: $27,740
Retail $: 3.7 Bil
Pop per Station: 27,135
#1 Biller: KRQQ-F $2,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KRQQ-F	130/15.8	11.2	11.6	9.2	11.9	12.0	
2. KJYK-F	104/12.6	12.0	13.1	15.5	11.9	13.3	
3. KWFM-F	78/ 9.5	11.2	9.0	7.4	8.0	9.3	
4. KLPX-F	76/ 9.2	7.6	8.0	8.0	8.5	8.2	
5. KIIM-F	70/ 8.5	11.3	7.6	8.1	7.0	8.9	
6. KCUB	35/ 4.2	4.6	3.2	4.3	4.7	4.1	
7. KNST	33/ 4.0	4.3	3.2	4.2	4.6	3.9	
8. KUPD-F	25/ 3.0	4.0	5.0	6.1	4.1	4.5	
9. KAIR	22/ 2.7	2.6	2.5	1.8	3.3	2.4	
KTUC	22/ 2.7	1.5	1.8	1.5	1.3	1.9	
11. KGVY	21/ 2.5	3.2	3.9	4.4	4.5	3.5	
12. KMRR	20/ 2.4	.7	1.8	1.3	2.6	1.6	
13. KKPW	18/ 2.2	2.6	2.4	2.5	3.2	2.4	
14. KXEW	15/ 1.8	1.9	4.3	2.2	1.7	2.6	
15.							

12+ TSA	1/4/CUME
1. KRQQ-F	153/1684
2. KJYK-F	115/1177
3. KLPX-F	86/ 951
4. KIIM-F	85/1078
KWFM-F	85/1029
6. KNIX-F	38/ 372
7. KCUB	36/ 514
8. KUPD-F	35/ 549
9. KNST	33/ 740
10. KAIR	22/ 378
KTUC	22/ 362
12. KGVY	21/ 187
13. KCEE	20/ 359
KMRR	20/ 200
15. KKPW	19/ 264

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KRQQ-F	1511/28.9	24.3	24.5
2. KJYK-F	1074/20.5	18.0	19.6
3. KWFM-F	953/18.2	20.7	20.6
4. KIIM-F	890/17.0	16.1	14.6
5. KLPX-F	884/16.9	19.8	19.6
6. KNST	724/13.9	8.6	12.0
7. KCUB	491/ 9.4	8.3	11.0
8. KTKT	383/ 7.3	6.8	11.6
9. KAIR	378/ 7.2	6.9	7.6
10. KTUC	352/ 6.7	6.6	6.9
11. KUPD-F	341/ 6.5	11.8	9.2
12. KKPW	254/ 4.9	4.9	5.1
13. KCEE	251/ 4.8	7.1	9.6
14. KFXX-F	246/ 4.7	4.9	2.0
15. KXEW	202/ 3.9	5.8	5.0

12+ FM SHARE (METRO): 68.54% (499 of 728) (FAL 86: 60.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F	1. KWFM-F>	1. KWFM-F	1. KJYK-F>	1. KRQQ-F>	1. KJYK-F>	1. KRQQ-F	1. KRQQ-F>	1. KRQQ-F
2.	2. KLPX-F	2. KWFM-F	2. KLPX-F	2. KIIM-F	2. KIIM-F>	2. KJYK-F	2. KRQQ-F	2. KJYK-F	2. KJYK-F	2. KJYK-F>
3.	3. KWFM-F>	3. KLPX-F>	3. KRQQ-F	3. KLPX-F	3. KCUB	3. KIIM-F	3. KWFM-F	3. KWFM-F	3. KLPX-F	3. KIIM-F
4.	4. KIIM-F	4. KIIM-F>	4. KIIM-F>	4. KRQQ-F>	4. KNST	KWFM-F	4. KLPX-F	4. KLPX-F	4. KWFM-F	4. KWFM-F
5.	5.	5.	5.	5. KJYK-F	5. KGVY	5. KLPX-F	5. KIIM-F	5. KIIM-F	5. KIIM-F	5. KLPX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRQQ-F>	1. KWFM-F	1. KWFM-F>	1. KRQQ-F	1. KWFM-F>
2. KWFM-F	2. KRQQ-F>	2. KRQQ-F	2. KWFM-F>	2. KIIM-F
3. KIIM-F	3. KIIM-F	3. KIIM-F	3. KIIM-F	3. KRQQ-F
4. KKPW	4. KLPX-F	4. KLPX-F	4. KJYK-F	4. KJYK-F>
5. KLPX-F	5.	5.	KLPX-F	5. KLPX-F
				6. KCUB

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F	1. KLPX-F>	1. KLPX-F>	1. KLPX-F>	1. KLPX-F>
2. KLPX-F>	2. KRQQ-F>	2. KWFM-F	2. KRQQ-F>	2. KWFM-F
3. KUPD-F	3. KWFM-F	3. KRQQ-F	3. KWFM-F	3. KIIM-F
4.	4. KUPD-F	4. KUPD-F	4. KIIM-F	4. KRQQ-F
5.	5.	5. KNST	KUPD-F	5. KNST

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		136 (2)	136 (2)	18.7	16.8
AOR/CLASSIC		101 (2)	101 (2)	13.9	14.2
AC/OLDIES/SOFT ROCK	48 (3)	78 (1)	126 (4)	17.3	20.2
MOR/VARIETY/FULL					
COUNTRY	35 (1)	75 (2)	110 (3)	15.1	13.2
BLACK/URBAN	18 (1)		18 (1)	2.5	3.6
BTFL MUSIC/EZ		104 (1)	104 (1)	14.3	14.1
NEWS/TALK	55 (2)		55 (2)	7.6	7.6
NOSTALGIA	41 (2)		41 (2)	5.6	5.0
RELIGION/GOSPEL					0.4
SPANISH	22 (2)	5 (1)	27 (3)	3.7	4.7
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	10 (2)		10 (2)	1.4	
			728 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCEE	790	Tucson	1.6/4.8
KFXX-F	92.1	Green Valley	.7/4.7
KJMM	580	Tucson	.6/1.4
KQTL	1210	Sahuarita	.8/2.8
KTKT	990	Tucson	1.6/7.3
KVOI	690	Tucson	.6/2.6
KXMG-F	98.3	Marana	.6/1.5
KNIX-F	102.5	Phoenix	.6/1.2

RADIO STATIONS

KAIR, 1490, 1 KW	, AC	NBC,$ 24.00*	(Christal)	Duchossois	
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES/AC	CBS,$ 20.00*	(MMR)	American	
KCUB, 1290, 1 KW	, COUNTRY	,$ 38.00*	(Katz)		
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR,$ 18.00	(Roslin)		(GREEN VALLEY)
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,$ 23.00*	(Repiblic)		
KKPW, 1450, 1 KW	, URBAN	,$ 17.00*	(Masla)		
KNST, 940, 1 KW/250 W	, TALK	ABC-I,MBS,$ 27.00*	(Mc-Guild)	Nationwide	
KQTL, 1210, 10 KW/500 W (DA-2)	, SPANISH	,$ 15.00*	(Caballero)		
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	UPI,Trans,$ 17.00*	(HNWH)	Lotus	
KTUC, 1400, 1 KW	, NEWS	CBS,CNN,$ 20.00*	(Roslin)		
KVOI, 690,250 W (DAYS)	, ?	,$ 12.00	(---)		
KXEW, 1600, 1 KW (DA-N)	, SPANISH	,$ 26.00*	(Lotus)		
KIIM-F, 99.5, 96 KW @ 2000,	COUNTRY	,$ 40.00*	(Katz)		
KJYK-F, 94.9, 97 KW @ 1952,	BTFL/EZ	,$ 42.00*	(Christal)	Duchossois	
KLPX-F, 96.1, 93 KW @ 505,	AOR	,$ 38.00*	(Torbet)	Lotus	
KRQQ-F, 93.7, 26 KW @ 150,	CHR	,$ 45.00*	(Mc-Guild)	Nationwide	
KWFM-F, 92.9, 93 KW @ 2036,	AC	,$ 50.00*	(MMR)	American	
KFXX-F, 92.1, 2 KW @ 445,	CHR	,$ 23.00	(Masla)		(GREEN VALLEY)
KXMG-F, 98.3, 3 KW @ 200,	SPANISH	,$ NA	(Lotus)		(MARANA)

MISCELLANEOUS COMMENTS KHYT changes calls to KMRR (Sept) and format to Nostalgia...

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TULSA

Arbitron Rank/Pop (12+): 57/551,300

MSA Rank/Pop: 67/757,000
ADI # 54
Average Person Ratings: 14.8
Market TSL: 20.0 hours

Stations: 16/16
Diaries: 1128/577:1/54.4%
Sample Target: 970
% Below Line: 0
% Not Listed: 9.8

1987 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.7 Bil
Pop per Station: 40,706
#1 Biller: KWEN-F $2,800,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. KMOD-F	132/13.8	14.9	12.5	10.2	9.9	12.9	17.9
2. KWEN-F	123/12.8	10.3	13.1	11.2	11.6	11.9	10.1
3. KRMG	98/10.2	9.0	10.4	11.2	9.5	10.2	9.1
4. KAYI-F	86/ 9.0	10.2	12.0	10.5	11.2	10.4	13.0
5. KBEZ-F	75/ 7.8	7.9	9.1	10.5	9.3	8.8	5.2
6. KVOO	71/ 7.4	9.1	8.8	9.1	9.2	8.6	7.6
7. KRAV-F	65/ 6.8	5.7	7.6	5.7	6.0	6.5	4.5
8. KTFX-F	45/ 4.7	5.2	3.2	3.9	4.9	4.3	4.6
9. KMYZ-F	42/ 4.4	3.6	2.8	2.7	3.2	3.4	6.2
10. KVLT-F	35/ 3.7	4.1	3.8	4.2	2.6	4.0	2.4
11. KQMJ-F	31/ 3.2	2.2	1.3	1.6	2.6	2.1	2.3
12.							

12+ TSA	1/4/CUME
1. KMOD-F	179/2201
2. KWEN-F	173/2126
3. KVOO	152/1759
4. KAYI-F	130/1868
5. KRMG	104/1523
6. KBEZ-F	103/1297
7. KTFX-F	86/1410
8. KRAV-F	73/1105
9. KMYZ-F	61/1196
10. KVLT-F	58/ 992
11. KQMJ-F	39/ 639
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KMOD-F	1508/23.3	21.6	16.9
2. KWEN-F	1501/23.2	21.4	21.5
3. KAYI-F	1298/20.0	24.3	22.9
4. KRMG	1252/19.3	21.1	24.3
5. KRAV-F	1009/15.6	16.4	17.8
6. KVOO	946/14.6	15.9	17.8
7. KBEZ-F	923/14.2	16.7	19.2
8. KMYZ-F	909/14.0	10.0	8.4
9. KTFX-F	735/11.3	8.8	11.9
10. KVLT-F	705/10.9	10.5	8.2
11. KQMJ-F	506/ 7.8	6.6	8.6
12. KUSO-F	407/ 6.3	5.5	7.5

12+ FM SHARE (METRO): 77.66% (671 of 864) (FAL 86: 73.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KAYI-F>	1. KMOD-F>	1. KMOD-F	1. KMOD-F	1. KWEN-F	1. KRMG	1. KRMG >	1. KMOD-F	1. KMOD-F	1. KMOD-F	1. KMOD-F>
2. KMOD-F	2. KWEN-F	2. KWEN-F>	2. KWEN-F>	2. KMOD-F>	2. KBEZ-F	2. KWEN-F,	2. KWEN-F>	2. KWEN-F>	2. KAYI-F	2. KWEN-F>
3. KMYZ-F	3. KRAV-F	3. KRAV-F	3. KRAV-F	3. KRAV-F	3. KVOO	3. KMOD-F	3. KBEZ-F>	3. KAYI-F	3. KRMG	3. KAYI-F
4. KWEN-F	4. KAYI-F	4. KAYI-F	4. KRMG	KRMG	4. KWEN-F>	4. KAYI-F	4. KVOO	4. KRAV-F	4. KWEN-F>	4. KBEZ-F
5.	5. KMYZ-F	5. KRMG	5. KAYI-F	5. KAYI-F	5. KTFX-F	5. KVOO	5. KRAV-F	5. KBEZ-F	5. KMYZ-F	5. KRAV-F
								KRMG		6. KRMG

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMOD-F	1. KMOD-F	1. KRAV-F	1. KWEN-F>	1. KWEN-F>
KWEN-F>	2. KWEN-F	2. KMOD-F	2. KMOD-F	2. KRAV-F
3. KMYZ-F	3. KRAV-F	3. KWEN-F>	3. KRAV-F	3. KMOD-F
4. KAYI-F	4. KAYI-F	4. KAYI-F	4. KAYI-F>	4. KAYI-F
5.	5. KMYZ-F	5. KQMJ-F	5.	5. KBEZ-F
		6. KVLT-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F
2. KAYI-F	2. KWEN-F	2. KWEN-F	2. KWEN-F	2. KWEN-F
3. KWEN-F	3. KRAV-F	3. KRAV-F>	3. KRMG >	3. KRMG >
4.	4. KAYI-F	KRMG	4. KRAV-F	4. KRAV-F
5.	KRMG	5.	5. KAYI-F	5. KVOO

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		128 (2)	128 (2)	14.8	12.6
AOR/CLASSIC		132 (1)	132 (1)	15.3	14.7
AC/OLDIES/SOFT ROCK	8 (1)	131 (3)	139 (4)	16.1	14.7
MOR/VARIETY/FULL	98 (1)		98 (1)	11.3	10.7
COUNTRY	71 (1)	181 (3)	252 (4)	29.2	29.1
BLACK/URBAN					1.4
BTFL MUSIC/EZ		75 (1)	75 (1)	8.6	10.5
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		15 (1)	15 (1)	1.7	4.6
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.0	0.4
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	16 (1)		16 (1)	1.8	1.2
			864 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMA-F	92.1	Broken Arrow	.9/3.0
KGTO	1050	Tulsa	.8/2.3
KUSO-F	98.5	Tulsa	1.4/6.3

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2)	, RELIGION	,$ 12.00	(---)	Salem	
KGTO, 1050, 1 KW (DAYS)	, OLDIES	US 1,$ 13.00*	(Torbet)		
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR	ABC-I,$ 71.00*	(Katz)	New City	
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	CNN,$ 62.00*	(Mc-Guild)		
KAKC, 1300, 5 KW/1 KW (DA-2)	, OLDIES	,$ 15.00*	(HNWH)	Clear Channel	
KSKS, 1430, 5 KW (DA-N)	, SOFT AC	,$ 16.00*	(Durpetti)	Federated	
KAYI-F , 106.9, 100 KW @ 1005,	CHR	ABC-F,$ 67.00*	(Katz)	Narragansett	(MUSKOGEE)
KBEZ-F , 92.9, 100 KW @ 680,	BTFL/EZ	,$ 64.00*	(Republic)	WIN	
KUSO-F , 98.5, 100 KW @ 660,	COUNTRY	,$ 25.00*	(Mc-Guild)		
KCMA-F , 92.1, 3 KW @ 300,	CLASSICAL	,$ 19.00*	(CMBS)		
KMOD-F , 97.5, 100 KW @ 1330,	AOR	,$ 73.00*	(HNWH)	Clear Channel	
KMYZ-F+, 104.5, 78 KW @ 1300,	CHR	Source,$ 32.00*	(Eastman)	Shamrock-Lynett	(PRYOR)
KQMJ-F , 99.5, 28 KW @ 984,	AC	,$ 29.00*	(Christal)	Swanson	(HENRIETTA)
KRAV-F , 96.5, 100 KW @ 1329,	AC	,$ 71.00*	(Torbet)		
KTFX-F , 103.3, 100 KW @ 1280,	COUNTRY	,$ 51.00*	(MMR)		
KVLT-F , 106.1, 100 KW @ 1315,	AC	,$ 35.00*	(Durpetti)	Federated	(OWASSO)
KWEN-F , 95.5, 100 KW @ 1328,	COUNTRY	APR,$100.00*	(Katz)	New City	

MISCELLANEOUS COMMENTS KCFO-F changes calls to KUSO and format from Religion to Country...

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WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/2,965,900

MSA Rank/Pop: 7/3,580,000
ADI # 9
Average Person Ratings: 17.3
Market TSL: 22.5 hours

Stations: 34/29
Diaries: 2731/1086:1/52.1%
Sample Target: 2060
% Below Line: 1.8
% Not Listed: 10.3

1987 Revenue: $126,000,000
HH Inc.: $46,665
Retail $: 28.6 Bil
Pop per Station: 102,272
#1 Biller: WMAL $14,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WGAY-F	385/7.4	6.7	6.8	7.6	6.8	7.1	3.7
2. WMZQ A/F	380/7.3	5.4	5.8	7.0	5.7	6.4	6.8
3. WMAL	340/6.5	6.6	6.0	6.0	8.0	6.3	5.0
4. WKYS-F	337/6.5	5.1	7.2	7.4	8.0	6.6	9.7
5. WWDC-F	293/5.6	4.7	5.9	4.7	5.2	5.2	7.3
6. WPGC A/F	265/5.1	4.5	2.1	1.5	1.9	3.3	6.3
7. WHUR-F	258/5.0	5.3	5.3	5.9	5.8	5.4	5.1
8. WTOP	243/4.7	4.3	4.1	4.5	3.7	4.4	3.9
9. WAVA-F	236/4.5	6.1	5.5	5.3	6.2	5.4	7.6
10. WRQX-F	226/4.3	4.8	4.6	3.8	3.8	4.4	4.6
11. WCXR-F	209/4.0	3.8	3.7	3.3	3.2	3.7	4.8
12. WDJY-F	187/3.6	5.7	5.1	4.5	4.3	4.7	4.0
13. WLTT-F	177/3.4	3.0	3.2	3.2	3.3	3.2	2.1
14. WASH-F	150/2.9	2.6	3.1	3.0	1.9	2.9	2.2
15. WGMS A/F	142/2.7	2.3	2.5	3.6	2.9	2.8	2.8
16. WWRC	120/2.3	2.1	2.3	2.4	2.8	2.3	2.5
17. WXTR-F	117/2.3	3.0	2.3	1.8	2.3	2.4	2.1
18. WOL	89/1.7	1.5	1.0	1.3	1.3	1.4	1.0
19. WBMW-F	87/1.7	1.3	2.4	3.4	3.2	2.2	1.9
20. WYCB	77/1.5	1.6	1.7	1.5	1.2	1.6	.8
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WMZQ A/F	478/5330
2. WWDC-F	428/6440
3. WGAY-F	426/4892
4. WMAL	364/5242
5. WKYS-F	353/4206
6. WPGC A/F	315/4227
7. WRQX-F	307/5408
8. WHUR-F	288/4441
9. WTOP	273/5678
10. WAVA-F	267/5779
11. WCXR-F	244/3955
12. WDJY-F	194/3044
13. WLTT-F	190/3774
14. WASH-F	173/3233
15. WGMS A/F	155/2539
16. WXTR-F	140/2405
17. WWRC	132/1621
18. WPOC-F	106/1527
19. WBMW-F	95/1882
20. WOL	89/1129
21.	
22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WAVA-F	4959/16.5	17.5	16.0
2. WTOP	4925/16.4	14.5	14.0
3. WMAL	4838/16.1	13.9	19.8
4. WWDC-F	4513/15.0	15.3	14.4
5. WGAY-F	4469/14.9	13.8	15.2
6. WRQX-F	4138/13.8	14.5	14.3
7. WHUR-F	4078/13.6	14.4	13.5
8. WMZQ A/F	3983/13.2	13.1	11.2
9. WKYS-F	3958/13.2	14.2	14.9
10. WPGC A/F	3575/11.9	7.4	6.8
11. WCXR-F	3479/11.6	10.7	9.4
12. WLTT-F	3337/11.1	11.1	10.5
13. WDJY-F	2885/ 9.6	11.2	11.9
14. WASH-F	2813/ 9.4	9.0	6.9
15. WGMS A/F	2340/ 7.8	7.4	8.5
16. WXTR-F	1985/ 6.6	7.3	6.6
17. WGMW-F	1687/ 5.6	8.9	10.1
18. WWRC	1455/ 4.8	5.5	6.8
19. WMMJ-F	1202/ 4.0	5.5	4.7
20. WOL	1129/ 3.8	3.1	2.8
21.			
22.			
23.			
24.			
25.			

12+ FM SHARE (METRO): 77.58% (3617 of 4662) (FAL 86: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WRQX-F	1. WWDC-F	1. WKYS-F	1. WMZQ-F	1. WMZQ-F+	1. WGAY-F	1. WMAL	1. WGAY-F	1. WMZQ-F	1. WHUR-F	1. WGAY-F
2. WAVA-F>	2. WKYS-F	2. WMZQ-F+	2. WKYS-F	2. WKYS-F	2. WMAL	2. WMZQ-F+	2. WMZQ-F+>	2. WGAY-F	2. WKYS-F>	2. WMZQ-F+>
3. WDJY-F	3. WPGC-F	3. WWDC-F	3. WWDC-F	3. WWDC-F	3. WMZQ-F+	3. WKYS-F	3. WWDC-F	3. WMAL	3. WAVA-F	3. WPGC-F+
4. WPGC-F+	4. WCXR-F	4. WPGC-F+	4. WHUR-F	WHUR-F	4. WTOP >	WTOP	4. WKYS-F	4. WKYS-F	4. WGAY-F	4. WKYS-F
5. WKYS-F	5. WAVA-F	5. WHUR-F	5. WLTT-F	5. WGAY-F	5. WHUR-F	WWDC-F	5. WMAL	WWDC-F	WPGC-F	5. WCXR-F
6. WWDC-F	6. WMZQ-F	6. WCXR-F	6. WPGC-F	6. WMAL	6. WGMS-F	6. WAVA-F	WPGC-F+	6. WPGC-F+	WRQX-F	6. WWDC-F
7.	7. WHUR-F	7. WLTT-F	7. WCXR-F	7. WLTT-F	7. WWRC	7. WGAY-F	7. WCXR-F	7. WCXR-F	7. WDJY-F	7. WDJY-F
8.	8. WDJY-F	8. WAVA-F	8. WGAY-F	8. WPGC-F+	8. WKYS-F	8. WRQX-F	WLTT-F	8. WAVA-F	8. WTOP	8. WRQX-F
9.	9. WLTT-F	9. WGAY-F	9. WASH-F	9. WTOP	9.	9. WPGC-F	9. WASH-F	WLTT-F	WWDC-F	9. WMAL-F
10.	10. WRQX-F	WRQX-F	WTOP	10. WASH-F	10.	10. WCXR-F	WRQX-F	10. WDJY-F	10. WWRC	10. WGMS-F+
				WCXR-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F>	1. WMZQ-F+
2. WDJY-F	2. WPGC-F+	2. WPGC-F+	2. WMZQ-F+	2. WKYS-F
3. WRQX-F	3. WCXR-F	3. WHUR-F	3. WLTT-F	3. WGAY-F
4. WCXR-F	4. WAVA-F	WMZQ-F+	4. WPGC-F+	4. WLTT-F
WPGC-F+	5. WLTT-F	5. WASH-F	5. WAVA-F	5. WASH-F
6. WAVA-F	WMZQ-F	WLTT-F	WHUR-F	6. WHUR-F
7. WWDC-F	7. WDJY-F	7. WCXR-F	7. WASH-F	7. WPGC-F+
8. WLTT-F	WHUR-F	8. WAVA-F	8. WRQX-F	8. WMAL
9. WMZQ-F+	9. WRQX-F	9. WXTR-F	9. WCXR-F	9. WAVA-F
10. WHUR-F	10. WASH-F	10. WBMW-F	10. WGAY-F	10.
		WDJY-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWDC-F>	1. WWDC-F>	1. WWDC-F>	1. WWDC-F>	1. WWDC-F
2. WDJY-F	2. WCXR-F	2. WKYS-F	2. WMZQ-F+	2. WMZQ-F+
3. WPGC-F+	3. WKYS-F	3. WCXR-F	3. WKYS-F	3. WKYS-F
4. WAVA-F	4. WPGC-F+	4. WPGC-F+	4. WPGC-F+	4. WHUR-F
5. WCXR-F	5. WMZQ-F+	5. WLTT-F	5. WCXR-F	5. WTOP
6. WKYS-F	6. WHUR-F	6. WHUR-F	6. WHUR-F>	6. WMAL
7. WMZQ-F+	7. WAVA-F	7. WMZQ-F+	7. WTOP	7. WCXR-F
8. WHUR-F	8. WDJY-F	8. WAVA-F	8. WAVA-F	8. WPGC-F+
9. WRQX-F	9.	WTOP	WLTT-F	9. WGAY-F
10.	10.	10. WBMW-F	WMAL	10. WLTT-F
		WRQX-F		

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		462 (2)	462 (2)	9.9	15.1
AOR/CLASSIC		584 (5)	584 (5)	12.5	10.9
AC/OLDIES/SOFT ROCK		506 (4)	506 (4)	10.9	12.0
MOR/VARIETY/FULL	364 (2)		364 (2)	7.8	9.7
COUNTRY	12 (1)	390 (2)	402 (3)	8.6	7.1
BLACK/URBAN	139 (3)	1036 (4)	1175 (7)	25.2	23.2
BTFL MUSIC/EZ		385 (1)	385 (1)	8.3	8.4
NEWS/TALK	363 (2)		363 (2)	7.8	4.7
NOSTALGIA	49 (1)		49 (1)	1.1	3.9
RELIGION/GOSPEL	107 (2)	20 (1)	127 (3)	2.7	1.3
SPANISH					
CLASSICAL	11 (1)	131 (1)	142 (2)	3.0	3.3
JAZZ/NEW AGE/ECLECTIC		87 (1)	87 (1)	1.9	
UNKNOWN/OTHERS	16 (1)		16 (1)	0.3	0.4
			4662 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria	.8/1.8
WFMD	930	Frederick	.5/1.0
WHFS-F	99.1	Anapolis	.9/3.1
WMMJ-F	102.3	Bethesda	1.2/4.0
WUST	1120	Washington	.6/1.0
WWDC	1260	Washington	.9/2.2
WARX-F	106.9	Hagerstown	.3/ .6
WFSI-F	107.9	Annapolis	.4/1.0
WGRX-F	100.7	Westminster	.4/1.4
WIYY-F	97.9	Baltimore	.3/1.5
WPOC-F	93.1	Baltimore	.4/1.3

RADIO STATIONS

AM STATIONS

WABS, 780,	5 KW (DAYS)	, RELIGION	,$ 30.00	(---)	
WCPT, 730,	5 KW/20 W	, BLACK	SMN,$ 35.00*	(Mc-Guild)	Legacy
WDCT, 1310,	5 KW/500 W (DA-2)	, RELIGION	,$ 36.00	(---)	Universal
WFAX, 1220,	5 KW (DAYS)	, RELIGION	,$ 20.00	(---)	
WMAL, 630,	5 KW (DA-2)	, MOR	ABC-I,$230.00	(Katz)	Cap Cities/ABC
WMDO, 1540,	5 KW (DAYS)	, SPANISH	,$ 57.00	(Lotus)	Lotus
WMZQ, 1390,	5 KW (DA-2)	, COUNTRY	,$ NA	(Christal)	Viacom
WNTR, 1050,	1 KW/500 W	, TALK	ABC-T,$ 33.00	(---)	
WOL , 1450,	1 KW	, BLACK	NBN,$ 43.00	(Lazar)	
WTOP, 1500,	50 KW (DA-2)	, NEWS	CBS,MBS,$133.00*	(HNWH)	Outlet
WUST, 1120,	1 KW (DAYS)	, GOSPEL	NBN,$ 26.00	(---)	
WWDC, 1260,	5 KW (DA-2)	, NOSTALGIA	US 2,$ 48.00*	(Christal)	
WWRC, 980,	5 KW (DA-N)	, TALK	NBC,NBC-T,$ 85.00*	(MMR)	Greater Media
WYCB, 1340,	1 KW	, GOSPEL	SBN,$ 50.00	(---)	

FM STATIONS

WASH , 97.1,	23 KW @ 690,	AC	US 2,$130.00*	(Katz)	Outlet
WAVA , 105.1,	50 KW @ 500,	CHR	,$180.00	(HNWH)	Emmis
WBMW , 106.7,	23 KW @ 731,	JAZZ/NEW AGE	ABC-R,$120.00*	(Torbet)	Infinity
WCXR , 105.9,	50 KW @ 500,	CLASSIC AOR	,$138.00*	(Mc-Guild)	Legacy
WDJY , 100.3,	40 KW @ 330,	BLACK	APR,$ 90.00*	(Mc-Guild)	United
WGAY , 99.5,	21 KW @ 780,	BTFL/EZ	,$200.00*	(MMR)	Greater Media
WGMS+, 103.5,	47 KW @ 510,	CLASSICAL	MBS,$140.00	(Republic)	RKO
WHUR , 96.3,	24 KW @ 669,	BLACK	,$134.00*	(Durpetti)	Howard University
WKYS , 93.9,	50 KW @ 485,	URBAN	NBC,$205.00*	(Eastman)	NBC
WLTT , 94.7,	21 KW @ 780,	AC	,$175.00*	(CBS)	CBS
WMZQ , 98.7,	50 KW @ 490,	COUNTRY	,$176.00*	(Chrsital)	Viacom
WPGC+, 95.5,	50 KW @ 496,	URBAN/CHR	,$130.00*	(Torbet)	First Media
WRQX , 107.3,	50 KW @ 410,	CHR	ABC-C,$172.00	(Katz)	Cap Cities/ABC
WMMJ , 102.3,	1 KW @ 480,	SOFT AC	,$ 70.00*	(HNWH)	
WWDC , 101.1,	22 KW @ 750,	AOR	US 1,$170.00*	(Christal)	
WXTR , 104.1,	50 KW @ 500,	OLDIES	,$ 95.00	(Mc-Guild)	(LA PLATA)
WHFS , 99.1,	50 KW @ 390,	AOR	MBS,$ 55.00	(Masla)	(ANNAPOLIS)

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WPGC A/F: From First Media to Cook Inlet for $18,000,000 + Tax Cert. (Est)
WNAV, WHFS-F (Annapolis): Sold to Duchossois for $8,240,000
WDCT: From Universal to Marsh for $2,200,000 (Est)
WNTR: Sold for $1,100,000
WGMS A/F: From RKO to Ver Standig for $33,900,000

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WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/661,100

MSA Rank/Pop: 65/784,000
ADI # 53
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 32/15
Diaries: 1092/605:1/46.1%
Sample Target: 940
% Below Line: 35.0
% Not Listed: 10.6

1987 Revenue: $18,500,000
HH Inc.: $36,567
Retail $: 6.7 Bil
Pop per Station: 44,073
#1 Biller: WRMF-F $5,000,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WEAT-F	131/12.2	12.7	13.7	12.6	11.8	12.8	9.5
2. WRMF-F	96/ 8.9	7.8	12.0	10.6	9.9	9.8	10.4
3. WJNO	63/ 5.9	5.4	5.6	6.5	7.1	5.9	6.7
4. WIRK-F	56/ 5.2	7.3	4.7	6.2	4.8	5.9	5.9
5. WHYI-F	55/ 5.1	5.7	5.3	5.2	6.5	5.3	6.7
6. WNJY-F	49/ 4.6	4.8	6.1	7.0	5.1	5.6	4.6
7. WMXJ-F	40/ 3.7	2.8	2.1	2.0	2.3	2.7	2.4
8. WPOW-F	33/ 3.1	1.7	3.1	3.1	2.6	2.8	4.9
WPOM	33/ 3.1	2.9	3.7	3.7	4.4	3.4	3.1
10. WKGR-F	28/ 2.6	2.9	4.4	4.1	3.8	3.5	3.8
WNGS-F	28/ 2.6	3.5	1.3	2.7	2.1	2.5	1.4

12+ TSA	1/4/CUME
1. WLYF-F	231/2443
2. WEAT-F	208/2500
3. WHYI-F	150/2474
4. WMXJ-F	132/2001
5. WAXY-F	131/1970
6. WRMF-F	127/1796
7. WJQY-F	115/1543
8. WGTR-F	113/1344
WKQS-F	113/1597
WPOW-F	113/1606
11.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WEAT-F 1515/22.1	21.3	20.3
2. WRMF-F 1165/17.0	23.1	21.5
3. WJNO 812/11.9	12.4	13.8
4. WHYI-F 811/11.8	15.6	19.0
5. WNJY-F 656/ 9.6	11.7	10.1
6. WIRK-F 625/ 9.1	8.5	11.5
7. WMXJ-F 620/ 9.1	6.2	6.3
8. WKGR-F 562/ 8.2	10.9	8.4
9. WPOW-F 463/ 6.8	8.1	8.1
10. WAXY-F 447/ 6.5	4.3	5.5
11.		

12+ FM SHARE (METRO): 75.70% (726 of 959) (FAL 86: 75.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. POWX-F	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WEAT-F>	1. WEAT-F+	1. WEAT-F+>	1. WEAT-F+	1. WEAT-F>	1. WEAT-F+>
2. WHYI-F>	2. WHYI-F	2. WHYI-F	2. WMXJ-F	2. WHYI-F	2. WJNO	2. WRMF-F	2. WRMF-F>	2. WRMF-F	2. WHYI-F	2. WRMF-F
3. WHQT-F	3. WIRK-F	3. WMXJ-F	3. WHYI-F	WMXJ-F	3. WNJY-F	3. WJNO	3. WIRK-F	3. WHYI-F	3. WRMF-F	3. WNJY-F
4.	4. WKGR-F	4. WIRK-F	4. WEAT-F	4. WIRK-F	4. WRMF-F	4. WIRK-F	4. WMXJ-F	4. WJNO	WPOW-F	4. WHYI-F
5.	WMXJ-F	5. WEAT-F	WIRK-F	5. WEAT-F	5. WIRK-F	5.	5. WJNO	5. WIRK-F	5. WJNO	5. WIRK-F
	6. WPOM	WKGR-F					6. WNJY-F			6. WMXJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WKGR-F	1. WRMF-F	1. WRMF-F>	1. WRMF-F	1. WRMF-F
2.	2. WNGS-F	2. WNGS-F	2.	2. WEAT-F	2. WRMF-F	2. WHYI-F	2. WHYI-F	2. WHYI-F	2. WHYI-F
3.	3. WPOW-F	3. WIRK-F	3.	WIRK-F	WHYI-F	3. WIRK-F	3. WIRK-F	3. WMXJ-F	3. WMXJ-F
4.	WPOM	4. WEAT-F	4.	4. WNGS-F	WPOW-F	WKGR-F	WMXJ-F	4. WIRK-F	4. WIRK-F
5.	5.	5.	5.	WNJY-F	5.	5. WMXJ-F	5. WPOM	WKGR-F	5. WEAT-F
				WMXJ-F		6. WGTR-F			

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		124 (4)	124 (4)	12.9	8.5
AOR/CLASSIC		85 (4)	85 (4)	8.9	10.0
AC/OLDIES/SOFT ROCK	12 (1)	227 (6)	239 (7)	24.9	21.1
MOR/VARIETY/FULL					
COUNTRY		72 (2)	72 (2)	7.5	7.4
BLACK/URBAN	51 (2)		51 (2)	5.3	10.5
BTFL MUSIC/EZ	7 (1)	152 (2)	159 (3)	16.6	17.8
NEWS/TALK	122 (5)		122 (5)	12.7	14.7
NOSTALGIA	14 (1)	49 (1)	63 (2)	6.6	6.5
RELIGION/GOSPEL	16 (1)		16 (1)	1.7	1.9
SPANISH					
CLASSICAL		17 (1)	17 (1)	1.8	1.2
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	11 (1)		11 (1)	1.1	0.4
			959 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	1.3/3.8
WEAT	850	West Palm Beach	.7/3.1
WPBG	1290	West Palm Beach	1.1/2.4
WPBR	1340	Palm Beach	2.0/4.9
WSBR	740	Boca Raton	1.0/4.1
WSWN	900	Belle Glade	1.5/1.7
WYFX	1040	Boynton Beach	1.7/2.7
WAXY-F	105.9	Fort Lauderdale	2.1/6.5
WGTR-F	97.3	Miami	1.8/4.7
WHQT-F	105.1	Coral Gables	1.8/5.8
WINZ	940	Miami	1.3/3.2
WIOD	610	Miami	1.7/5.0
WJQY-F	106.7	Fort Lauderdale	2.2/5.2
WKQS-F	99.9	Boca Raton	1.5/4.4
WLVE-F	93.9	Miami Beach	1.6/5.1
WLYF-F	101.5	Miami	2.0/6.2
WNWS	790	South Miami	.6/1.8
WOVV-F	95.5	Fort Pierce	1.6/4.2
WSHE-F	103.5	Fort Lauderdale	2.1/6.1
WTMI-F	93.1	Miami	1.6/5.5
WZTA-F	94.9	Miami Beach	1.5/4.2

RADIO STATIONS

WJNO, 1230, 1 KW	, NEWS/TALK	CBS,ABC-E,NBC-T,$ 50.00*	(Banner)	Fairbanks	
WPBR, 1340, 1 KW	, TALK	MBS,ABC-T,$ 22.00*	(Savalli)		
WPOM, 1600, 1 KW (DA-N)	, BLACK	ABC-D,$ 25.00*	(Republic)		
WEAT-F+, 104.3, 56 KW @ 1250, BTFL/EZ		,$ 70.00*	(Katz)	Taylor	
WIRK-F , 107.9, 100 KW @ 400, COUNTRY		ABC-E,$ 51.00*	(HNWH)	Price	
WKGR-F , 98.7, 100 KW @ 1384, AOR		UPI,$ 45.00*	(HNWH)		(FORT PIERCE)
WNGS-F , 92.1, 2 KW @ 378, AC		,$ 30.00*	(Eastman)		
WNJY-F , 94.3, 1 KW @ 480, NOSTALGIA		NBC,$ 35.00*	(Republic)		
WRMF-F , 97.9, 100 KW @ 1350, AC		,$ 87.00*	(Banner)	Fairbanks	

Other ranked stations - See Miami

MISCELLANEOUS COMMENTS WBSS changes calls to WWNN and format from Black to Talk ("...motivation/self help")...

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WICHITA

Arbitron Rank/Pop (12+): 96/356,100

MSA Rank/Pop: 103/473,000
ADI # 60
Average Person Ratings: 14.4
Market TSL: 19.0 hours

Stations: 17/17
Diaries: 876/407:1/55.5%
Sample Target: 780
% Below Line: 0
% Not Listed: 4.3

1987 Revenue: $15,000,000
HH Inc.: $38,359
Retail $: 3.1 Bil
Pop per Station: 20,947
#1 Biller: KFDI A/F $4,700,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. KKRD-F	78/14.0	13.6	13.6	15.8	10.1		17.2
2. KFDI-F	59/10.6	10.6	10.6	10.4	11.3		10.2
3. KICT-F	58/10.4	5.0	7.5	6.9	7.8		9.5
4. KZSN-F	56/10.0	8.2	8.6	7.3	.8		9.3
5. KXLK-F	49/ 8.8	7.0	5.9	5.6	5.1		6.6
6. KEYN-F	42/ 7.5	5.7	8.2	6.7	7.2		7.1
7. KFDI	41/ 7.3	8.2	7.5	6.9	11.5		8.2
8. KOEZ-F	29/ 5.2	5.4	4.8	6.0	8.4		4.9
9. KLEO	24/ 4.3	6.3	4.2	6.9	5.1		3.1
10. KRZZ-F	22/ 3.9	5.7	4.2	2.1	1.4		5.1
11. KFH	21/ 3.8	5.2	4.0	6.0	6.8		3.5
12. KLZS-F	18/ 3.2	2.7	3.8	3.5	5.3		2.2

12+ TSA	1/4/CUME
1. KKRD-F	103/1344
2. KICT-F	85/ 743
3. KZSN-F	82/1195
4. KFDI-F	74/1095
5. KXLK-F	66/ 789
6. KFDI	63/ 906
7. KEYN-F	50/ 868
8. KOEZ-F	44/ 596
9. KFH	33/ 615
10. KLEO	28/ 415
11. KRZZ-F	23/ 422
12.	

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. KKRD-F	1035/26.7	26.1	26.7
2. KFDI-F	809/20.9	19.8	18.8
3. KZSN-F	712/18.4	15.2	15.9
4. KEYN-F	676/17.5	18.6	22.3
5. KFDI	585/15.1	16.5	14.2
6. KXLK-F	578/14.9	13.5	12.4
7. KICT-F	543/14.0	13.0	16.8
8. KFH	433/11.2	10.4	11.3
9. KOEZ-F	431/11.1	12.8	11.4
10. KRZZ-F	396/10.2	11.2	9.5
11. KLEO	376/ 9.7	10.9	9.0
12. KNSS	281/ 7.3	3.4	4.1

12+ FM SHARE (METRO): 78.46% (419 of 534) (FAL 86: 77.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. KKRD-F>	1. KICT-F	1. KICT-F	1. KXLK-F	1. KFDI-F	1. KFDI-F	1. KKRD-F	1. KICT-F	1. KKRD-F	1. KKRD-F>	1. KKRD-F
2. KEYN-F	2. KKRD-F	2. KKRD-F	2. KZSN-F	2. KXLK-F	2. KFDI >	2. KFDI-F>	2. KXLK-F	2. KZSN-F	2. KEYN-F	2. KZSN-F>
3. KICT-F	3. KEYN-F	KZSN-F	3. KFDI-F	3. KZSN-F	3. KOEZ-F	3. KICT-F	3. KFDI-F	3. KICT-F	3. KICT-F	3. KFDI-F
4.	4. KZSN-F	4. KXLK-F	4. KICT-F	4. KICT-F	4. KZSN-F	4. KFDI	4. KKRD-F	4. KFDI-F	4. KZSN-F	KXLK-F
5.	5. KXLK-F	5. KFDI-F	5. KKRD-F	5. KKRD-F	5. KLEO	5.	5. KZSN-F	5. KXLK-F	5. KFDI-F	5. KFDI

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KEYN-F	1. KKRD-F	1. KXLK-F	1. KKRD-F	1. KXLK-F	1. KICT-F	1. KICT-F>	1. KICT-F>	1. KICT-F>	1. KICT-F
KKRD-F>	2. KEYN-F	2. KZSN-F	2. KXLK-F	2. KZSN-F	2. KKRD-F	2. KKRD-F	2. KXLK-F	2. KZSN-F	2. KFDI-F
3. KICT-F	3. KXLK-F	3. KKRD-F	3. KZSN-F	3. KFDI-F	3. KEYN-F	3. KZSN-F	3. KZSN-F	3. KKRD-F	3. KZSN-F
4. KZSN-F	4. KZSN-F>	4. KFDI-F	4. KEYN-F	4. KKRD-F>	4. KZSN-F	4. KEYN-F	4. KRZZ-F	4. KFDI-F	4. KXLK-F
5.	5. KICT-F	5. KEYN-F	5. KFDI-F	5.	5.	5. KXLK-F	5. KKRD-F	5. KXLK-F	5. KRZZ-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		120 (2)	120 (2)	22.5	23.7
AOR/CLASSIC		80 (2)	80 (2)	15.0	13.3
AC/OLDIES/SOFT ROCK	12 (1)	67 (2)	79 (3)	14.8	13.3
MOR/VARIETY/FULL					
COUNTRY	62 (2)	115 (2)	177 (4)	33.1	33.5
BLACK/URBAN					4.2
BTFL MUSIC/EZ		37 (2)	37 (2)	6.9	5.2
NEWS/TALK	9 (1)		9 (1)	1.7	
NOSTALGIA	24 (1)		24 (1)	4.5	4.6
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	2.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.9	
			534 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJRG	950	Newton	.9/2.7
KNSS	1240	Wichita	1.6/7.3
KQAM	1410	Wichita	2.2/6.6
KSGL	900	Wichita	.5/4.7
KWKL-F	105.3	Haysville	1.4/5.7

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N)	, COUNTRY	ABC-E,$ 52.00*	(Torbet)	Great Empire	
KFH , 1330, 5 KW (DA-N)	, COUNTRY	MBS,CBS,$ 34.00*	(Republic)		
KLEO, 1480, 5 KW/1 KW (DA-2)	, NOSTALGIA	ABC-I,NBC-T,$ 25.00*	(Eastman)		
KQAM, 1410, 5 KW/1 KW (DA-N)	, OLDIES	US 1,$ 18.00*	(Eastman)	Long-Pride	
KWKL-F, 106.5, 100 KW @ 465, BTFL/EZ		SBN,$ 22.00*	(---)		(ARKANSAS CITY)
KEYN-F, 103.7, 100 KW @ 860, CHR		US 1,$ 42.00*	(Eastman)	Long-Pride	
KFDI-F, 101.3, 100 KW @ 1130, COUNTRY		ABC-E,$ 63.00*	(Torbet)	Great Empire	
KICT-F, 95.1, 100 KW @ 970, AOR		ABC-R,$ 38.00*	(Mc-Guild)		
KKRD-F, 107.3, 100 KW @ 884, CHR		,$ 56.00*	(HNWH)	Osborn	
KLZS-F, 97.9, 85 KW @ 370, AC		,$ 30.00*	(Republic)		
KRZZ-F, 95.9, 1.2 KW @ 500, CLASSIC AOR		Source,$ 33.00*	(Christal)		(DERBY)
KXLK-F, 105.3, 100 KW @ 1000, AC		US 2,$ 28.00*	(Banner)	Mid-Continent	(HAYSVILLE)
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY		,$ 38.00*	(Eastman)		(HUTCHINSON)
KOEZ-F, 92.3, 100 KW @ 650, BTFL/EZ		,$ 32.00*	(Roslin)		(NEWTON)

MISCELLANEOUS COMMENTS KBUZ changes to KWKL-F and format from Urban to BTFL... Harvey, KS added to metro...

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WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 58/627,600

MSA Rank/Pop: 69/734,000
ADI # 51
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 34/27
Diaries: 1156/543:1/57.5%
Sample Target: 1000
% Below Line: 5.8
% Not Listed: 12.6

1987 Revenue: $13,600,000
HH Inc.: $27,627
Retail $: 4.4 Bil
Pop per Station: 23,244
#1 Biller: WKRZ A/F $2,300,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WKRZ-F	120/11.5	10.6	9.5	9.7	9.6	10.3	13.1
2. WEZX-F	113/10.8	8.0	8.6	7.3	6.9	8.7	12.9
3. WARM	67/ 6.4	7.2	6.8	6.1	7.8	6.6	7.5
4. WGBI-F	66/ 6.3	6.2	6.1	5.0	6.9	5.9	3.6
5. WTLQ-F	57/ 5.5	6.2	5.0	4.1	5.3	5.2	6.3
6. WEJL	50/ 4.8	5.1	3.6	3.3	3.4	4.2	3.3
7. WMGS-F	49/ 4.7	4.7	4.9	5.1	5.5	4.9	3.9
WWSH-F	49/ 4.7	5.2	5.9	5.7	4.6	5.4	3.6
9. WNAK	45/ 4.3	6.4	6.7	7.1	7.7	6.1	2.9
10. WHLM-F	31/ 3.0	2.6	2.1	2.3	3.0	2.5	3.0
11. WILK	28/ 2.7	2.3	2.9	2.5	3.2	2.6	1.9
12. WARD	26/ 2.5	1.5	.9	1.4	1.6	1.6	1.5
13. WGBI	23/ 2.2	1.1	1.4	1.4	1.7	1.5	1.6
14.							
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							
24.							
25.							

12+ TSA	1/4/CUME
1. WKRZ-F	148/2248
2. WEZX-F	129/ 979
3. WGBI-F	79/1121
4. WTLQ-F	74/ 953
5. WEJL	70/ 586
WARM	70/1326
7. WWSH-F	64/ 842
8. WHLM-F	56/ 680
9. WMGS-F	54/ 930
10. WILQ-F	51/ 528
11. WNAK	50/ 542
12. WQKX-F	39/ 479
13.	
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22.	
23.	
24.	
25.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WKRZ-F 1810/28.9	26.7	26.1
2. WARM 1216/19.4	18.3	19.4
3. WGBI-F 970/15.5	14.5	16.3
4. WEZX-F 905/14.5	14.0	12.4
5. WTLQ-F 865/13.8	14.0	13.7
6. WMGS-F 795/12.7	12.1	11.8
7. WWSH-F 599/ 9.6	11.5	10.1
8. WILK 513/ 8.2	9.1	8.2
WNAK 513/ 8.2	10.2	10.6
10. WEJL 477/ 7.6	7.0	5.8
11. WHLM-F 373/ 6.0	4.3	6.5
12. WGBI 326/ 5.2	4.9	5.8
13. WMJW-F 309/ 4.9	6.1	4.1
14. WARD 273/ 4.4	2.7	3.5
15. WWDL-F 244/ 3.9	4.3	2.1
16.		
17.		
18.		
19.		
20.		
21.		
22.		
23.		
24.		
25.		

12+ FM SHARE (METRO): 64.69% (590 of 912) (FAL 86: 61.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WKRZ-F>	1. WEZX-F>	1. WEZX-F	1. WEZK-F	1. WEZX-F	1. WARM	1. WARM	1. WEZX-F>	1. WKRZ-F	1. WKRZ-F>	1. WKRZ-F>
2. WTLQ-F>	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F	2. WWSH-F	2. WEZX-F	2. WKRZ-F	2. WEZX-F>	2. WEZX-F	2. WEZX-F
3.	3. WTLQ-F>	3. WGBI-F	3. WGBI-F	3. WGBI-F	3. WEJL	3. WKRZ-F>	3. WGBI-F	3. WTLQ-F	3. WTLQ-F>	3. WGBI-F
4.	4. WGBI-F	4. WTLQ-F	4. WMGS-F>	4. WMGS-F	WNAK	4. WGBI-F	4. WMGS-F	4. WGBI-F	4. WGBI-F	4. WWSH-F
5.	5. WMGS-F	5. WMGS-F	5.	5. WWSH-F	5. WGBI-F	WMGS-F	5. WWSH-F	5. WARM	5. WWSH-F	5. WNAK
6.	6.	6.	6.	6. WARM	6.	WNAK	6. WNAK	6.	6.	6. WARM
7.	7.	7.	7.	7.	7.	7. WEJL	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKRZ-F	1. WKRZ-F	1. WEZX-F	1. WKRZ-F>	1. WKRZ-F
2. WTLQ-F>	2. WEZX-F	2. WKRZ-F	2. WTLQ-F	2. WGBI-F
3. WEZX-F>	3. WTLQ-F>	3. WGBI-F	3. WEZX-F	3. WWSH-F
4.	4. WGBI-F	4. WTLQ-F	4. WGBI-F	4. WEZX-F
5.	5.	5.	5.	WMGS-F
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEZX-F>	1. WEZX-F>	1. WEZX-F>	1. WEZX-F>	1. WEZX-F>
2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>	2. WKRZ-F>
3.	3.	3.	3. WMGS-F	3. WGBI-F
4.	4.	4.	4. WGBI-F	4. WMGS-F
5.	5.	5.	5.	5.
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	4 (1)	205 (6)	209 (7)	22.9	24.2
AOR/CLASSIC		122 (2)	122 (2)	13.4	9.2
AC/OLDIES/SOFT ROCK	7 (1)	180 (7)	187 (8)	20.5	18.3
MOR/VARIETY/FULL	109 (4)		109 (4)	12.0	15.3
COUNTRY	40 (2)	19 (2)	59 (4)	6.5	5.2
BLACK/URBAN					
BTFL MUSIC/EZ	11 (1)	64 (2)	75 (3)	8.2	9.0
NEWS/TALK	31 (2)		31 (2)	3.4	1.9
NOSTALGIA	107 (3)		107 (3)	11.7	14.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	13 (1)		13 (1)	1.4	2.4
			912 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL	1490	Hazelton	.4/1.6
WBAX	1240	Wilkes Barre	1.2/3.9
WBNE-F	95.9	Benton	.4/1.8
WCNR	930	Bloomsburg	1.6/1.9
WICK	1400	Scranton	1.1/3.5
WKRZ	1340	Wilkes Barre	.4/1.5
WLSP-F	94.3	Carbondale	.7/2.0
WMJW-F	92.1	Nanticoke	.9/4.9
WQEQ-F	103.1	Freeland	.8/2.7
WSBG-F	93.5	Stroudsburg	.8/2.6
WSCR	1320	Scranton	.7/2.9
WVPO	840	Stroudsburg	1.0/1.9
WWDL-F	104.9	Scranton	1.2/3.9
WXPX	1300	W. Hazelton	1.2/2.2
WABC	700	New York	.5/1.6
WFMZ-F	100.7	Allentown	1.4/2.5
WILQ-F	105.1	Williamsport	1.2/2.6
WLEV-F	96.1	Easton	.9/2.5
WQKX-F	94.1	Sunbury	.5/1.0
WQGQ-F	99.9	Easton	.6/2.4
WZZO-F	95.1	Bethlehem	.9/2.6

RADIO STATIONS

AM STATIONS

WARM, 590, 5 KW (DA-2)	, MOR	NBC,$ 54.00*	(Eastman)	Susquehanna	
WARD, 1550, 5 KW/500 W (DA-2)	, TALK	APR,ABC-T,$ 13.00	(Savalli)		
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,$ 15.00*	(---)		
WEJL, 630, 500 W (DAYS)	, NOSTALGIA	ABC-I,$ 20.00*	(Christal)	Shamrock-Lynett	
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,$ 16.00*	(Torbet)		
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,$ 17.00*	(Masla)		
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	ABC-E,NBC-T,MBS,$ 18.00*	(Mc-Guild)		
WNAK, 730, 1 KW (DAYS)	, NOSTALGIA	NBC,$ 30.00*	(Masla)		

FM STATIONS

WEZX, 107.1, 125 W @ 1270, AOR	ABC-R,$ 39.00*	(Christal)	Shamrock-Lynett	
WGBI, 101.3, 7 KW @ 1110, AC	CBS-R,$ 34.00*	(Torbet)		
WHLM, 106.5, 37 KW @ 597, AC	US 2,$ 17.00*	(Banner)		(BLOOMSBURG)
WKRZ, 98.5, 7 KW @ 1180, CHR	APR,$ 54.00*	(Katz)	Osborn	
WMGS, 92.9, 9 KW @ 1060, AC	,$ 36.00*	(Eastman)	Susquehanna	
WMJW, 92.1, .9 KW @ 552, CHR	,$ 13.00*	(---)		
WSBG, 93.5, 3 KW @ 300, CHR	APR,$ 15.00*	(Market 4)		(STROUDSBERG)
WTLQ, 102.3, 3 KW @ 71, CHR	ABC-C,$ 25.00*	(Mc-Guild)		(PITTSTON)
WWDL, 104.9, 1.6 KW @ 1093, SOFT AC	ABC-D,$ 18.00*	(Masla)		
WWSH, 97.9, 24 KW @ 640, BTFL/EZ	,$ 23.00*	(---)		

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WMJW-F sold for $750,000

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WILMINGTON, DE

Arbitron Rank/Pop (12+): 76/453,400

MSA Rank/Pop: 90/551,000
Philadelphia ADI
Average Person Ratings: 17.0
Market TSL: 22.5 hours

Stations: 33/9
Diaries: 986/460:1/56.2%
Sample Target: 840
% Below Line: 59.3
% Not Listed: 10.0

1987 Revenue: $9,200,000
HH Inc.: $37,889
Retail $: 3.9 Bil
Pop per Station: 50,378
#1 Biller: WSTW-F $3,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WJBR-F	87/11.1	9.4	7.2	8.6	4.8		
2. WUSL-F	70/ 9.0	7.5	6.5	3.7	6.5		
3. WSTW-F	64/ 8.2	10.0	9.8	9.3	10.5		
4. WMMR-F	54/ 6.9	9.9	9.4	10.0	10.5		
5. WDEL	32/ 4.1	7.5	5.9	8.1	8.8		
WKSZ-F	32/ 4.1	4.4	5.1	3.7	4.3		
7. WEGX-F	31/ 4.0	1.5	1.3	1.0	.9		
8. WDAS-F	30/ 3.8	2.0	2.1	.9	3.5		
WEAZ-F	30/ 3.8	7.1	6.4	6.2	4.8		
10. WILM	27/ 3.5	2.5	3.5	3.6	2.8		

12+ TSA	1/4/CUME
1. WJBR-F	92/ 978
2. WSTW-F	80/1279
3. WUSL-F	70/ 579
4. WDSD-F	62/ 528
5. WMMR-F	54/ 857
6. WEAZ-F	34/ 449
7. WEGX-F	33/ 523
WKSZ-F	33/ 522
9. WYSP-F	32/ 663
WDEL	32/ 586

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WSTW-F	1033/22.5	24.5	23.7
2. WJBR-F	882/19.2	19.1	16.8
3. WMMR-F	844/18.4	22.9	22.3
4. WYSP-F	591/12.9	12.2	12.4
5. WUSL-F	558/12.2	12.3	13.2
6. WDEL	556/12.1	17.1	14.4
7. WEGX-F	513/11.2	6.6	5.2
8. WKSZ-F	490/10.7	12.9	13.2
9. WOGL-F	470/10.2	11.6	13.4
10. WILM	451/ 9.8	10.4	10.8

12+ FM SHARE (METRO): 84.21% (592 of 703) (FAL 86: 80.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WEGX-F	1. WMMR-F	1. WJBR-F	1. WJBR-F>	1. WJBR-F>	1. WJBR-F>	1. WJBR-F+	1. WJBR-F+>	1. WJBR-F+	1. WUSL-F>	1. WJBR-F
WUSL-F	2. WUSL-F	2. WUSL-F	2. WSTW-F	2. WSTW-F	2. WEAZ-F	2. WSTW-F	2. WSTW-F	2. WUSL-F	2. WSTW-F	2. WUSL-F
3. WSTW-F	3. WSTW-F	3. WSTW-F	3. WMMR-F	3. WUSL-F	3. WDEL	3. WDEL	3. WMMR-F	3. WSTW-F	3. WDAS-F	3. WSTW-F
4.	4. WJBR-F	4. WMMR-F	4. WUSL-F>	4. WMMR-F	4. WILM	WMMR-F	4. WEAZ-F	4. WMMR-F>	4. WJBR-F	4. WMMR-F>
5.	5. WDAS-F	5.	5.	5.	5. WXTU-F	5. WILM	5. WKSZ-F	5. WKSZ-F	WMMR-F	5. WDAS-F
								6. WEAZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WUSL-F>	1. WUSL-F	1. WJBR-F	1. WJBR-F	1. WJBR-F>
2. WSTW-F	2. WSTW-F	2. WUSL-F	2. WUSL-F	2. WSTW-F
3. WEGX-F>	3. WJBR-F	3. WMMR-F	3. WSTW-F>	3. WUSL-F
4. WJBR-F	4. WEGX-F	4.	4. WKSZ-F	4. WKSZ-F
5.	5. WMMR-F	5.	5. WEGX-F	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WJBR-F
2. WSTW-F	2. WDAS-F	2. WDAS-F	2. WJBR-F	2. WMMR-F>
WUSL-F	WUSL-F	3. WUSL-F	3. WSTW-F	3. WUSL-F
4. WDAS-F	4. WSTW-F	4. WSTW-F	WUSL-F	4. WSTW-F
5. WYSP-F	5. WYSP-F	WIOQ-F	5. WDAS-F	5. WDAS-F
		WYSP-F		

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		112 (3)	112 (3)	15.9	17.5
AOR/CLASSIC		83 (3)	83 (3)	11.8	17.8
AC/OLDIES/SOFT ROCK	3 (1)	175 (6)	178 (7)	25.3	18.1
MOR/VARIETY/FULL	35 (2)		35 (2)	5.0	8.0
COUNTRY	20 (2)	58 (3)	78 (5)	11.1	6.8
BLACK/URBAN		100 (2)	100 (2)	14.2	10.0
BTFL MUSIC/EZ		30 (1)	30 (1)	4.3	7.7
NEWS/TALK	38 (3)	23 (1)	61 (4)	8.7	10.1
NOSTALGIA	7 (1)		7 (1)	1.0	1.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.3	1.8
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	8 (3)	2 (1)	10 (4)	1.4	0.9
			703 (33)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMS	1380	Wilmington	1.7/5.1
WJBR	1290	Wilmington	.4/3.3
WJIC	1510	Salem, NJ	.4/ .9
WNNN-F	101.7	Salem, NJ	.5/1.5
WNRK	1260	Newark	.9/2.2
WDSD-F	94.7	Dover	2.2/5.0

See Philadelphia for more information about the following:

KYW	.9/ 4.2	WIP	.4/ 2.7
WBSB-F	2.2/ 3.6	WKSZ-F	4.1/10.7
WCAU	.5/ 3.6	WMGK-F	2.0/ 6.7
WOGL-F	2.9/10.2	WPEN	.9/ 3.4
WFLN-F	1.2/ 3.8	WSNI-F	.6/ 2.7
WIOQ-F	1.5/ 5.9	WWDB-F	2.9/ 5.8
WXTU-F	3.2/ 7.3	WYSP-F	3.2/12.9

WBSB-F	104.3	Baltimore	2.2/3.6
WIYY-F	97.9	Baltimore	.5/1.7
WPOC-F	93.1	Baltimore	2.0/4.2
WSNJ A/F	107.7	Bridgeton, NJ	.4/1.4

RADIO STATIONS

WAMS, 1380,	5 KW/1 KW (DA-2)	, COUNTRY	ABC-D,$ 23.00	(Masla)	
WDEL, 1150,	5 KW (DA-2)	, MOR	NBC,NBC-T,$ 40.00*	(Eastman)	
WILM, 1450,	1 KW	, NEWS/TALK	CBS,MBS,$ 29.00	(Savalli)	
WJBR, 1290,	2.5 KW (DAYS)	, OLDIES	APR,$ 14.00*	(Katz)	CRB
WJBR-F,	99.5,	50 KW @ 500, AC	APR,$ 52.00*	(Katz)	CRB
WSTW-F,	93.7,	50 KW @ 460, CHR	,$ 63.00*	(Eastman)	
WDSD-F,	94.7,	50 KW @ 400, COUNTRY	MBS,$ 24.00	(Masla)	Hartstone-Dickstein (DOVER)

Other ranked stations - See Philadelphia

American Radio Fall 1987, Copyright 1988

WORCESTER

Arbitron Rank/Pop (12+): 100/341,300

MSA Rank/Pop: 112/409,000
Boston ADI
Average Person Ratings: 17.0
Market TSL: 22.5 hours

Stations: 27/7
Diaries: 701/583:1/47.4% .
Sample Target: 740
% Below Line: 41.8
% Not Listed: 6.6

1987 Revenue: $11,000,000
HH Inc.: $36,160
Retail $: 3.3 Bil
Pop per Station: 48,757
#1 Biller: WAAF-F $4,000,000

12+ METRO	1/4/SHARE	SPG 87	FAL 86	SPG 86	FAL 85	4 Book Avg.	Birch Share
1. WSRS-F	75/13.0	13.6	11.8	13.3	13.0		
2. WAAF-F	63/10.9	14.1	13.1	11.5	13.1		
3. WTAG	57/ 9.8	10.7	9.7	10.5	10.5		
4. WXLO-F	43/ 7.4	5.3	6.1	3.1	2.7		
5. WZOU-F	39/ 6.7	4.9	2.5	2.5	3.3		
6. WBZ	31/ 5.4	4.1	3.9	6.9	4.3		
7. WNEB	27/ 4.7	3.7	5.6	4.9	4.8		
8. WROR-F	22/ 3.8	3.2	3.8	3.6	5.0		
9. WBCN-F	21/ 3.6	4.1	3.2	3.9	4.0		
WODS-F	21/ 3.6	.3	.5	3.3	3.7		
11. WFTQ	17/ 2.9	4.6	4.1	3.6	5.5		
WORC	17/ 2.9	3.9	3.2	3.8	3.5		
13.							
14.							
15.							

12+ TSA	1/4/CUME
1. WAAF-F	117/1673
2. WSRS-F	113/1172
3. WXLO-F	87/ 845
4. WBZ	77/1080
5. WZOU-F	63/ 739
6. WTAG	61/ 938
7. WROR-F	40/ 647
8. WBCN-F	36/ 505
9. WSSH-F	35/ 560
10. WWLI-F	33/ 286
11.	
12.	
13.	
14.	
15.	

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WAAF-F 872/25.6	28.1	26.6
2. WSRS-F 844/24.7	25.5	22.6
3. WTAG 781/22.9	26.2	24.2
4. WZOU-F 479/14.0	11.0	7.6
5. WBZ 475/13.9	11.1	12.3
6. WXLO-F 460/13.5	14.2	12.8
7. WROR-F 385/11.3	11.1	11.3
8. WNEB 355/10.4	9.1	11.0
9. WBCN-F 313/ 9.2	9.6	9.2
10. WFTQ 303/ 8.9	10.1	10.3
11. WODS-F 300/ 8.8	2.7	2.1
12. WORC 253/ 7.4	10.0	9.4
13.		
14.		
15.		

12+ FM SHARE (METRO): 69.32% (375 of 541) (FAL 86: 66.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WZOU-F>	1. WAAF-F>	1. WAAF-F	1. WSRS-F	1. WSRS-F>	1. WSRS-F	1. WTAG	1. WSRS-F>	1. WAAF-F	1. WAAF-F	1. WSRS-F
2. WAAF-F>	2. WXLO-F>	2. WXLO-F	2. WXLO-F>	2. WXLO-F>	2. WTAG >	2. WSRS-F>	2. WXLO-F	2. WSRS-F	2. WTAG >	2. WTAG
3.	3. WBCN-F>	3. WSRS-F>	3. WAAF-F	3. WAAF-F	3. WNEB	3. WAAF-F	3. WAAF-F	3. WZOU-F	3. WZOU-F	3. WAAF-F
4.	4. WSRS-F	4. WBCN-F	4. WBCN-F	4. WBCN-F	WBZ >	4. WBZ	4. WODS-F	4. WXLO-F	4. WBZ	4. WZOU-F
5.	5.	WROR-F	5. WROR-F	WROR-F	5. WORC	5. WXLO-F	5. WNEB	5. WTAG	5. WSRS-F	5. WNEB

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAAF-F	1. WXLO-F	1. WXLO-F	1. WXLO-F	1. WSRS-F>	1. WAAF-F>	1. WAAF-F>	1. WBCN-F	1. WAAF-F>	1. WSRS-F
2. WXLO-F>	2. WAAF-F>	2. WAAF-F	2. WSRS-F>	2. WXLO-F>	2.	2. WBCN-F	2. WAAF-F>	2. WBCN-F	2. WAAF-F
3.	3. WSRS-F	3.	3. WAAF-F>	3. WTAG	3.	3. WXLO-F	3.	WXLO-F	WBCN-F
4.	WZOU-F	4.	4. WFTQ	4. WROR-F	4.	4.	4.	4. WSRS-F	4. WXLO-F
5.	5.	5.	WROR-F	5. WFTQ	5.	5.	5.	5. WROR-F	WODS-F

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		55 (3)	55 (3)	10.2	8.2
AOR/CLASSIC		99 (4)	99 (4)	18.3	22.0
AC/OLDIES/SOFT ROCK	17 (1)	113 (7)	130 (8)	24.0	21.4
MOR/VARIETY/FULL	88 (2)		88 (2)	16.3	15.2
COUNTRY	17 (1)	11 (2)	28 (3)	5.2	6.4
BLACK/URBAN					
BTFL MUSIC/EZ		89 (3)	89 (3)	16.5	15.8
NEWS/TALK	12 (1)		12 (1)	2.2	2.2
NOSTALGIA	27 (1)		27 (1)	5.0	6.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		8 (1)	8 (1)	1.5	1.4
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.9	1.4
			541 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WESO	970	Southbridge	.9/3.2
WQVR-F	100.1	Southbridge	1.2/2.6

See Boston for more information about the following:

WBOS-F	.7/2.6	WSSH-F	1.7/5.5
WCRB-F	1.4/4.4	WVBF-F	.9/2.6
WJIB-F	1.4/5.0	WXKS-F	1.9/5.7
WMJX-F	1.0/3.3	WZLX-F	2.2/7.0
WRKO	2.1/4.2		
WHJY-F	94.1	Providence	.3/2.4
WLKW-F	101.5	Providence	1.0/1.8
WPRO-F	92.3	Providence	.9/3.0
WWLI-F	105.1	Providence	1.0/1.8

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC-I,$ 75.00	(Katz)	New City
WNEB, 1230, 1 KW	, NOSTALGIA	MBS,CBS,$ 24.00	(Kettell)	
WORC, 1310, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-D,$ 30.00	(HNWH)	
WTAG, 580, 5 KW (DA-2)	, MOR	NBC,$ 46.00	(Banner)	Knight
WAAF-F, 107.3, 19 KW @ 823, AOR		,$275.00	(Katz)	New City
WSRS-F, 96.1, 25 KW @ 650, BTFL/EZ		,$110.00*	(Banner)	Knight
WXLO-F, 104.5, 37 KW @ 670, AC		CNN,$ 55.00	(Mc-Guild)	

Other ranked stations - See Boston

MISCELLANEOUS COMMENTS Arbitron fell 5.7% short of sample target...

American Radio Fall 1987, Copyright 1988

YORK

Arbitron Rank/Pop (12+): 103/336,700

MSA Rank/Pop: 114/400,000
ADI # 45 (w/Harrisburg & Lancaster)
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 30/11
Diaries: 875/385:1/64.0%
Sample Target: 730
% Below Line: 39.5
% Not Listed: 9.4

1987 Revenue: $11,000,000
HH Inc.: $31,680
Retail $: 2.1 Bil
Pop per Station: 30,609
#1 Biller: WSBA-F $2,800,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WSBA-F	66/12.1	9.5	10.2	7.7	9.7	9.9	
2. WQXA-F	55/10.1	12.0	11.3	12.0	11.2	11.4	
3. WRKZ-F	52/ 9.6	10.0	12.4	10.1	12.3	10.5	
4. WNCE-F	40/ 7.4	7.7	6.9	6.8	7.6	7.2	
5. WSBA	39/ 7.2	6.4	6.9	9.1	9.0	7.4	
WYCR-F	39/ 7.2	6.1	4.1	2.8	2.8	5.1	
7. WGTY-F	30/ 5.5	3.0	3.2	5.9	3.0	4.4	
8. WGRX-F	21/ 3.9	3.8	5.3	3.3	2.2	4.1	
9. WNNK-F	16/ 2.9	2.9	4.2	2.3	3.2	3.1	
10. WHTF-F	13/ 2.4	5.2	3.9	3.5	6.5	3.8	
11.							

12+ TSA	1/4/CUME
1. WNNK-F	189/2077
2. WNCE-F	145/1674
3. WRKZ-F	139/1645
4. WSBA-F	123/1560
5. WQXA-F	110/1785
6. WLAN-F	98/1376
7. WHTF-F	75/1059
8. WHP	70/ 959
9. WDAC-F	68/ 694
10. WIOV-F	56/ 703
11. WSBA	53/ 842

12+ METRO CUME/ METRO CUME RATING		SPG 87	FAL 86
1. WQXA-F	796/23.9	25.2	27.1
2. WSBA-F	708/21.3	22.6	21.1
3. WSBA	644/19.4	18.7	24.4
4. WYCR-F	592/17.8	13.1	10.8
5. WRKZ-F	536/16.1	20.1	18.7
6. WNCE-F	481/14.5	14.7	12.6
7. WGRX-F	302/ 9.1	7.5	5.9
8. WGTY-F	279/ 8.4	7.1	5.4
9. WNNK-F	268/ 8.1	10.5	7.8
10. WHTF-F	255/ 7.7	7.3	13.7
11.			

12+ FM SHARE (METRO): 84.38% (416 of 493) (FAL 86: 80.98%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WQXA-F	1. WQXA-F	1. WSBA-F	1. WSBA-F>	1. WSBA-F>	1. WRKZ-F
WYCR-F	2. WSBA-F>	2. WQXA-F>	2. WRKZ-F	2. WRKZ-F>	2. WSBA-F
3.	3. WYCR-F	3. WRKZ-F	3. WQXA-F	3. WQXA-F	WNCE-F
4.	4. WGRX-F	4. WYCR-F	4. WSBA	4. WSBA	4. WSBA >
5.	5. WRKZ-F	5. WGTY-F	WYCR-F	5. WGTY-F	5.
	6. WGTY-F				
	7. WHTF-F				

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WSBA-F	1. WSBA-F>	1. WSBA-F>	1. WQXA-F>	1. WRKZ-F
2. WQXA-F	2. WRKZ-F	2. WQXA-F	2. WRKZ-F	2. WQXA-F
3. WSBA	3. WNCE-F	3. WRKZ-F	3. WSBA-F	3. WNCE-F
4. WRKZ-F	4. WQXA-F	4. WYCR-F	4. WYCR-F>	4. WSBA-F
5. WYCR-F	5. WGTY-F	WNCE-F	5.	5. WSBA
	WYCR-F	6. WSBA		WYCR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQXA-F>	1. WSBA-F	1. WSBA-F>	1. WSBA-F>	1. WSBA-F>
2. WYCR-F	2. WQXA-F>	2. WQXA-F	2. WRKZ-F	2. WRKZ-F>
3. WNNK-F	3. WYCR-F>	3. WYCR-F	3. WQXA-F	3. WQXA-F
4. WGRX-F	4. WNNK-F	WRKZ-F	4. WYCR-F	4. WSBA
5. WSBA-F	5. WRKZ-F	5. WHTF-F	5. WSBA	5. WNCE-F
	WGRX-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQXA-F>	1. WQXA-F>	1. WSBA-F	1. WQXA-F	1. WSBA-F
2. WYCR-F	2. WYCR-F	2. WHTF-F	2. WSBA-F	2. WRKZ-F>
3. WGTY-F	3. WSBA-F	WQXA-F	3. WRKZ-F	3. WQXA-F
WTPA-F	4. WGRX-F	4. WYCR-F	4. WYCR-F	4. WGRX-F
5.	5. WGTY-F	WRKZ-F	5. WGTY-F	5. WGTY-F
	WRKZ-F		WGRX-F	

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP		120 (5)	120 (5)	24.3	18.8
AOR/CLASSIC		51 (4)	51 (4)	10.3	12.7
AC/OLDIES/SOFT ROCK		68 (2)	68 (2)	13.8	14.9
MOR/VARIETY/FULL	64 (5)		64 (5)	13.0	14.9
COUNTRY		100 (5)	100 (5)	20.3	22.3
BLACK/URBAN		8 (1)	8 (1)	1.6	1.0
BTFL MUSIC/EZ		54 (3)	54 (3)	11.0	10.8
NEWS/TALK	3 (1)		3 (1)	0.6	
NOSTALGIA	10 (1)		10 (1)	2.0	2.7
RELIGION/GOSPEL		4 (1)	4 (1)	0.8	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		11 (2)	11 (2)	2.2	
			493 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	.7/2.5
WGET	1320	Gettysburg	.7/4.6
WHVR	1280	Hanover	1.7/4.2
WOBG	1250	York	1.7/3.0
WOYK	1350	York	1.8/5.6
WFRE-F	99.9	Frederick, MD	1.1/3.4
WWMD-F	104.7	Hagerstown	1.3/2.6

See Harrisburg or Lancaster for more information about the following:

WDAC-F	.7/2.5	WIOV-F	.9/2.6
WHIT-F	.4/1.7	WLAN-F	1.3/4.3
WHP	.6/2.5	WTPA-F	2.2/5.0
WHYL-F	.7/2.0		

See Baltimore for more information about the following:

WBAL	.6/2.5	WPOC-F	1.7/4.8
WBSB-F	.6/2.5	WXYV-F	1.5/3.6
WIYY-F	.9/2.9		

RADIO STATIONS

WOBG, 1250, 1 KW (DAYS)	, MOR/OLDIES	SMN,ABC-I,$ 15.00*	(Katz)		
WHVR, 1280, 5 KW/500 W (DA-2)	, MOR	NBC,$ 11.00*	(HNWH)		(HANOVER)
WOYK, 1350, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,$ 13.00	(Republic)		
WSBA, 910, 5 KW/1 KW (DA-2)	, MOR	,$ 42.00*	(Eastman)	Susquehanna	
WGTY-F, 107.7, 10 KW @ 350,	COUNTRY	MBS,$ 18.00*	(---)		(GETTYSBURG)
WHTF-F, 92.7, 3 KW @ 300,	AOR	Source,$ 25.00*	(Banner)		(STARVIEW)
WQXA-F, 105.7, 25 KW @ 717,	CHR	ABC-C,$ 47.00*	(Katz)		
WSBA-F, 103.3, 12 KW @ 890,	AC	,$ 50.00*	(Eastman)	Susquehanna	
WYCR-F, 98.5, 11 KW @ 930,	CONTEMP	,$ 30.00*	(HNWH)		

Other ranked stations - See Harrisburg, Lancaster or Baltimore

MISCELLANEOUS COMMENTS WOYK sold for $250,000...

American Radio Fall 1987, Copyright 1988

YOUNGSTOWN

Arbitron Rank/Pop (12+): 32/425,300

MSA Rank/Pop: 96/514,000
ADI # 85
Average Person Ratings: 17.4
Market TSL: 23.2 hours

Stations: 27/16
Diaries: 931/457:1/55.8%
Sample Target: 850
% Below Line: 14.8
% Not Listed: 8.9

1987 Revenue: $10,900,000
HH Inc.: $31,666
Retail $: 3.1 Bil
Pop per Station: 26,581
#1 Biller: WHOT A/F $2,700,000

12+ METRO	1/4/SHARE	SUM 87	SPG 87	WIN 87	FAL 86	4 Book Avg.	Birch Share
1. WHOT-F	116/15.6	18.2	16.7	15.4	18.0	16.5	20.4
2. WKBN	69/ 9.3	9.0	8.0	9.3	11.4	8.9	6.7
3. WYFM-F	67/ 9.0	11.5	8.1	8.7	7.4	9.3	9.0
4. WKBN-F	64/ 8.6	8.3	9.8	10.8	8.4	9.4	5.5
WQXK-F	64/ 8.6	7.6	12.0	9.0	9.1	9.3	8.5
6. WBBW	42/ 5.7	6.6	5.0	6.1	5.2	5.9	4.4
7. WMGZ-F	31/ 4.2	3.2	5.1	2.7	3.7	3.8	5.8
8. WQOD-F	26/ 3.5	2.6	4.7	2.1	2.4	3.2	1.5
9. WFMJ	25/ 3.4	3.2	3.3	3.4	2.1	3.3	3.7
10. WMMS-F	22/ 3.0	2.2	3.0	2.7	3.5	2.7	4.3
11. WRRO	19/ 2.6	2.9	2.7	2.7	2.7	2.7	2.9
12.							

12+ TSA	1/4/CUME
1. WHOT-F	182/2360
2. WQXK-F	128/1345
3. WYFM-F	110/1398
4. WKBN-F	97/1299
5. WKBN	84/1232
6. WBBW	47/ 659
7. WMGZ-F	38/ 593
8. WDVE-F	35/ 410
9. WPIC	34/ 463
10. WFMJ	29/ 575
11. WQOD-F	27/ 430
12. WMMS-F	22/ 350

12+ METRO CUME/ METRO CUME RATING	SPG 87	FAL 86
1. WHOT-F 1597/37.4	36.8	38.7
2. WKBN 892/20.9	21.3	27.1
3. WYFM-F 863/20.2	22.6	21.3
4. WKBN-F 834/19.5	19.5	21.3
5. WQXK-F 672/15.8	19.1	15.8
6. WBBW 578/13.5	13.1	13.2
7. WFMJ 468/11.0	9.8	10.0
8. WMGZ-F 439/10.3	12.3	9.9
9. WRRO 363/ 8.5	8.7	6.7
10. WQOD-F 346/ 8.1	8.5	5.1
11. WMMS-F 335/ 7.9	8.4	10.4
12.		

12+ FM SHARE (METRO): 68.93% (466 of 676) (FAL 86: 68.89%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WHOT-F>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WHOT-F	1. WKBN
2. WMGZ-F>	2. WYFM-F	2. WYFM-F>	2. WYFM-F	2. WYFM-F	2. WKBN-F
3.	3. WMGZ-F	3. WQXK-F	3. WQXK-F>	3. WQXK-F>	3. WQXK-F>
4.	4. WQXK-F	4.	4. WKBN-F	4. WKBN	4. WBBW
5.	5. WMMS-F	5.	5. WQOD-F	5. WKBN-F	5. WHOT-F
			6. WKBN	6. WQOD-F	6. WYFM-F

12+ AMD	12+ MID	12+ PMD	12+ EVE	SAT MID
1. WHOT-F+>	1. WHOT-F	1. WHOT-F>	1. WHOT-F+	1. WHOT-F>
2. WKBN	2. WKBN-F	2. WQXK-F	2. WKBN >	2. WQXK-F
3. WYFM-F	3. WKBN	WYFM-F	3. WQXK-F	3. WKBN-F
4. WQXK-F	4. WYFM-F	4. WKBN-F>	4. WYFM-F	4. WYFM-F
5. WKBN-F	5. WQXK-F	5. WMGZ-F	5. WMGZ-F	5. WBBW
6. WBBW	6. WBBW		6. WKBN-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WHOT-F>	1. WHOT-F>
2. WYFM-F>	2. WYFM-F>	2. WYFM-F>	2. WYFM-F>	2. WYFM-F>
3.	3. WQXK-F	3. WQXK-F	3. WQXK-F>	3. WQXK-F>
4.	4. WKBN-F	4. WKBN-F	4. WKBN-F	4. WKBN-F
5.	5. WMMS-F	5. WMMS-F	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHOT-F	1. WHOT-F>	1. WHOT-F	1. WHOT-F	1. WYFM-F
2. WONE-F	2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WHOT-F
3. WMGZ-F	3. WMGZ-F>	3. WMGZ-F>	3. WQXK-F>	3. WQXK-F>
WDVE-F	4. WONE-F	4. WQOD-F	4. WMGZ-F	4. WKBN
WMMS-F	5. WDVE-F	WQXK-F	5. WKBN	5. WQOD-F
	WMMS-F			

FORMATS	AM	FM	TOTAL	%	FAL 86 %
TOP 40/CHR/CONTEMP	9 (1)	161 (3)	170 (4)	25.1	25.9
AOR/CLASSIC		50 (4)	50 (4)	7.4	5.5
AC/OLDIES/SOFT ROCK		105 (3)	105 (3)	15.5	11.7
MOR/VARIETY/FULL	97 (4)		97 (4)	14.3	16.4
COUNTRY	14 (2)	64 (1)	78 (3)	11.5	11.8
BLACK/URBAN		7 (1)	7 (1)	1.0	6.2
BTFL MUSIC/EZ		64 (1)	64 (1)	9.5	9.1
NEWS/TALK	56 (2)	6 (1)	62 (3)	9.2	7.6
NOSTALGIA	25 (1)		25 (1)	3.7	2.3
RELIGION/GOSPEL	9 (1)	4 (1)	13 (2)	1.9	0.6
SPANISH					2.0
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		5 (1)	5 (1)	0.7	0.9
			676 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	1.2/2.1
WHOT	1330	Campbell	1.2/5.6
WKTX-F	96.7	Mercer	.7/1.2
WLND	830	Cortland	1.2/1.3
WNIO	1540	Niles	.7/2.6
WSOM	600	Salem	.8/2.8
WDVE-F	102.5	Pittsburgh	1.3/4.2
WMJI-F	105.7	Cleveland	1.6/3.3
WNCX-F	98.5	Cleveland	.8/1.6
WNIR-F	100.1	Kent	.8/2.2
WONE-F	97.5	Akron	1.6/3.9
WPHR-F	107.9	Cleveland	1.9/6.3
WPIC	790	Sharon	.4/1.5
WTOF-F	900	Canton	.5/2.0
WWWE	1100	Cleveland	1.9/4.2
WZAK-F	93.1	Cleveland	.9/1.7

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-I,ABC-E,$ 30.00*	(Mc-Guild)		
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,$ 22.00*	(Unirep)		
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,$ NA	(Eastman)	Myron Jones	
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,$ 45.00*	(Katz)		
WRRO, 1440, 5 KW (DA-N)	, MOR/OLDIES	ABC-I,$ 15.00*	(Regional)		(WARREN)
WHOT-F, 101.1, 16 KW @ 710, CHR		,$ 65.00*	(Eastman)	Myron Jones	
WKBN-F, 98.9, 9 KW @ 1370, BTFL/EZ		,$ 55.00*	(Katz)		
WMGZ-F, 95.9, 3 KW @ 165, CHR		,$ NA	(---)		(SHARPSVILLE, PA)
WQOD-F, 93.3, 50 KW @ 280, SOFT AC		MBS,$ 28.00*	(---)		
WQXK-F, 105.1, 88 KW @ 430, COUNTRY		ABC-D,$ 41.00*	(Mc-Guild)	Lincoln	
WYFM-F, 102.9, 26 KW @ 455, AC		ABC-C,$ 36.00	(Durpetti)	Regional	

MISCELLANEOUS COMMENTS WBBW, WQOD-F sold to Hartstone-Dickstein for $3,000,000 (Americom)...

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AMERICAN RADIO

Winter 1988 Supplement

James H. Duncan, Jr.

AMERICAN RADIO

WINTER 1988 SUPPLEMENT

Compiled and edited by:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, INDIANA 46240

May 1988

Volume XII, Number 5

INTRODUCTION

I am pleased to present the second edition of American Radio - Winter 1988 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Arbitron and Birch survey on a quarterly basis.

The "Winter Supplement" is issued every May.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Indianapolis, Indiana 46240

(317) 254-1356

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Every effort has been made to make this book as accurate as is humanly possible - well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

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(in alphabetical order)

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York
Youngstown

You will notice that we have begun to implement some major improvements to the format of American Radio. We have gone to a horizontal format with the stations ranked by 12+ 1/4 HR AVG, Broadcast Week. The TSA ranking and Metro Cume ranking have been dropped although the information is still available.

This new format allows us to add more data because we have more room. So we have added more Birch data (AQH and Cume) and beginning in the Spring edition we will add formats next to the station call letters and 25-54 conversion percentages. We may also add a percentage male calculation for each station.

ALBANY - SCHENECTADY - TROY

Arbitron Rank/Pop (12+): 52/729,600

MSA Rank/Pop: 60/844,000
ADI # 52
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 23/22
Diaries: 1147/630:1/55.5%
Sample Target: 1060
% Below Line: 0.4
% Not Listed: 10.3

1987 Revenue: $17,500,000
HH Inc.: $35,494
Retail $: 5.8 Bil
Pop per Station: 32,832
#1 Biller: WGY $3,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WGY	139/11.8	14.1	9.4	10.7	10.8	11.5	209/3039	2168/30.0	29.2	26.4			10.5	126	1884	WGY
2. WPYX-F	132/11.3	10.6	13.0	10.8	10.0	11.4	203/2411	1669/23.1	23.7	24.4			15.2	183	2394	WPYX-F
3. WROW-F	125/10.7	9.0	10.5	11.1	10.8	10.3	160/1593	1213/16.8	17.2	16.2			9.4	113	953	WROW-F
4. WFLY-F	92/ 7.8	8.6	8.7	8.4	7.8	8.4	112/2113	1532/21.2	23.4	21.7			10.9	131	1728	WFLY-F
5. WKLI-F	83/ 7.1	5.8	6.0	6.1	6.5	6.3	87/1288	1157/16.0	15.8	15.3			5.2	63	883	WKLI-F
6. WGFM-F	80/ 6.8	6.1	7.1	7.8	8.5	7.0	122/2188	1477/20.4	21.1	25.6			6.4	77	1426	WGFM-F
7. WGNA-F	71/ 6.1	6.3	4.6	5.8	4.3	5.7	151/1746	888/12.3	13.4	9.9			5.0	60	960	WGNA-F
8. WQBK	62/ 5.3	5.8	5.4	5.3	6.0	5.5	64/ 733	724/10.0	10.5	10.7			4.9	59	830	WQBK
9. WTRY	60/ 5.1	7.0	5.2	4.0	4.5	5.3	65/1155	1038/14.4	15.0	12.1			4.7	56	926	WTRY
10. WQBK-F	46/ 3.9	3.8	3.8	2.6	3.1	3.5	48/ 841	767/10.6	12.1	10.8			6.2	74	1150	WQBK-F
11. WROW	36/ 3.1	3.3	3.9	3.6	3.2	3.5	40/ 659	558/ 7.7	8.2	10.4			2.2	26	484	WROW
12. WPTR	28/ 2.4	1.9	1.6	3.7	2.5	2.4	36/ 537	430/ 6.0	6.9	7.9			2.1	25	541	WPTR
13. WABY	27/ 2.3	2.5	1.2	1.9	2.7	2.0	27/ 340	340/ 4.7	4.9	6.3			3.3	40	396	WABY

12+ FM SHARE (METRO): 57.41% (604 of 1052) (WIN 87: 61.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFLY-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F	1. WPYX-F	1. WROW-F	1. WGY >	1. WROW-F	1. WROW-F	1. WPYX-F	1. WGY
2. WGFM-F	2. WGFM-F	2. WKLI-F	2. WKLI-F	2. WGY	2. WGY >	2. WPYX-F>	2. WPYX-F	2. WGY	2. WFLY-F	2. WQBK-F
3. WPYX-F>	3. WFLY-F	3. WGMF-F	3. WGY	3. WKLI-F	3. WQBK	3. WROW-F	3. WKLI-F	WPYX-F	3. WGY	3. WGNA-F
4.	4. WKLI-F	WGY	4. WTRY	4. WTRY	4. WGNA-F	4. WKLI-F	4. WGY	4. WFLY-F	4. WGFM-F	4. WPYX-F
5.	5. WQBK-F	5. WFLY-F	5. WGNA-F	5. WGNA-F	5. WTRY	5. WFLY-F	5. WFLY-F	5. WGFM-F	5. WROW-F	5. WROW-F
				6. WROW-F	6. WKLI-F	6. WGNA-F	WGFM-F	6. WKLI-F	6. WGNA-F	6. WPTR
						7. WGFM-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGFM-F>	1. WGFM-F	1. WKLI-F	1. WKLI-F	1. WGY	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F>
2. WFLY-F>	2. WKLI-F	2. WPYX-F	2. WGFM-F	WKLI-F>	2. WFLY-F	2. WQBK-F	2. WQBK-F>	2. WQBK-F	2. WGY
3. WPYX-F	3. WPYX-F	3. WGY	3. WPYX-F	3. WROW-F	3. WGFM-F	3. WFLY-F	3. WTRY	3. WTRY	WTRY
4. WKLI-F	4. WFLY-F>	4. WFLY-F	4. WFLY-F	4. WPYX-F	4. WQBK-F	4. WGFM-F>	4. WFLY-F	4. WGY	4. WKLI-F
5.	5.	5. WGFM-F	5. WGY	5. WGNA-F	5.	5.	WGY	5. WFLY-F	5. WQBK-F
		WGNA-F					WKLI-F		6. WGNA-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	1.0/2.3
WCSS	1490	Amsterdam	.3/1.6
WHAZ	1330	Troy	.3/1.3
WHRL-F	103.1	Albany	.3/2.4
WMVQ-F	97.7	Amsterdam	.6/2.7
WNYJ-F	98.3	Rotterdam	1.2/3.2
WOKO	1460	Albany	.4/1.7
WQQY-F	102.3	Saratoga Springs	.5/1.2
WVKZ-F	96.7	Clifton Park	.9/3.2
WENU-F	101.7	Hudson Falls	.4/1.0

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN,$ 16.00*	(Durpetti)		
WGY , 810, 50 KW	, MOR	NBC,$115.00	(Eastman)		
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	ABC-C,US 2,$ 32.00*	(Katz)		
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS,ABC-T,$ 40.00*	(HNWH)		
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 40.00*	(Christal)	Wilkes-Schwartz	
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS,ABC-D,$ 37.00*	(Mc-Guild)		
WHAZ, 1330, 1 KW (DAYS)	, RELIGION	ABC-E,$ 16.00	(---)		
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C,$ 57.00*	(Katz)		
WGFM-F, 99.5, 10 KW @ 930, CHR		Source,$ 65.00*	(Eastman)		
WGNA-F, 107.7, 9 KW @ 980, COUNTRY		ABC-E,$ 52.00*	(Republic)		
WHRL-F, 103.1, 1.5 KW @ 400, BTFL/EZ		MBS,$ 20.00	(Christal)		
WKLI-F, 100.9, 3 KW @ 300, AC		US 1,$ 59.00*	(Durpetti)		
WPYX-F, 106.5, 11 KW @ 910, AOR		ABC-R,$ 75.00*	(Mc-Guild)		
WQBK-F, 103.9, 3 KW @ 300, AOR		CBS-R,$ 32.00*	(HNWH)		
WROW-F, 95.5, 8 KW @ 1020, BTFL/EZ		,$ 66.00*	(Christal)	Wilkes-Schwartz	

American Radio Winter Supplement 1988, Copyright 1988

ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/560,700

MSA Rank/Pop: 73/657,300
Philadelphia ADI
Average Person Ratings: 17.7
Market TSL: 23.8 hours

Stations: 30/13
Diaries: 988/571:1/64.3%
Sample Target: 930
% Below Line: 12.7
% Not Listed: 12.4

1987 Revenue: $13,800,000
HH Inc.: $32,916
Retail $: 4.4 Bil
Pop per Station: 43,362
#1 Biller: WLEV-F $2,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	123/12.3	13.4	10.8	15.7	13.9	13.0	150/1378	1176/20.9	21.7	20.9			10.1	96	1053	WFMZ-F
2. WQQQ-F	99/ 9.9	8.5	9.8	8.8	11.1	9.3	125/1368	1102/19.5	23.3	27.4			9.8	93	1470	WQQQ-F
3. WZZO-F	98/ 9.8	12.4	11.5	10.9	11.3	11.2	137/1510	1216/21.6	22.1	24.5			13.3	126	1470	WZZO-F
4. WLEV-F	92/ 9.2	10.9	11.1	9.7	10.3	10.2	99/1395	1260/22.4	22.8	23.8			8.3	79	1167	WLEV-F
5. WAEB-F	90/ 9.0	6.6	7.5	8.0	4.0	7.8	95/1372	1233/21.9	18.3	11.0			11.2	106	1100	WAEB-F
6. WAEB	62/ 6.2	5.7	4.9	6.5	6.4	5.8	62/ 973	929/16.5	14.1	17.5			7.4	70	902	WAEB
7. WKAP	62/ 6.2	4.7	7.4	4.6	6.1	5.7	62/ 554	554/ 9.8	9.7	9.6			3.2	30	361	WKAP
8. WEST	42/ 4.2	5.6	2.2	3.4	5.5	3.9	42/ 399	399/ 7.1	7.7	7.2			4.1	39	469	WEST
9. WXKW	35/ 3.5	4.4	4.2	2.2	2.6	3.6	35/ 398	398/ 7.1	9.8	5.8			3.8	36	337	WXKW
10. WYSP-F	29/ 2.9	2.2	3.4	2.5	2.4	2.8	42/ 673	460/ 8.2	7.3	7.3			2.7	26	429	WYSP-F

12+ FM SHARE (METRO): 68.69% (601 of 875) (WIN 87: 68.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQQQ-F>	1. WZZO-F	1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WFMZ-F>	1. WFMZ-F	1. WFMZ-F>	1. WFMZ-F	1. WAEB-F	1. WLEV-F
2. WAEB-F>	2. WQQQ-F	2. WAEB-F	2. WZZO-F	2. WZZO-F	2. WKAP	2. WLEV-F	2. WZZO-F	2. WZZO-F	2. WQQQ-F	2. WZZO-F
3. WZZO-F	3. WAEB-F	WLEV-F	3. WAEB-F	3. WFMZ-F	3. WLEV-F	3. WQQQ-F	3. WLEV-F	3. WQQQ-F	3. WFMZ-F	3. WAEB
4.	4. WLEV-F	4. WQQW-F	4. WQQQ-F	4. WAEB-F	4. WEST	4. WAEB	4. WQQQ-F	4. WAEB-F	WZZO-F>	WAEB-F
5.	5. WYSP-F	5. WFMZ-F	5. WFMZ-F	5. WQQQ-F	5. WFMZ-F	5. WZZO-F	5. WAEB-F	5. WLEV-F	5. WLEV-F	5. WFMZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQQQ-F	1. WQQQ-F	1. WLEV-F>	1. WQQQ-F	1. WLEV-F
2. WAEB-F>	2. WAEB-F>	2. WZZO-F	2. WAEB-F	2. WFMZ-F>
3. WZZO-F	3. WZZO-F	3. WAEB-F	3. WLEV-F>	3. WAEB-F
4. WLEV-F>	4. WLEV-F	WQQQ-F	4. WZZO-F	4. WQQQ-F
5.	5.	5.	5. WFMZ-F	5. WAEB

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZZO-F>	1. WZZO-F	1. WZZO-F>	1. WZZO-F>	1. WZZO-F>
2. WYSP-F	2. WYSP-F	2. WLEV-F	2. WLEV-F	2. WLEV-F>
3. WAEB-F	3. WAEB-F	3. WYSP-F	3. WAEB-F	3. WAEB-F
4. WFMZ-F	WLEV-F	4. WQQQ-F	4. WYSP-F	4. WFMZ-F
5.	5. WQQQ-F	5. WAEB-F	5. WFMZ-F	5. WQQQ-F
				WXKW

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	1.4/4.4
WLSH	1410	Lansford	.5/1.1
WRNJ	1000	Hackettstown	1.1/1.7
WYNS	1160	Lehighton	1.5/2.0
KYW	1010	Philadelphia	1.0/4.8
WABC	770	New York	.5/2.2
WBYO-F	107.5	Boyertown	.9/1.4
WEAZ-F	101.1	Philadelphia	.9/2.3
WFIL	560	Philadelphia	.5/1.9
WKRZ-F	98.5	Wilkes-Barre	.3/1.5
WMMR-F	93.3	Philadelphia	.7/4.2
WOGL-F	98.1	Philadelphia	.8/2.4
WOR	710	New York	.8/2.9
WRFY-F	102.5	Reading	.4/1.1
WWDB-F	96.5	Philadelphia	.3/ .9
WWPR-F	95.5	New York	.4/1.5
WWSH-F	97.9	Hazelton	.8/1.0
WXRK-F	92.3	New York	.4/1.3
WXTU-F	92.5	Philadelphia	.6/3.6
WYNY-F	97.1	New York	.5/1.0
WYSP-F	94.1	Philadelphia	2.9/8.2

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, AC	CBS,ABC-I,$ 33.00*	(Katz)	CRB
WEEX, 1230, 1 KW	, TALK	MBS,ABC-T,NBC-T,$ 15.00	(Eastman)	Wilkes-Schwartz
WEST, 1400, 1 KW	, NOSTALGIA	CBS,$ 24.00*	(Katz)	Eastern
WKAP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	ABC-E,$ 18.00	(Roslin)	
WXKW, 1470, 5 KW (DA-2)	, COUNTRY	NBC,$ 15.00*	(Republic)	

WAEB-F, 104.1, 50 KW @ 500, CHR	,$ 47.00*	(Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 870, BTFL/EZ	,$ 45.00*	(Christal)	
WLEV-F, 96.1, 50 KW @ 500, AC	,$ 60.00*	(Mc-Guild)	Eastern
WQQQ-F, 99.9, 50 KW @ 450, CHR	,$ 53.00*	(Eastman)	Wilkes-Schwartz
WZZO-F, 95.1, 13 KW @ 630, AOR	,$ 59.00*	(Banner)	Holt

Other ranked stations - See Philadelphia

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ATLANTA

Arbitron Rank/Pop (12+): 13/2,073,200

MSA Rank/Pop: 11/2,611,500
ADI # 12
Average Person Ratings: 17.3
Market TSL: 22.5 hours

Stations: 23/22
Diaries: 1863/1146:1/50.0%
Sample Target: 1690
% Below Line: 0.5
% Not Listed: 10.1

1987 Revenue: $98,900,000
HH Inc.: $36,517
Retail $: 21.1 Bil
Pop per Station: 97,009
#1 Biller: WQXI A/F $12,600,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	387/10.5	9.4	10.5	11.0	9.8	10.4	432/4164	3790/17.8	16.1	17.3			14.6	540	4354	WVEE-F
2. WSB-F	312/ 8.4	6.9	6.1	5.8	6.7	6.8	339/5096	4497/21.1	17.5	18.3			5.8	215	3230	WSB-F
3. WPCH-F	301/ 8.1	8.9	8.9	7.4	9.2	8.3	344/4734	4120/19.3	18.1	18.9			6.4	238	3692	WPCH-F
4. WKLS-F	293/ 7.9	7.6	9.6	8.3	6.9	8.4	361/4869	3873/18.1	15.1	18.0			12.0	445	3812	WKLS-F
5. WKHX-F	289/ 7.8	6.7	4.9	7.2	6.8	6.7	403/4771	3449/16.2	13.8	14.7			5.9	219	2478	WKHX-F
6. WSB	263/ 7.1	8.6	8.4	7.7	8.1	8.0	281/4090	3705/17.4	18.1	17.3			5.3	195	2986	WSB
7. WYAY-F	212/ 5.7	5.0	4.9	8.0	7.0	5.9	370/4019	2546/11.9	10.9	13.7			6.6	242	2824	WYAY-F
8. WZGC-F	201/ 5.4	5.5	6.9	8.5	8.2	6.6	242/4352	3443/16.1	16.1	22.7			7.1	261	4500	WZGC-F
9. WAPW-F	199/ 5.4	6.1	5.6	3.3	3.1	5.1	276/4266	3357/15.7	14.7	10.2			7.4	274	3745	WAPW-F
10. WQXI-F	191/ 5.2	6.1	5.6	5.1	6.1	5.5	208/3737	3348/15.7	17.7	19.0			3.7	138	2648	WQXI-F
11. WFOX-F	160/ 4.3	4.6	4.9	3.9	4.8	4.4	238/3962	2784/13.0	14.4	14.6			4.2	155	2667	WFOX-F
12. WGST	128/ 3.5	2.6	3.4	2.6	3.9	3.0	128/1997	1997/ 9.4	8.2	9.8			3.2	119	1590	WGST
13. WAOK	120/ 3.2	4.3	2.7	3.2	2.3	3.4	120/1298	1298/ 6.1	6.7	5.3			1.8	65	1517	WAOK
14. WEKS-F	117/ 3.2	3.5	2.2	3.5	2.8	3.9	142/2314	2022/ 9.5	8.2	7.7			4.5	166	1845	WEKS-F
15.																
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 81.00% (2695 of 3327) (WIN 87: 81.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZGC-F	1. WKLS-F	1. WVEE-F	1. WVEE-F	1. WVEE-F	1. WPCH-F	1. WSB	1. WSB-F	1. WVEE-F	1. WVEE-F>	1. WSB
2. WAPW-F	2. WVEE-F	2. WSB-F	2. WSB-F	2. WSB-F	2. WSB	2. WVEE-F	2. WPCH-F	2. WKLS-F	2. WKLS-F	2. WVEE-F
3. WVEE-F	3. WSB-F	3. WKLS-F	3. WKHX-F	3. WKHX-F	3. WKHX-F	3. WSB-F	3. WKHX-F	3. WSB-F	3. WZGC-F	3. WPCH-F
4. WEKS-F	4. WQXI-F	4. WKHX-F	4. WQXI-F	4. WPCH-F	4. WSB-F	4. WQXI-F	4. WVEE-F	4. WKHX-F	4. WPCH-F	4. WGST
5. WKLS-F	5. WKHX-F	5. WQXI-F	5. WKLS-F	5. WQXI-F	5. WVEE-F	5. WKHX-F	5. WKLS-F	5. WPCH-F	5. WAPW-F	5. WKHX-F
6.	6. WZGC-F	6. WYAY-F	6. WPCH-F	6. WKLS-F	WYAY-F	6. WKLS-F	6. WSB	6. WYAY-F	6. WQXI-F	6. WSB-F
7.	7. WAPW-F	7. WFOX-F	7. WFOX-F	7. WFOX-F	7. WAOK	7. WYAY-F	7. WYAY-F	7. WAPW-F	7. WKHX-F	7. WYAY-F
8.	WYAY-F	WPCH-F	8. WYAY-F	WYAY-F	8. WGST	8.	8. WFOX-F	8. WZGC-F	8. WEKS-F	8. WAOK
9.	9.	9.	9.	9.	9.	9.	9.	9. WFOX-F	WSB	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVEE-F	1. WVEE-F	1. WVEE-F	1. WSB-F	1. WSB-F
2. WSB-F	2. WSB-F>	2. WSB-F	2. WVEE-F>	2. WVEE-F
3. WAPW-F	3. WQXI-F	3. WQXI-F	3. WKHX-F	3. WKHX-F
4. WZGC-F	4. WAPW-F	4. WFOX-F	4. WQXI-F	4. WPCH-F
5. WKLS-F	5. WFOX-F	5. WKHX-F>	5. WYAY-F	5. WQXI-F
6. WYAY-F	6. WKHX-F	6. WYAY-F	6. WFOX-F	6. WFOX-F
7. WEKS-F	7. WZGC-F	7. WKLS-F	WPCH-F	7. WYAY-F
8. WQXI-F	8. WYAY-F	WZGC-F	8. WAPW-F	8.
9.	9. WKLS-F	9.	9. WZGC-F	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKLS-F>	1. WKLS-F>	1. WKLS-F>	1. WKLS-F>	1. WKLS-F
2. WKHX-F	2. WVEE-F	2. WVEE-F	2. WVEE-F	2. WVEE-F
WVEE-F	3. WQXI-F	3. WQXI-F	3. WKHX-F	3. WKHX-F
4. WZGC-F	4. WKHX-F	4. WSB-F	4. WSB-F	4. WSB-F
5. WSB-F	5. WSB-F	5. WKHX-F	5. WQXI-F	5. WPCH-F
6. WAPW-F	6. WZGC-F	6. WGST	6. WYAY-F	WQXI-F
7. WYAY-F	7. WYAY-F	WYAY-F	7.	WYAY-F
8.	8.	8. WFOX-F	8.	8. WFOX-F
9.	9.	9. WZGC-F	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAEC	860	Atlanta	.3/1.0
WCNN	680	N. Atlanta	.8/3.0
WGKA	1190	Atlanta	.6/1.1
WIGO	1340	Atlanta	.5/1.7
WJGA-F	92.1	Jackson	.4/1.0
WKEU	1450	Griffin	.3/ .6
WQXI	790	Atlanta	.4/1.7
WVFJ-F	93.3	Manchester	.5/ .9

RADIO STATIONS

AM STATIONS

WAEC,	860,	5 KW (DAYS)	, RELIGION	,$ 25.00	(---)	Forus	
WAOK,	1380,	5 KW	, BLACK/GOSPEL	NBN,NBC,$ 60.00*	(Mc-Guild)	Summit	
WCNN,	680,	50 KW/10 KW (DA-1)	, TALK	CNN,US 2,$ 45.00*	(HNWH)		
WFOM,	1230,	1 KW	, RELIGION	,$ 13.00	(---)		(MARIETTA)
WGKA,	1190,	10 KW (DAYS)	, CLASSICAL	,$ 40.00	(CMBS)		
WGST,	920,	5 KW/1 KW	, NEWS	CBS,MBS,$ 90.00*	(Katz)	Jacor	
WGUN,	1010,	50 KW (DAYS)	, RELIGION	,$ 21.00	(---)	Rivers	
WIGO,	1340,	1 KW	, BLACK	SBN,$ 50.00	(---)	Brunson	
WKHX,	590,	5 KW (DA-N)	, COUNTRY	,$ 64.00*	(Republic)	Cap Cities/ABC	
WQXI,	790,	5 KW/1 KW (DA-N)	, OLDIES	,$ NA	(Banner)	Jeff-Pilot	
WSB ,	750,	50 KW	, MOR	ABC-T,$190.00*	(Christal)	Cox	
WYZE,	1480,	5 KW (DAYS)	, BLACK/GOSPEL	,$ 16.00	(---)	Buck	

FM STATIONS

WAPW,	99.7,	100 KW @ 1000,	CHR	,$122.00	(Eastman)	Susquehanna	
WEKS,	104.1,	60 KW @ 1200,	BLACK	CBS-R,$ 59.00	(Durpetti)	Zapis	(LA GRANGE)
WFOX,	97.1,	100 KW @ 1566,	AC	,$150.00	(MMR)	Shamrock	
WKHX,	101.5,	100 KW @ 900,	COUNTRY	,$174.00*	(Republic)	Cap Cities/ABC	
WKLS,	96.1,	100 KW @ 950,	AOR	ABC-R,$190.00*	(Katz)	Great American	
WPCH,	94.9,	100 KW @ 987,	BTFL/EZ	,$180.00*	(Katz)	Jacor	
WQXI,	94.1,	100 KW @ 914,	AC/CONTEMP	,$300.00*	(Banner)	Jeff-Pilot	
WSB ,	98.5,	100 KW @ 919,	AC	,$160.00*	(Christal)	Cox	
WVEE,	103.3,	100 KW @ 1022,	URBAN	US 1,$175.00*	(Mc-Guild)	Summit	
WYAY,	106.7,	100 KW @ 1400,	COUNTRY	,$158.00*	(MMR)	New City	
WZGC,	92.9,	100 KW @ 910,	CHR	,$177.00	(HNWH)	Cook Inlet	
WMKJ,	96.7,	3 KW @ 300,	BLACK	,$ 25.00*	(Masla)	Media Comm.	(NEWNAN)

AUSTIN

Arbitron Rank/Pop (12+): 59/594,100

MSA Rank/Pop: 66/756,700
ADI # 71
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 19/16
Diaries: 1115/561:1/57.2%
Sample Target: 880
% Below Line: 2.3
% Not Listed: 15.7

1987 Revenue: $23,400,000
HH Inc.: $34,055
Retail $: 5.0 Bil
Pop per Station: 39,094
#1 Biller: KASE-F $4,700,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KASE-F	141/14.4	13.5	15.3	16.7	15.2	15.0	198/2289	1620/25.9	23.3	24.8			14.6	137	1457	KASE-F
2. KKMJ-F	103/10.5	11.1	8.6	8.8	8.3	9.8	110/1495	1405/22.5	23.4	19.5			6.0	56	1096	KKMJ-F
3. KLBJ-F	86/ 8.8	7.6	7.1	8.3	8.7	8.0	95/1442	1282/20.5	19.6	21.6			11.9	112	1564	KLBJ-F
4. KBTS-F	83/ 8.5	7.1	9.3	9.1	7.7	8.5	146/2255	1397/22.3	19.9	18.9			10.1	95	1285	KBTS-F
5. KHFI-F	80/ 8.2	6.8	6.0	6.7	10.5	6.9	86/1538	1439/23.0	19.3	28.7			12.1	114	1429	KHFI-F
6. KPEZ-F	57/ 5.8	4.2	6.1	5.5	6.2	5.4	57/ 775	759/12.1	12.8	15.6			4.4	41	768	KPEZ-F
7. KLBJ	45/ 4.6	4.7	6.6	4.3	5.4	5.1	55/ 943	783/12.5	13.0	11.7			4.6	43	710	KLBJ
8. KEYI A/F	44/ 4.5	5.8	6.7	7.1	9.7	6.0	48/1092	926/14.8	17.0	24.7			5.3	50	900	KEYI A/F
9. KVET	41/ 4.2	4.5	3.4	2.9	2.1	3.8	43/ 532	468/ 7.5	10.4	6.7			2.0	19	442	KVET
10. KQFX-F	38/ 3.9	4.3	.8	.6	---	2.3	45/ 864	695/11.1	11.6	----			4.7	44	761	KQFX-F
11. KAPT-F	34/ 3.5	3.5	4.7	3.5	---	3.8	44/ 903	737/11.8	11.0	----			2.8	26	505	KAPT-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 81.38% (673 of 827) (WIN 87: 81.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBTS-F>	1. KLBJ-F	1. KASE-F	1. KASE-F	1. KASE-F	1. KASE-F>	1. KASE-F>	1. KASE-F	1. KASE-F	1. KBTS-F	1. KASE-F>
2. KHFI-F>	2. KASE-F	2. KKMJ-F	2. KKMJ-F>	2. KKMJ-F>	2. KKMJ-F>	2. KKMJ-F	2. KKMJ-F>	2. KKMJ-F	2. KASE-F	2. KKMJ-F>
3.	3. KBTS-F	3. KLBJ-F	3. KLBJ-F	3. KLBJ-F	3. KVET	3. KHFI-F	3. KLBJ-F	3. KLBJ-F	3. KHFI-F	3. KOKE
4.	4. KHFI-F	4. KBTS-F	4. KEYI-F+	4. KEYI-F	4. KLBJ-F	4. KBTS-F	4. KBTS-F	4. KBTS-F	4. KLBJ-F	4. KBTS-F
5.	5. KKMJ-F	5. KHFI-F	KHFI-F	KHFI-F	5. KOKE	KVET	5. KHFI-F	5. KHFI-F	5. KKMJ-F	KLBJ-F
	KPEZ-F	6. KPEZ-F	6. KPEZ-F	6. KPEZ-F		6. KLBJ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBTS-F	1. KHFI-F	1. KKMJ-F	1. KKMJ-F>	1. KKMJ-F>	1. KLBJ-F>	1. KLBJ-F>	1. KLBJ-F	1. KLBJ-F	1. KASE-F>
KHFI-F	2. KKMJ-F	2. KHFI-F	2. KASE-F	2. KASE-F>	2. KBTS-F	2. KASE-F	2. KASE-F	2. KASE-F>	2. KLBJ-F
3. KPEZ-F	3. KBTS-F	3. KPEZ-F	3. KHFI-F	3. KEYI-F+	3. KASE-F	3. KBTS-F	3. KBTS-F	3. KPEZ-F	3. KKMJ-F
4. KAPT-F	4. KASE-F	4. KEYI-F+	4. KBTS-F	4. KHFI-F	4. KPEZ-F	4. KPEZ-F>	4. KPEZ-F	4. KKMJ-F	4. KPEZ-F
5. KLBJ-F	5. KPEZ-F	5. KLBJ-F	5. KEYI-F+	5. KLBJ-F	5. KQFX-F	5. KKMJ-F	5. KKMJ-F	5. KBTS-F	5. KLBJ
	6. KLBJ-F	6. KBTS-F				KQFX-F		6. KQFX-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIXL	970	Del Valle	.9/3.5
KOKE	1370	Rollingwood	2.9/5.1
KTAE	1260	Taylor	.6/1.3
KTXZ	1560	W. Lake Hills	.9/1.9
KISS-F	99.5	San Antonio	1.2/2.7
KSAH	720	Universal City	.5/1.3
WOAI	1200	San Antonio	.6/2.1

RADIO STATIONS

KLBJ, 590,	5 KW/1 KW (DA-N)	, NEWS/TALK	MBS,CBS,NBC-T,	$ 44.00*	(Eastman)	
KOKE, 1370,	5 KW/500 W (DA-2)	, BTFL		$ 30.00	(Torbet)	
KVET, 1300,	5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,	$ 41.00*	(Katz)	
KAPT-F ,	94.7, 100 KW @ 1154,	CONTEMP		$ NA	(---)	(LULING)
KBTS-F ,	93.3, 100 KW @ 1983,	CHR		$ 65.00*	(Durpetti)	(KILLEEN)
KEYI-F+,	103.5, 100 KW @ 1260,	AC		$ 90.00*	(Torbet)	Hicks
KHFI-F ,	98.3, 1.3 KW @ 418,	CHR		$ 70.00	(Christal)	Encore
KKMJ-F ,	95.5, 100 KW @ 1000,	AC		$ 75.00*	(CBS)	Keymarket
KLBJ-F ,	93.7, 100 KW @ 1050,	AOR		$ 83.00*	(Eastman)	
KPEZ-F ,	102.3, 3 KW @ 300,	CLASSIC AOR		$ 55.00*	(HNWH)	Clear Channel
KASE-F ,	100.7, 100 KW @ 1190,	COUNTRY		$110.00*	(Katz)	
KQFX-F ,	96.5, 29 KW @ ?? ,	CLASSIC HITS		$ 20.00*	(Banner)	Capitol-Johnson

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BALTIMORE

Arbitron Rank/Pop (12+): 16/1,943,300

MSA Rank/Pop: 15/2,290,000
ADI # 22
Average Person Ratings: 17.0
Market TSL: 22.5 hours

Stations: 32/20
Diaries: 2097/931:1/55.8%
Sample Target: 1700
% Below Line: 11.8
% Not Listed: 9.7

1987 Revenue: $59,300,000
HH Inc.: $34,570
Retail $: 15.1 Bil
Pop per Station: 97,655
#1 Biller: WBSB-F $9,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WLIF-F	318/9.6	9.8	8.9	9.8	10.5	9.5	345/3787	3559/18.2	17.1	18.6			9.4	347	2967	WLIF-F
2. WBAL	241/7.3	6.3	7.8	6.7	8.4	7.0	258/3764	3441/17.6	16.1	19.6			5.5	205	2972	WBAL
3. WBSB-F	225/6.8	8.0	8.9	9.7	9.0	8.4	270/4431	3847/19.7	19.9	21.9			7.3	272	3906	WBSB-F
4. WWMX-F	213/6.4	4.4	4.1	3.3	4.5	4.6	221/3371	2439/12.5	14.5	14.9			4.8	178	2419	WWMX-F
5. WXYV-F	189/5.7	8.7	7.4	5.7	6.3	6.9	204/2669	2439/12.5	14.4	13.6			11.1	411	3596	WXYV-F
6. WIYY-F	184/5.5	4.6	5.6	5.0	5.1	5.2	191/3096	2903/14.9	13.3	16.2			6.0	222	3553	WIYY-F
7. WPOC-F	176/5.3	6.6	6.6	5.9	4.8	6.1	204/2562	2153/11.0	12.9	11.4			6.9	255	2349	WPOC-F
8. WGHT-F	124/3.7	3.0	2.4	2.5	3.2	2.9	124/1656	1656/ 8.5	9.1	8.0			3.2	117	1671	WGHT-F
9. WQSR-F	118/3.6	3.4	2.8	3.0	2.1	3.2	121/1761	1719/ 8.8	8.2	7.7			1.8	66	1180	WQSR-F
10. WYST-F	115/3.5	2.5	2.5	2.1	2.9	2.7	119/1832	1804/ 9.2	8.2	9.6			1.9	69	1178	WYST-F
11. WGRX-F	113/3.4	2.7	1.9	1.8	2.3	2.5	132/2248	1939/ 9.9	7.1	7.6			4.0	149	1702	WGRX-F
12. WFBR	100/3.0	3.4	3.2	3.2	3.3	3.2	100/1392	1346/ 6.9	8.1	9.0			3.0	110	1214	WFBR
13. WCAO	82/2.5	2.3	2.2	4.1	3.4	2.8	89/1401	1290/ 6.6	6.9	8.3			1.9	70	1157	WCAO
14. WWDC-F	81/2.4	2.9	2.1	2.6	3.3	2.5	116/2165	1917/ 9.8	9.2	9.7			3.3	124	2034	WWDC-F
15. WITH	79/2.4	2.1	2.7	2.6	2.1	2.5	80/1059	1040/ 5.3	4.9	5.4			1.4	51	810	WITH
16. WBGR	77/2.3	2.5	2.3	3.2	3.1	2.6	77/ 846	846/ 4.3	4.6	4.6			2.8	102	642	WBGR
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.25% (2193 of 2994) (WIN 87: 68.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBSB-F>	1. WIYY-F>	1. WWMX-F	1. WWMX-F	1. WLIF-F	1. WLIF-F	1. WBAL >	1. WLIF-F>	1. WLIF-F>	1. WLIF-F	1. WBAL
2. WXYV-F	2. WBSB-F	2. WIYY-F	2. WLIF-F	2. WWMX-F>	2. WBAL >	2. WLIF-F	2. WWMX-F	2. WBSB-F	2. WXYV-F	2. WLIF-F
3. WGHT-F>	3. WXYV-F	3. WBSB-F	3. WIYY-F	3. WIYY-F	3. WPOC-F	3. WBSB-F	3. WBAL	3. WWMX-F	3. WBSB-F	3. WFBR
4. WEBB	4. WWMX-F	4. WXYV-F	4. WQSR-F	4. WQSR-F	4. WWMX-F	4. WPOC-F	4. WIYY-F	4. WIYY-F	4. WIYY-F	4. WXYV-F
5. WIYY-F	5. WGRX-F	5. WLIF-F	5. WBSB-F	5. WBSB-F	5. WFBR	WWMX-F	5. WBSB-F	5. WXYV-F	5. WGHT-F	5. WPOC-F
6.	6. WGHT-F	6. WQSR-F	6. WXYV-F	6. WPOC-F	6. WQSR-F	6. WXYV-F	6. WPOC-F	6. WPOC-F	6. WBAL	6. WIYY-F
7.	7. WWDC-F	7. WGRX-F	7. WPOC-F	7. WXYV-F	7. WITH	7. WIYY-F	7. WYST-F	7. WBAL	7. WFBR	7. WBSB-F
8.	8.	8.	8.	WYST-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXYV-F	1. WBSB-F	1. WWMX-F	1. WWMX-F	1. WWMX-F
2. WBSB-F>	2. WXYV-F	2. WGHT-F	2. WBSB-F	2. WLIF-F>
3. WIYY-F	3. WWMX-F	3. WBSB-F	3. WXYV-F	3. WBSB-F
4. WWMX-F	4. WGHT-F	4. WXYV-F	4. WLIF-F	4. WYST-F
5. WYST-F	5. WIYY-F	5. WLIF-F	5. WYST-F	5. WPOC-F
6. WGHT-F	6. WYST-F	6. WYST-F	6. WGHT-F	WQSR-F
7. WGRX-F	7. WGRX-F	7. WIYY-F	7. WQSR-F	WXYV-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIYY-F	1. WIYY-F>	1. WIYY-F	1. WIYY-F>	1. WIYY-F
2. WGRX-F	2. WGRX-F	2. WGRX-F	2. WWMX-F	2. WLIF-F
3. WBSB-F	3. WWDC-F	3. WWDC-F	3. WGRX-F	3. WWMX-F
4. WXYV-F	4. WBSB-F	4. WWMX-F	4. WQSR-F	4. WQSR-F
5. WWMX-F	5. WXYV-F	5. WBSB-F	5. WXYV-F	5. WBAL
WGHT-F	6. WWMX-F	6. WHFS-F	6. WBSB-F	WPOC-F
WWDC-F	7.	WHUR-F	7. WWDC-F	7. WGRX-F
8.	8.	8. WXYV-F	8. WLIF-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMD	750	Baltimore	.3/1.0
WCBM	680	Baltimore	1.1/4.4
WEBB	1360	Baltimore	2.0/6.0
WRBS-F	95.1	Baltimore	2.2/3.9
WWIN	1400	Baltimore	1.9/5.3
WASH-F	97.1	Washington	.9/2.4
WAVA-F	105.1	Arlington	.5/2.7
WGAY-F	99.5	Washington	.4/1.7
WHFS-F	99.1	Annapolis	1.5/4.3
WHUR-F	96.3	Washington	2.1/4.4
WKYS-F	93.9	Washington	.4/1.8
WMAL	630	Washington	.5/1.4
WMZQ-F	98.7	Washington	.4/1.5
WPGC-F	95.5	Morningside	.6/4.1
WRQX-F	107.3	Washington	1.1/5.8
WTOP	1500	Washington	.9/3.8

RADIO STATIONS

AM STATIONS

WBAL,	1090,	50 KW (DA-N)	, NEWS/TALK	ABC-E,$110.00*	(HNWH)	Hearst
WBGR,	860,	2.5 KW (DAYS,DA)	, GOSPEL	UPI,$ 40.00	(Roslin)	Mortenson
WBMD,	750,	1 KW (DAYS)	, RELIGION	,$ 12.00	(---)	
WCAO,	600,	5 KW (DA-1)	, COUNTRY	NBC,$ 95.00*	(Mc-Guild)	Summit
WCBM,	680,	10 KW/5 KW (DA-2)	, TALK	UPI,ABC-T,$ 60.00	(Katz)	Resort
WEBB,	1360,	5 KW/1.7 KW (DA-1)	, BALCK	SBN,$ 39.00*	(---)	Brunson
WFBR,	1300,	5 KW (DA-1)	, TALK	CBS,NBC-T,$ 75.00*	(Republic)	
WITH,	1230,	1 KW	, NOSTALGIA	MBS,$ 40.00	(Groskin)	
WJRO,	1590,	1 KW (DA-3)	, BTFL (?)	,$ 14.00	(---)	
WWIN,	1400,	1 KW	, BLACK	NBN,$ 38.00*	(MMR)	Mediacomm
WYST,	1010,	1 KW (DAYS)	, OLDIES	APR,$ 31.00	(MMR)	United

FM STATIONS

WBSB,	104.3,	50 KW @ 422,	CHR	ABC-C,$140.00	(Banner)	Scripps-Howard	
WGRX,	100.7,	20 KW @ 715,	CLASSIC AOR	ABC-F,$ 52.00	(Durpetti)	Shamrock-Lynett	(WESTMINSTER)
WIYY,	97.9,	10 KW @ 950,	AOR	ABC-R,$110.00*	(HNWH)	Hearst	
WLIF,	101.9,	14 KW @ 960,	BTFL/EZ	,$155.00*	(Christal)	JAG	
WPOC,	93.1,	16 KW @ 870,	COUNTRY	ABC-D,$130.00	(Eastman)	Nationwide	
WQSR,	105.7,	50 KW @ 300,	OLDIES	US 1,CBS-R,$ 50.00*	(Banner)		
WRBS,	95.1,	50 KW @ 500,	RELIGION	,$ 17.00	(---)		
WGHT,	95.9,	3 KW @ 300,	URBAN/CHR	,$ 60.00*	(MMR)	Mediacomm	
WWMX,	106.5,	29 KW @ 620,	AC	,$ 85.00*	(Katz)	Capitol (WRAL)	
WXYV,	102.7,	50 KW @ 400,	URBAN	,$105.00	(Mc-Guild)	Summit	
WYST,	92.3,	10 KW @ 709,	AC	APR,$ 80.00*	(MMR)	United	

Other ranked stations - See Washington

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BATON ROUGE

Arbitron Rank/Pop (12+): 78/450,000

MSA Rank/Pop: 91/562,000
ADI # 91
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 19/13
Diaries: 938/480:1/54.7%
Sample Target: 820
% Below Line: 11.0
% Not Listed: 7.5

1987 Revenue: $11,100,000
HH Inc.: $31,027
Retail $: 3.4 Bil
Pop per Station: 34,623
#1 Biller: WFMF-F $2,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WYNK A/F	101/13.8	10.8	11.0	13.4	14.7	12.3	193/2342	1100/24.4	22.5	24.4			13.0	100	1100	WYNK A/F
2. WGGZ-F	88/12.0	9.9	11.0	9.1	11.0	10.5	157/2499	1276/28.3	26.7	27.9			11.7	90	1290	WGGZ-F
3. WFMF-F	81/11.1	10.8	11.5	12.5	10.8	11.5	127/2061	1219/27.1	29.4	29.2			13.3	102	1699	WFMF-F
4. KQXL-F	80/10.9	9.9	8.5	10.1	8.3	9.9	96/ 939	814/18.1	17.6	15.7			12.4	95	1122	KQXL-F
5. WXOK	74/10.1	12.4	9.8	10.4	9.4	10.7	90/ 982	808/18.0	19.1	17.7			11.0	84	929	WXOK
6. WKJN-F	68/ 9.3	6.7	6.9	9.2	7.0	8.0	115/1314	737/16.4	14.6	17.3			6.4	49	731	WKJN-F
7. WJBO	33/ 4.5	6.2	5.6	4.0	3.4	5.1	38/ 630	580/12.9	13.9	11.4			3.7	28	469	WJBO
8. WCKW-F	27/ 3.7	2.4	1.7	2.1	1.9	2.5	53/ 696	320/ 7.1	5.4	4.9			4.8	37	347	WCKW-F
9. WXLT-F	19/ 2.6	1.2	---	---	---	1.9	26/ 357	246/ 5.5	3.6	---			2.3	18	191	WXLT-F
10. KDEA-F	18/ 2.5	3.3	2.6	2.1	2.8	2.6	49/ 627	198/ 4.4	7.5	5.5			1.0	8	174	KDEA-F

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 76.55% (519 of 678) (WIN 87: 67.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGGZ-F	1. KQXL-F	1. WGGZ-F	1. WYNK-F+	1. WYNK-F+	1. WYNK-F+>	1. WYNK-F+	1. WYNK-F>	1. WYNK-F+	1. KQXL-F	1. WFMF-F
2. WFMF-F>	WGGZ-F	2. KQXL-F	2. WKJN-F	2. WKJN-F	2. WKJN-F>	2. WFMF-F	2. WKJN-F	2. WGGZ-F	2. WGGZ-F	2. WGGZ-F
3. KQXL-F	3. WFMF-F	3. WFMF-F	3. KQXL-F	3. WXOK	3. WJBO	3. WKJN-F	3. WFMF-F	3. KQXL-F	3. WXOK	3. WXOK
4. WXOK	4. WXOK	4. WYNK-F+	WGGZ-F	4. KQXL-F	WXOK	4. WGGZ-F	WXOK	4. WFMF-F	4. WFMF-F>	WXLT-F
5.	5. WYNK-F+	5. WXOK	WXOK	WFMF-F	5.	5. KQXL-F	5. WGGZ-F	5. WKJN-F	5. WJBO	5. KQXL-F
				6. WGGZ-F						WYNK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQXL-F	1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WKJN-F	1. WGGZ-F	1. WGGZ-F	1. KQXL-F	1. WGGZ-F	1. WYNK-F
2. WFMF-F	2. KQXL-F	2. KQXL-F	WXOK	WXOK	2. WFMF-F	2. KQXL-F	2. WGGZ-F	2. WYNK-F	2. KQXL-F
3. WGGZ-F	3. WXOK	WXOK	3. KQXL-F	3. WYNK-F+	WYNK-F	3. WFMF-F	3. WCKW-F	3. KQXL-F	WGGZ-F
WYNK-F+	4. WGGZ-F	WKJN-F	4. WKJN-F	4. WFMF-F	4. KQXL-F	WYNK-F+	4.	4. WFMF-F	4. WFMF-F
WXOK	5. WKJN-F	5. WGGZ-F	5. WGGZ-F	5. KQXL-F	5. WXOK	5. WXOK	5.	5. WXOK	WKJN-F
		WQXY-F+						6. WKJN-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIBR	1300	Baton Rouge	1.1/6.4
WLVX	1550	Baton Rouge	2.0/3.9
WQCK-F	92.7	Clinton	.8/2.9
WTKL	1260	Baton Rouge	1.1/4.4
WQUE-F	93.3	New Orleans	.8/2.5
WWL	870	New Orleans	1.0/2.8
WYLD-F	98.5	New Orleans	.5/2.0

RADIO STATIONS

WIBR, 1300,	5 KW/1 KW (DA-N)	, OLDIES	,$ 20.00*	(Katz)		
WJBO, 1150,	5 KW (DA-1)	, NEWS/TALK	CBS,NBC-T,$ 23.00	(HNWH)		
WLUX, 1550,	5 KW (DAYS)	, RELIGION	UPI,$ 10.00	(---)	Swaggert	
WTKL, 1260,	1 KW (DAYS)	, MOR	ABC-C,NBN,$ 16.00	(Masla)		
WXOK, 1460,	5 KW/1 KW (DA-N)	, BLACK	NBC,$ 32.00	(Banner)		
KQXL-F, 106.3,	3 KW @ 300,	BLACK	SBN,ABC-F,$ 36.00	(Masla)		(NEW ROADS)
WFMF-F, 102.5,	100 KW @ 560,	CHR	,$ 73.00*	(HNWH)		
WGGZ-F, 98.1,	100 KW @ 1550,	CHR	CBS-R,$ 70.00*	(Katz)		
WKJN-F, 103.3,	100 KW @ 1045,	COUNTRY	,$ 56.00	(Torbet)	Sterling	
WQXY-F, 100.7,	100 KW @ 750,	AC	,$ 50.00	(Christal)	Encore	
WYNK-F, 101.5,	100 KW @ 403,	COUNTRY	ABC-E,$ 80.00	(Katz)	Narragansett	

KSMB, KDEA - See Lafayette

WCKW - See New Orleans

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BIRMINGHAM

Arbitron Rank/Pop (12+): 47/764,400

MSA Rank/Pop: 56/927,000
ADI # 49
Average Person Ratings: 16.0
Market TSL: 21.8 hours

Stations: 24/21
Diaries: 1269/601:1/54.9%
Sample Target: 1080
% Below Line: 2.0
% Not Listed: 6.3

1987 Revenue: $23,000,000
HH Inc.: $27,914
Retail $: 5.1 Bil
Pop per Station: 36,338
#1 Biller: WZZK A/F $5,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WZZK A/F	203/16.6	17.1	18.0	16.4	16.8	17.0	370/4401	2218/29.1	29.7	31.6			18.3	252	2420	WZZK A/F
2. WMJJ-F	141/11.6	10.9	8.0	11.8	8.4	10.6	181/2005	1449/19.0	22.9	20.7			10.6	147	1556	WMJJ-F
3. WKXX-F	132/10.8	9.9	12.6	10.9	6.9	11.1	155/2231	1611/21.1	22.8	21.7			15.7	217	2338	WKXX-F
4. WENN-F	130/10.7	9.2	9.8	8.7	12.8	9.6	184/1962	1379/18.1	19.5	17.9			12.4	172	1768	WENN-F
5. WAPI-F	111/ 9.1	10.1	11.0	11.6	12.7	10.5	162/2736	1529/20.0	26.7	26.1			13.8	191	2502	WAPI-F
6. WATV	67/ 5.5	3.5	3.9	3.3	5.1	4.1	67/ 791	791/10.4	9.7	9.5			3.5	49	572	WATV
7. WERC	57/ 4.7	5.9	4.6	4.1	6.2	4.8	59/ 920	844/11.1	13.3	13.9			4.5	62	924	WERC
8. WLTB-F	51/ 4.2	3.9	3.9	3.6	4.6	4.6	73/1154	806/10.6	11.3	12.5			2.7	38	797	WLTB-F
9. WAGG	44/ 3.6	3.9	5.1	5.2	2.9	4.5	45/ 585	580/ 7.6	6.4	5.4			1.8	25	258	WAGG
10. WAPI	39/ 3.2	5.3	4.1	4.1	4.0	4.2	42/ 643	560/ 7.3	11.1	9.3			1.8	25	524	WAPI
11. WJLD	34/ 2.8	2.4	1.9	1.9	1.9	2.3	34/ 471	471/ 6.2	6.6	5.3			1.6	22	380	WJLD
12. WDJC-F	29/ 2.4	1.6	2.6	3.2	1.8	2.5	50/1070	557/ 7.3	6.1	6.7			2.2	31	706	WDJC-F

12+ FM SHARE (METRO): 71.22% (814 of 1143) (WIN 87: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPI-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+>	1. WZZK-F+>	1. WZZK-F+>	1. WZZK-F>	1. WZZK-F+>	1. WZZK-F+	1. WKXX-F	1. WZZK-F>
2. WKXX-F>	2. WKXX-F	2. WMJJ-F	2. WMJJ-F>	2. WMJJ-F	2. WENN-F	2. WMJJ-F	2. WMJJ-F	2. WKXX-F	2. WENN-F	2. WENN-F>
3. WENN-F>	3. WENN-F	3. WKXX-F	3. WENN-F	3. WENN-F	3. WERC	3. WAPI-F	3. WENN-F	3. WMJJ-F	3. WZZK-F+	3. WMJJ-F
4.	4. WZZK-F+	4. WENN-F	4. WKXX-F>	4. WKXX-F>	4. WMJJ-F	4. WERC	WKXX-F	4. WENN-F	4. WAPI-F	4. WAYE
5.	5. WAPI-F	5. WAPI-F	5.	5. WATV	5. WATV	5. WENN-F	5. WAPI-F	5. WAPI-F	5. WMJJ-F	5. WAPI-F
						6. WKXX-F				6. WKXX-F
										7. WJLD

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKXX-F	1. WMJJ-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+>
2. WMJJ-F	2. WENN-F>	2. WENN-F	2. WMJJ-F	2. WENN-F
3. WENN-F	WKXX-F	3. WKXX-F	3. WENN-F	3. WMJJ-F
4. WAPI-F	4. WAPI-F	4. WZZK-F+	4. WKXX-F>	4. WKXX-F
5.	5. WZZK-F+	5. WAPI-F	5. WAPI-F	5. WATV
		6. WLTB-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKXX-F	1. WMJJ-F	1. WZZK-F+	1. WZZK-F+	1. WZZK-F>
2. WAPI-F	2. WZZK-F+	2. WMJJ-F	2. WMJJ-F	2. WMJJ-F>
3. WMJJ-F>	3. WKXX-F	3. WENN-F	3. WKXX-F	3. WENN-F
4. WENN-F	4. WAPI-F	4. WKXX-F	4. WENN-F	4. WKXX-F
5. WZZK-F+	5. WENN-F	5. WAPI-F	5. WAPI-F	5. WERC

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYE	1220	Birmingham	1.7/4.3
WCRL	1570	Oneonta	.3/1.1
WCRT	1260	Birmingham	1.6/3.2
WFFN-F	92.9	Cordova	.5/ .8
WFHK	1430	Pell City	.3/ .8
WKLD-F	97.7	Oneonta	.5/1.7
WVOK	690	Birmingham	1.0/6.2
WYDE	850	Birmingham	.7/3.1
WQEN-F	103.7	Gadsden	.6/1.7
WRSA-F	96.9	Decatur	.3/1.1
WZBQ-F	102.5	Jasper	1.1/3.9

RADIO STATIONS

WAGG, 1320, 5 KW	, GOSPEL	NBN,$ 30.00	(HNWH)		
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,$ 28.00	(Christal)		
WATV, 900, 1 KW	, BLACK	ABC-E,$ 30.00*	(Roslin)		
WAYE, 1220, 1 KW/75 W	, RELIGION	,$ 15.00	(---)	Woods	
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN,$ 15.00	(---)		
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	,$ 40.00*	(Mc-Guild)	Sun Group	
WJLD, 1400, 1 KW	, BLACK	MBS,$ 24.00	(Masla)		
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS,$ 16.00	(Eastman)	Signature	
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	,$ 18.00	(---)	American General	
WAPI-F , 94.5, 100 KW @ 1214,	CHR/AOR	ABC-C,$ 75.00*	(Christal)		
WDJC-F , 93.7, 100 KW @ 984,	RELIGION	,$ 18.00	(---)	Crawford	
WENN-F , 107.7, 100 KW @ 640,	BLACK	NBN,$ 60.00*	(HNWH)		
WKXX-F , 106.9, 100 KW @ 1114,	URBAN/CHR	ABC-D,$ 54.00*	(Mc-Guild)		
WLTB-F , 99.5, 100 KW @ 870,	SOFT AC	,$ 40.00*	(Eastman)	Signature	
WMJJ-F , 96.5, 100 KW @ 900,	AC	,$ 90.00*	(Banner)	Capitol-Johnson	
WZZK-F+, 104.7, 100 KW @ 1300,	COUNTRY	,$125.00*	(Katz)	New City	
WQEN-F , 103.7, 100 KW @ 1080,	CHR	ABC-C,$ 38.00*	(Dora)		(GADSDEN)

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BOSTON

Arbitron Rank/Pop (12+): 7/3,166,800

MSA Rank/Pop: 6/3,730,000
ADI # 6
Average Person Ratings: 18.2
Market TSL: 23.8 hours

Stations: 36/31
Diaries: 2406/1323:1/43.1%
Sample Target: 2170
% Below Line: 3.5
% Not Listed: 10.9

1987 Revenue: $104,300,000
HH Inc.: $41,506
Retail $: 31.8 Bil
Pop per Station: 102,703
#1 Biller: WBCN-F $16,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WBCN-F	418/7.2	7.4	7.3	7.1	6.8	7.3	475/6573	5372/16.9	16.6	17.7			8.9	485	5343	WBCN-F
2. WBZ	414/7.1	7.3	7.1	8.7	9.0	7.6	561/6970	5037/15.8	18.2	19.9			7.6	410	5483	WBZ
3. WRKO	387/6.7	6.9	6.4	6.9	7.0	6.7	441/4628	3845/12.1	12.3	14.1			6.7	365	4464	WRKO
4. WXKS-F	379/6.5	7.0	8.1	8.8	8.9	7.6	446/7143	5873/18.4	18.9	21.6			8.5	464	7386	WXKS-F
5. WJIB-F	355/6.1	5.7	6.3	5.7	6.7	6.0	404/4968	3967/12.5	11.7	13.7			3.9	213	2574	WJIB-F
6. WHDH	334/5.8	5.2	4.6	5.7	5.8	5.3	340/4391	4238/13.3	13.4	13.0			3.9	209	3442	WHDH
7. WZOU-F	312/5.4	5.2	4.3	4.7	3.6	4.9	426/7227	5034/15.8	14.4	13.2			7.3	398	5544	WZOU-F
8. WODS-F	278/4.8	2.9	1.5	1.4	1.3	2.7	466/6776	4209/13.2	8.8	5.3			6.0	324	3887	WODS-F
9. WSSH-F	248/4.3	4.4	4.4	4.7	4.9	4.5	336/4759	3586/11.3	11.1	12.4			4.1	221	2761	WSSH-F
10. WEEI	238/4.1	5.2	4.9	4.6	5.1	4.7	276/5490	4705/14.8	16.0	16.8			3.6	194	4036	WEEI
11. WROR-F	203/3.5	3.2	4.2	3.8	3.8	3.7	274/4918	3411/10.7	12.5	13.3			2.5	134	2776	WROR-F
12. WZLX-F	197/3.4	4.4	4.0	4.5	4.1	4.1	273/3909	2991/ 9.4	10.3	10.9			4.5	243	2847	WZLX-F
13. WMJX-F	176/3.0	2.9	2.9	3.5	4.0	3.1	191/3639	3201/10.1	10.3	12.4			3.4	186	2555	WMJX-F
14. WVBF-F	151/2.6	2.7	2.7	2.5	3.1	2.6	168/3187	2638/ 8.3	8.1	8.2			2.6	139	1676	WVBF-F
15. WBOS-F	122/2.1	2.3	1.9	2.2	1.6	2.1	175/2731	1900/ 6.0	5.9	4.6			3.0	162	1724	WBOS-F
16. WAAF-F	109/1.9	2.0	1.9	2.7	1.8	2.1	243/4163	2280/ 7.2	6.9	6.6			4.6	249	4037	WAAF-F
17. WCRB-F	105/1.8	1.4	1.8	1.4	1.6	1.6	167/2817	1879/ 5.9	4.6	5.2			1.4	78	1525	WCRB-F
18. WXKS	100/1.7	1.6	1.7	1.8	1.4	1.7	101/1198	1152/ 3.6	3.5	3.3			.5	26	451	WXKS
19. WILD	91/1.6	3.0	2.8	2.3	1.7	2.4	100/ 772	722/ 2.3	4.0	3.3			.7	36	891	WILD
20. WFNX-F	76/1.3	1.5	1.4	.6	1.2	1.2	90/1380	1223/ 3.8	3.5	3.3			1.3	68	934	WFNX-F
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 65.74% (3394 of 5163) (WIN 87: 62.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOU-F>	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBCN-F	1. WBZ	1. WBZ >	1. WJIB-F	1. WBCN-F	1. WBZ	1. WBZ >
2. WXKS-F>	2. WXKS-F>	2. WXKS-F	2. WODS-F	2. WODS-F	2. WRKO	2. WHDH	2. WBCN-F	2. WXKS-F	2. WZOU-F	2. WRKO
3. WBCN-F	3. WZLX-F	3. WODS-F	3. WXKS-F	3. WXKS-F	3. WJIB-F	3. WRKO	3. WRKO	3. WRKO	3. WBCN-F	3. WBCN-F
4. WAAF-F	4. WZOU-F	4. WZLX-F	4. WROR-F	4. WSSH-F	4. WHDH	4. WBCN-F	4. WSSH-F	4. WZOU-F	4. WXKS-F	4. WODS-F
5.	5. WODS-F	5. WZOU-F	5. WZLX-F	5. WROR-F	5. WEEI	5. WXKS-F	5. WXKS-F	5. WJIB-F	5. WRKO	5. WJIB-F
6.	6. WMJX-F	6. WROR-F	6. WBZ	6. WBZ	6. WSSH-F	6. WEEI	6. WODS-F	6. WODS-F	6. WHDH	6. WMJX-F
7.	7. WROR-F	7. WSSH-F	WSSH-F	7. WZLX-F	7. WODS-F	7. WJIB-F	7. WHDH	7. WHDH	WEEI	7. WEEI
8.	8. WVBF-F	8. WVBF-F	WVBF	8. WHDH	8. WROR-F	8. WROR-F	8. WROR-F	8. WBZ	8. WODS-F	8. WXKS-F
9.	9. WAAF-F	9. WMJX-F	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXKS-F>	1. WXKS-F>	1. WXKS-F	1. WXKS-F>	1. WODS-F
2. WZOU-F	2. WBCN-F	2. WBCN-F	2. WODS-F	WSSH-F
3. WMJX-F	3. WZLX-F	3. WVBF-F	3. WVBF-F	3. WVBF-F
4. WBCN-F	4. WMJX-F	WZLX-F	4. WMJX-F	4. WXKS-F
5. WAAF-F	5. WZOU-F	5. WODS-F	5. WBCN-F	5. WROR-F
6. WZLX-F	6. WVBF-F	6. WROR-F	6. WZOU-F	6. WBZ
7.	7. WODS-F	7. WMJX-F	7. WSSH-F	7. WBCN-F
8.	8. WROR-F	8. WSSH-F	WZLX-F	8. WZLX-F
9.	9.	9.	9. WROR-F	9. WMJX-F
10.	10.	10.	10.	10. WHDH

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>	1. WBCN-F>
2. WZOU-F>	2. WXKS-F	2. WXKS-F	2. WODS-F	2. WODS-F>
3. WXKS-F	3. WZLX-F	3. WZLX-F	3. WXKS-F	3. WXKS-F
4. WAAF-F	4. WZOU-F	4. WODS-F	4. WZLX-F	4. WZLX-F
5. WCGY-F	5. WODS-F	5. WROR-F	5. WZOU-F	5. WHDH
WZLX-F	6. WAAF-F	6.	6. WROR-F	6. WRKO
7.	7.	7.	7. WRKO	WROR-F
8.	8.	8.	8. WBZ	8. WBZ
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCAP	980	Lowell	.4/1.1
WCAV-F	97.7	Brockton	.3/1.0
WCGY-F	93.7	Lawrence	.9/4.1
WDLW	1330	Boston	.3/ .9
WESX	1230	Salem	.6/1.5
WEZE	1260	Boston	.4/1.8
WJDA	1300	Quincy	.4/1.2
WLVG	740	Cambridge	.4/ .6
WLYT-F	92.5	Haverhill	.5/1.3
WPLM-F	99.1	Plymouth	1.2/3.6
WROL	950	Boston	.6/2.3
WSSH	1510	Boston	.3/1.1
WHOB-F	106.3	Nashua	.3/1.0
WOKQ-F	97.5	Dover	.3/1.1
WHJY-F	94.1	Providence	.4/1.3
WLKW-F	101.5	Providence	.5/ .8

RADIO STATIONS

AM STATIONS

WBZ ,	1030,	50 KW (DA-1)	, MOR	ABC-I,$260.00*	(Group W)	Westinghouse
WDLW,	1330,	5 KW (DA-2)	, COUNTRY	ABC-D,$ 40.00	(---)	
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,$107.00	(CBS)	
WEZE,	1260,	5 KW (DA-N)	, RELIGION	,$ 20.00	(---)	
WHDH,	850,	50 KW (DA-2)	, MOR	,$220.00*	(Durpetti)	Sconnix
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN,$ 40.00	(Roslin)	
WKOX,	1200,	10 KW (DA-N)	, MOR/TALK	ABC-E,$ 30.00	(Mc-Guild)	Fairbanks (FRAMINGHAM)
WMEX,	1150,	5 KW (DA-2)	, OLDIES	Trans,ABC-E,$ 60.00*	(Mc-Guild)	Greater Media
WSSH,	1510,	50 KW (DA-2)	, AC	Trans,$ NA	(---)	Noble
WRKO,	680,	50 KW (DA-2)	, TALK	MBS,NBC,NBC-T,$145.00*	(Republic)	RKO
WROL,	950,	5 KW (DAYS)	, RELIGION	,$ NA	(---)	
WXKS,	1430,	5 KW/1 KW (DA-N)	, NOSTALGIA	,$ 55.00	(MMR)	Pyramid

FM STATIONS

WBCN,	104.1,	19 KW @ 742,	AOR	,$350.00*	(Torbet)	Infinity
WBOS,	92.9,	17 KW @ 860,	COUNTRY	ABC-D,$125.00	(Durpetti)	Sconnix
WCGY,	93.7,	50 KW @ 403,	CLASSIC ROCK	,$ 67.00	(Masla)	Curt Gowdy
WCRB,	102.5,	11 KW @ 920,	CLASSICAL	,$ 90.00	(---)	
WFNX,	101.7,	3 KW @ 170,	AOR	,$ 54.00	(---)	
WHRB,	95.3,	3 KW @ 110,	CLASS/JAZZ	,$ 22.00	(Roslin)	
WJIB,	96.9,	12 KW @ 1010,	BTFL/EZ	,$170.00	(Mc-Guild)	NBC
WMJX,	106.7,	12 KW @ 720,	AC	,$140.00*	(Mc-Guild)	Greater Media
WODS,	103.3,	12 KW @ 890,	OLDIES	CBS-R,$100.00*	(CBS)	CBS
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	,$ 42.00	(---)	(PLYMOUTH)
WROR,	98.5,	8 KW @ 1191,	AC	US 1,$175.00*	(Republic)	RKO
WSSH,	99.5,	32 KW @ 600,	SOFT AC	,$140.00*	(HNWH)	Noble
WVBF,	105.7,	14 KW @ 954,	AC	,$130.00*	(Banner)	Fairbanks
WXKS,	107.9,	21 KW @ 710,	CHR	,$270.00	(MMR)	Pyramid
WZLX,	100.7,	50 KW @ 500,	CLASSIC AOR	,$150.00*	(Christal)	Cook Inlet
WZOU,	94.5,	5 KW @ 1140,	CHR	,$138.00*	(Eastman)	Ardman

WAAF - See Worcester

BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 35/1,006,500

MSA Rank/Pop: Buffalo - 51/952,500
ADI # 38 Niagara Falls - 198/212,400
Average Person Ratings: 17.4
Market TSL: 22.8 hours

Stations: 25/22
Diaries: 1289/776:1/57.9%
Sample Target: 1290
% Below Line: 1.7
% Not Listed: 9.2

1987 Revenue: $25,800,000
HH Inc.: $33,379
Retail $: 6.8 Bil
Pop per Station: 45,441
#1 Biller: WBEN $3,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WJYE-F	181/10.4	8.6	9.3	7.2	10.4	8.9	197/2281	2099/21.0	19.6	20.6			5.9	92	1515	WJYE-F
2. WBEN	175/10.0	11.8	8.8	8.0	10.0	11.5	184/2600	2471/24.7	33.5	25.8			9.0	140	2279	WBEN
3. WYRK-F	157/ 9.0	7.0	9.0	8.9	6.9	8.5	182/1937	1675/16.8	14.5	12.3			7.3	114	1522	WYRK-F
4. WKSE-F	150/ 8.6	8.2	7.5	5.6	6.0	7.5	164/2206	1895/19.0	20.1	16.7			11.2	174	2075	WKSE-F
5. WHTT-F	130/ 7.5	8.0	9.1	7.6	7.9	8.0	138/1795	1672/16.7	16.1	19.3			7.0	109	1380	WHTT-F
6. WBUF-F	113/ 6.5	6.2	7.7	10.3	6.8	7.7	130/1672	1428/14.3	15.5	17.4			5.2	81	1202	WBUF-F
7. WPHD-F	99/ 5.7	5.4	6.2	4.8	5.4	5.5	108/1960	1858/18.6	17.2	17.5			7.0	109	2096	WPHD-F
8. WECK	89/ 5.1	6.3	5.0	5.6	5.2	5.5	90/ 993	966/ 9.7	11.7	11.0			4.6	72	938	WECK
9. WBLK-F	78/ 4.5	6.5	4.3	5.4	5.5	5.2	78/ 857	950/ 8.5	9.2	9.8			6.7	104	1137	WBLK-F
10. WWKB	71/ 4.1	3.7	3.2	3.6	4.2	3.7	80/1560	1424/14.2	13.7	14.7			2.9	45	1219	WWKB
11. WMJQ-F	63/ 3.6	4.7	3.6	5.3	4.2	5.2	141/2723	1515/15.2	17.4	19.7			6.0	93	1346	WMJQ-F
12. WRLT-F	62/ 3.6	2.6	4.7	4.6	4.1	3.9	68/1062	972/ 9.7	9.1	11.2			1.6	25	697	WRLT-F
13. WGR	56/ 3.2	4.1	3.8	5.2	4.3	4.1	74/1577	1131/11.3	11.6	14.6			2.4	37	843	WGR
14. WBYR-F	33/ 1.9	1.5	1.7	2.6	2.6	1.9	48/1099	829/ 8.3	6.6	8.1			3.1	49	937	WBYR-F

12+ FM SHARE (METRO): 70.90% (1123 of 1584) (WIN 87: 68.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSE-F>	1. WHTT-F	1. WHTT-F	1. WBUF	1. WYRK-F	1. WJYE-F	1. WBEN >	1. WJYE-F	1. WJYE-F	1. WKSE-F	1. WBEN >
2. WBLK-F	2. WKSE-F	2. WBUF	2. WYRK-F	2. WBUF	2. WBEN	2. WYRK-F	2. WYRK-F	2. WKSE-F	2. WBEN	2. WWKB
3. WHTT-F	3. WPHD-F	3. WKSE-F	3. WHTT-F>	3. WHTT-F	3. WYRK-F	3. WKSE-F	3. WHTT-F	3. WYRK-F	3. WJYE-F	3. WYRK-F
4. WMJQ-F	4. WBUF >	4. WYRK-F	4. WBEN	4. WJYE-F	4. WECK >	4. WJYE-F	4. WBUF-F	4. WHTT-F	4. WHTT-F	4. WHTT-F
WPHD-F	5. WBLK-F	5. WPHD-F>	5. WJYE-F	5. WBEN	5. WBUF	5. WWKB	5. WBEN	5. WBEN	5. WBLK-F	5. WBLK-F
	WMJQ-F	6. WBEN	WPHD-F	5. WPHD-F	6. WRLT-F	6. WHTT-F	6. WECK	6. WBUF	6. WPHD-F	6. WPHD-F
	7. WYRK-F		7. WWKB	WWKB	7. WWKB	7. WBUF-F	7. WKSE-F	7. WPHD-F	7. WWKB	7. WJYE-F
				8. WRLT-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKSE-F>	1. WKSE-F>	1. WBUF	1. WKSE-F	1. WBUF
2. WPHD-F	2. WBUF	2. WKSE-F	2. WBUF	2. WYRK-F
3. WBLK-F	3. WHTT-F	3. WYRK-F	3. WYRK-F	3. WJYE-F>
4. WHTT-F	WPHD-F	4. WHTT-F	4. WPHD-F	4. WKSF-F
5. WMJQ-F	5. WYRK-F	5. WMJQ-F	5. WMJQ-F	5. WWKB
	6. WMJQ-F	WWKB	6. WHTT-F	6. WBEN
	7. WBLK-F	7. WPHD-F	7. WJYE-F	WRLT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHTT-F	1. WHTT-F>	1. WHTT-F	1. WHTT-F>	1. WHTT-F
2. WPHD-F	2. WPHD-F>	2. WPHD-F	2. WPHD-F	2. WYRK-F
3. WKSE-F>	3. WKSE-F	3. WBUF	3. WYRK-F	3. WBUF
4. WBLK-F	4. WBUF	4. WBEN	4. WBUF	4. WBEN
5. WBYR-F	5. WBEN	5. WGR	5. WBEN	5. WJYE-F
6. WMJQ-F		WWKB	6. WKSE-F	WPHD-F
		WYRK-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHLD	1270	Niagara Falls	.3/2.2
WHTT	1120	Buffalo	.6/1.3
WJJL	1440	Niagara Falls	.4/1.6
WLVL	1340	Lockport	.5/2.2
WPHD	1400	Buffalo	.3/1.6
WUFO	1080	Amherst	.9/1.8
WXRL	1300	Lancaster	1.0/3.0
CFNY-F	102.1	Brampton, ON	1.0/2.7
WHUM-F	104.5	Toronto	.3/1.4
CILQ-F	107.1	Toronto	.4/2.1

RADIO STATIONS

WBEN, 930,	5 KW (DA-N)	, MOR	NBC,$ 77.00*	(Eastman)		
WECK, 1230,	1 KW	, NOSTALGIA	CBS,$ 44.00*	(Roslin)		
WGR , 550,	5 KW (DA-N)	, MOR/AC	ABC-E,$ 50.00*	(Katz)		
WHLD, 1270,	5 KW (DAYS,DA)	, COUNTRY	,$ 17.00	(Market 4)		(NIAGARA FALLS)
WHTT, 1120,	1 KW (DAYS)	, CLASSIC AOR	,$ NA	(MMR)	Pyramid	
WJJL, 1440,	1 KW (DAYS)	, MOR	MBS,$ 11.00	(S. Katz)		(NIAGARA FALLS)
WUFO, 1080,	1 KW (DAYS)	, BLACK	SBN,$ 18.00	(Roslin)		
WWKB, 1520,	50 KW (DA-1)	, OLDIES	ABC-D,NBC-T,$ 45.00*	(HNWH)	Pyramid	
WXRL, 1300,	1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,$ 19.00	(---)		
WMJQ-F, 102.5,	110 KW @ 1347,	CHR	ABC-C,$ 52.00*	(Eastman)		
WBLK-F, 93.7,	50 KW @ 400,	BLACK	CBS-R,$ 41.00*	(Durpetti)		
WBUF-F, 92.9,	91 KW @ 580,	AC	,$ 70.00*	(Mc-Guild)	Lincoln	
WBYR-F, 107.7,	14 KW @ 650,	AOR	Source,$ 40.00*	(Torbet)		
WDCX-F, 99.5,	17 KW @ 430,	RELIGION	,$ 20.00	(---)	Crawford	
WHTT-F, 104.1,	50 KW @ 500,	CLASSIC AOR	,$ 62.00*	(MMR)	Pyramid	
WJYE-F, 96.1,	50 KW @ 480,	BTFL/EZ	,$ 65.00*	(Christal)		
WKSE-F, 98.5,	46 KW @ 420,	URBAN/CHR	ABC-R,$ 44.00*	(HNWH)	Price	
WPHD-F, 103.3,	49 KW @ 423,	AOR	CBS-R,$ 48.00*	(CBS)		
WRLT-F, 96.9,	13 KW @ 890,	AC	ABC-E,$ 43.00*	(Katz)		
WYRK-F, 106.5,	50 KW @ 390,	COUNTRY	,$ 61.00*	(Mc-Guild)	Stoner	

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CHARLOTTE

Arbitron Rank/Pop (12+): 41/877,200

MSA Rank/Pop: 44/1,080,000
ADI # 31
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 29/22
Diaries: 1248/717:1/55.2%
Sample Target: 1130
% Below Line: 3.8
% Not Listed: 11.1

1987 Revenue: $27,100,000
HH Inc.: $31,563
Retail $: 7.7 Bil
Pop per Station: 40,700
#1 Biller: WEZC-F $4,700,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. WSOC-F	202/14.4	12.1	10.8	12.2	13.7	12.4	352/3988	2105/23.5	23.7	23.2					WSOC-F
2. WPEG-F	147/10.5	14.2	13.7	11.9	10.0	12.6	183/1789	1476/16.5	16.5	15.6					WPEG-F
3. WEZC-F	107/ 7.6	6.2	7.2	6.5	8.9	6.9	134/1940	1402/15.7	15.1	18.5					WEZC-F
4. WLVK-F	97/ 6.9	6.7	7.3	7.1	8.1	7.0	168/2480	1137/12.7	14.1	14.8					WLVK-F
5. WCKZ-F	93/ 6.6	3.3	3.4	4.5	4.0	4.5	144/1900	1292/14.4	8.7	8.6					WCKZ-F
6. WBCY-F	83/ 5.9	6.5	5.3	5.1	6.5	5.7	208/3396	1508/16.8	18.9	14.4					WBCY-F
7. WRFX-F	82/ 5.8	8.1	7.7	7.8	6.9	7.4	116/1547	1143/12.8	13.4	13.7					WRFX-F
8. WBT	81/ 5.8	7.0	7.1	8.0	8.3	7.0	104/1529	1156/12.9	14.2	17.2					WBT
9. WROQ-F	71/ 5.1	6.3	8.4	7.6	8.8	6.9	134/2716	1374/15.3	18.0	19.6					WROQ-F
10. WWMG-F	59/ 4.2	5.2	5.1	5.6	1.5	5.0	101/1367	737/ 8.2	9.1	3.5					WWMG-F
11. WRLX-F	58/ 4.1	3.6	.5	---	---	2.7	75/ 830	618/ 6.9	7.0	---					WRLX-F
12. WGIV	24/ 1.7	2.0	1.8	1.1	1.5	1.7	26/ 374	358/ 4.0	5.2	4.3					WGIV

12+ FM SHARE (METRO): 85.16% (1062 of 1247) (WIN 87: 84.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPEG-F	1. WPEG-F	1. WSOC-F	1. WSOC-F	1. WSOC-F	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>	1. WPEG-F>	1. WTEG-F
2. WCKZ-F>	2. WRFX-F	2. WPEG-F	2. WEZC-F>	2. WEZC-F	2. WBT	2. WEZC-F	2. WEZC-F	2. WPEG-F>	2. WCKZ-F	2. WSOC-F
WROQ-F	3. WEZC-F	3. WEZC-F	3. WPEG-F	3. WPEG-F	3. WLVK-F	3. WPEG-F	3. WPEG-F	3. WEZC-F	3. WBT	3. WBT
4. WBCY-F	4. WBCY-F	4. WRFX-F	4. WWMG-F	4. WLVK-F	4. WRLX-F	4. WBT	4. WLVK-F	4. WCXZ-F	4. WSOC-F	4. WCKZ-F
5.	5. WCKZ-F	5. WBCY-F	5. WRFX-F	5. WWMG-F	5. WEZC-F	5. WLVK-F	5. WBCY-F	5. WRFX-F	5. WROQ-F	5. WWMG-F
		6. WCKZ-F	6. WLVK-F			6. WRFX-F		6. WBCY-F	6. WLVK-F	
									7. WRFX-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPEG-F	1. WPEG-F	1. WEZC-F	1. WEZC-F	1. WSOC-F	1. WRFX-F	1. WRFX-F	1. WPEG-F	1. WSOC-F	1. WSOC-F>
2. WBCY-F	2. WBCY-F	2. WPEG-F	WPEG-F	2. WEZC-F>	2. WPEG-F	2. WPEG-F>	2. WRFX-F	2. WPEG-F	2. WEZC-F
3. WCKZ-F>	3. WEZC-F	3. WRFX-F	3. WBCY-F	3. WPEG-F	3. WROQ-F	3. WEZC-F	3. WEZC-F	3. WRFX-F	3. WPEG-F
4. WEZC-F	4. WCKZ-F	WWMG-F	4. WSOC-F	4. WLVK-F	4. WBCY-F	4. WSOC-F	4. WSOC-F	4. WEZC-F>	4. WRFX-F
WRFX-F	5. WRFX-F	5. WBCY-F	5. WCKZ-F	5. WRLX-F	5. WLVK-F	5. WROQ-F	5. WWMG-F	5. WWMG-F	5. WLVK-F
6. WROQ-F		6. WCKZ-F		WWMG-F		6. WBCY-F			WWMG-F
		7. WSOC-F				WWMG-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAES	610	Charlotte	.4/2.0
WAME	1480	Charlotte	.4/1.8
WGSP	1310	Charlotte	.4/1.4
WHVN	1240	Charlottte	.4/2.1
WLON	1050	Lincolnton	.9/1.4
WQCC	1540	Charlotte	1.3/1.8
WRDX-F	106.5	Salisbury	.7/2.3
WSAT	1280	Salisbury	.9/1.8
WSOC	930	Charlotte	.6/3.2
WSTP	1490	Salisbury	.4/1.0
WFMX-F	105.7	Statesville	.4/1.4
WXRC-F	95.7	Hickory	.6/2.8
WKRR-F	92.3	Asheboro	.4/1.0
WMIT-F	106.9	Black Mountain	.9/3.5
WOJY-F	100.3	High Point	.4/1.2
WSPA-F	98.9	Spartanburg	.8/2.2
WSSL-F	100.5	Gray Court	.4/ .7

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	US 1,$ NA	(Republic)	CRB		
WAME, 1480, 5 KW (DA-2)	, RELIGION	UPI,$ 16.00	(---)	Swaggert		
WBT , 1110, 50 KW (DA-N)	, MOR/AC	NBC,MBS,$ 86.00*	(Banner)	Jeff-Pilot		
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,$ 28.00	(HNWH)	Dorton		
WGSP, 1310, 1 KW (DAYS,DA)	, GOSPEL (?)	NBN,$ 19.00*	(Masla)	Willis		
WHVN, 1240, 1 KW (DA-1)	, RELIGION	,$ NA	(---)	Buck		
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,$ NA	(Savalli)			
WSOC, 930, 5 KW (DA-N)	, COUNTRY	,$ NA	(Christal)	Cox		
WBCY-F, 107.9, 97 KW @ 970, CHR		,$ 68.00*	(Banner)	Jeff-Pilot		
WEZC-F, 104.7, 100 KW @ 1240, AC		,$115.00*	(MMR)	EZ		
WCKZ-F, 101.9, 100 KW @ 870, CONTEMP		US 2,$ 50.00*	(Republic)	Beasley		
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-E,$ 57.00*	(Torbet)	Capitol-Johnson		(STATESVILLE)
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R,$ 70.00*	(HNWH)	Dorton		(CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR		,$ 55.00*	(Mc-Guild)	Metroplex		(KANNAPOLIS)
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1,$ 65.00*	(Republic)	CRB		
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		,$120.00*	(Christal)	Cox		
WWMG-F, 96.1, 100 KW @ 1745, AC		,$ NA	(Katz)	Voyager		(SHELBY)
WXRC-F, 95.7, 100 KW @ 1275, AOR		Source,$ 40.00	(---)			(HICKORY)

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CHATTANOOGA

Arbitron Rank/Pop (12+): 95/356,100

MSA Rank/Pop: 109/433,000
ADI # 80
Average Person Ratings: 15.6
Market TSL: 21.3 hours

Stations: 19/17
Diaries: 1000/257:1/59.7%
Sample Target: 760
% Below Line: 1.1
% Not Listed: 9.0

1987 Revenue: $11,200,000
HH Inc.: $27,241
Retail $: 2.9 Bil
Pop per Station: 20,988
#1 Biller: WSKZ-F, WUSY-F $2,100,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F	89/15.0	19.2	18.8	17.4	17.4	17.9	172/2116	1029/28.8	34.1	31.4			24.7	165	1535	WSKZ-F
2. WUSY-F	79/14.2	11.6	14.2	11.8	11.0	13.0	155/1612	765/21.4	21.7	21.6			12.6	84	1029	WUSY-F
3. WDEF-F	61/11.0	10.3	10.7	9.9	9.8	10.5	81/1110	768/21.5	21.2	21.0			8.7	58	745	WDEF-F
4. WLMX-F	54/ 9.7	14.3	10.6	9.4	10.0	11.0	60/ 941	766/21.5	24.4	20.4			8.7	58	842	WLMX-F
5. WDOD-F	52/ 9.4	8.0	8.2	8.7	10.0	8.6	91/1150	647/18.1	21.2	22.2			7.8	52	687	WDOD-F
6. WJTT-F	44/ 7.9	4.6	6.0	6.4	5.4	6.2	46/ 605	483/13.5	10.8	12.2			7.5	50	585	WJTT-F
7. WDEF	34/ 6.1	3.6	5.5	4.6	6.1	5.0	34/ 376	376/10.5	10.9	13.1			2.8	19	224	WDEF
8. WYVY-F	20/ 3.6	3.5	4.2	6.1	3.9	4.4	20/ 291	280/ 7.8	7.2	6.3			7.6	51	523	WYVY-F
9. WDOD	17/ 3.1	2.3	2.0	3.0	3.4	2.6	20/ 335	287/ 8.0	5.9	8.7			2.2	15	282	WDOD
10. WNOO	14/ 2.5	5.5	3.8	5.4	6.4	4.3	14/ 176	176/ 4.9	6.9	7.1			5.5	37	306	WNOO
11. WGOW	12/ 2.2	1.2	1.3	2.5	2.7	1.8	12/ 257	257/ 7.2	5.6	8.2			1.3	9	238	WGOW
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 80.04% (405 of 506) (WIN 87: 74.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WUSY-F>	1. WUSY-F	1. WDEF-F	1. WDEF-F	1. WUSY-F	1. WSKZ-F	1. WSKZ-F>	1. WUSY-F
2. WJTT-F>	2. WUSY-F	2. WUSY-F	2. WSKZ-F	2. WLMX-F	2. WUSY-F	2. WSKZ-F	2. WDEF-F	2. WUSY-F	2. WUSY-F	2. WJTT-F
3.	3. WLMX-F	3. WLMX-F	3. WLMX-F	WSKZ-F	3. WDOD-F	3. WUSY-F	3. WLMX-F	3. WLMX-F	3. WJTT-F	WSKZ-F
4.	4. WJTT-F>	4. WJTT-F	4. WDOD-F	4. WDOD-F	4. WDEF >	4. WLMX-F	4. WDOD-F	4. WDEF-F	4. WLMX-F	4. WDEF-F
5.	5. WYVY-F	5. WDOD-F	5. WJTT-F	5. WDEF-F	5. WLMX-F	5. WDEF	5. WSKZ-F	5. WDOD-F	5. WYVY-F	WLMX-F
			6. WDEF-F	6. WJTT-F		6. WDOD-F		6. WJTT-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>	1. WSKZ-F>	1. WSKZ-F	1. WSKZ-F	1. WUSY-F>	1. WSKZ-F>	1. WSKZ-F>	1. WLMX-F	1. WUSY-F	1. WUSY-F>
2. WJTT-F	2. WUSY-F	WUSY-F	2. WUSY-F>	2. WSKZ-F	2. WJTT-F	2. WLMX-F	2. WSKZ-F	2. WSKZ-F	2. WDOD-F
3. WUSY-F	3. WJTT-F	3. WLMX-F	3. WLMX-F	3. WLMX-F	WUSY-F	3. WUSY-F	WUSY-F	3. WLMX-F>	WLMX-F
WYVY-F	4. WLMX-F>	4. WJTT-F	4. WJTT-F	4. WDEF-F	WLMX-F	4. WJTT-F>	4. WJTT-F	4. WDOD-F	4. WSKZ-F>
WLMX-F	5. WYVY-F	5.	5. WDEF-F	5. WDOD-F	5.	5. WDOD-F	5. WDOD-F	5. WJTT-F	5. WJTT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	.5/3.2
WEPG	910	S. Pittsburgh	.9/1.3
WFLI	1070	Lookout Point	1.1/4.1
WLFA	1590	Lafayette	.4/1.0
WMOC	1450	Chattanooga	.4/2.6
WSDQ	1190	Dunlap	1.1/1.8
WJSQ-F	101.7	Athens	.5/1.6
WKLS-F	96.1	Atlanta	.5/1.7

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS,NBC,$ 35.00*	(Katz)	Park	
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 27.00*	(Banner)	Bahakel	
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC-I,$ 12.00	(---)		
WGOW, 1150, 5 KW/1 KW (DA-N)	, AC	,$ 30.00*	(Christal)	Bloomington	
WNOO, 1260, 5 KW (DAYS)	, GOSPEL/BLACK	SBN,$ 12.00	(Masla)		
WDEF-F, 92.3, 100 KW @ 895,	BTFL/EZ	ABC-D,$ 46.00	(Katz)	Park	
WDOD-F, 96.5, 100 KW @ 1080,	COUNTRY	ABC-E,$ 55.00*	(Banner)	Bahakel	
WJTT-F, 94.3, 3 KW @ 300,	BLACK	CBS-R,$ 30.00*	(HNWH)		
WLMX-F, 105.5, 3 KW @ 270,	AC	,$ 45.00*	(Republic)		(ROSSVILLE, GA)
WYVY-F, 102.3, 3 KW @ 300,	BLACK	NBN,$ 24.00*	(Masla)		
WSKZ-F, 106.5, 100 KW @ 1076,	CHR	,$ 70.00	(Christal)	Bloomington	
WUSY-F, 100.7, 100 KW @ 500,	COUNTRY	US 2,$ 60.00	(Mc-Guild)	Colonial	

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CHICAGO

Arbitron Rank/Pop (12+): 3/6,673,400

MSA Rank/Pop: 3/8,140,000
ADI # 3
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 38/38
Diaries: 3321/2015:1/57.0%
Sample Target: 3120
% Below Line: 0
% Not Listed: 9.6

1987 Revenue: $192,000,000
HH Inc.: $38,507
Retail $: 51.2 Bil
Pop per Station: 176,116
#1 Biller: WGN $31,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WGCI-F	1153/9.2	8.0	8.2	8.6	7.7	8.5	1155/10791	10724/16.0	15.1	15.3			12.1	1422	11706	WGCI-F
2 WGN	1146/9.2	8.0	9.7	8.4	8.1	8.8	1295/15101	12588/18.8	19.8	17.8			8.8	1038	9533	WGN
3 WBBM	782/6.3	6.3	6.3	5.7	6.8	6.2	857/14874	13094/19.6	19.8	19.4			5.9	691	8692	WBBM
4. WLOO-F	594/4.8	5.4	5.3	5.3	6.2	5.2	604/ 6932	6756/10.1	10.7	12.2			3.4	404	4749	WLOO-F
5. WBMX-F	531/4.3	4.5	5.1	4.4	4.6	4.6	582/ 8573	8242/12.3	12.4	13.0			6.0	704	9178	WBMX-F
6. WBBM-F	529/4.2	3.9	4.1	3.8	3.7	4.0	531/ 9815	9677/14.5	15.0	15.1			3.9	464	10780	WBBM-F
7. WLUP-F	512/4.1	4.5	3.6	3.7	5.1	4.0	521/ 7810	7516/11.2	12.0	11.9			4.6	540	7372	WLUP-F
8. WYTZ-F	469/3.8	3.9	3.5	2.7	2.7	3.5	494/ 8893	8392/12.5	12.5	9.8			5.6	663	9066	WYTZ-F
9. WLAK-F	431/3.5	3.7	3.3	4.2	4.2	3.7	431/ 6557	6391/ 9.5	10.0	11.4			2.1	245	3770	WLAK-F
10. WCLR-F	424/3.4	3.0	2.7	3.0	3.5	3.0	433/ 6673	6586/ 9.8	9.7	10.3			3.2	382	5551	WCLR-F
11. WJMK-F	421/3.4	2.7	2.9	2.9	2.4	3.0	447/ 7389	7046/10.5	8.8	8.9			2.2	254	4485	WJMK-F
12. WJJD	402/3.2	3.3	2.7	2.6	3.4	3.0	427/ 4189	3921/ 5.9	5.6	6.6			2.3	275	2529	WJJD
13. WUSN-F	326/2.6	2.6	2.6	3.3	3.1	2.8	332/ 4760	4581/ 6.8	6.3	8.0			2.9	338	3846	WUSN-F
14. WCKG-F	327/2.6	3.4	3.7	2.9	2.8	3.2	363/ 6364	5681/ 8.5	9.4	8.0			4.5	534	6824	WCKG-F
15. WLUP	319/2.6	2.1	1.9	1.2	.7	2.0	356/ 4714	4376/ 6.5	5.7	3.1			2.1	249	3314	WLUP
16. WXRT-F	275/2.2	2.5	2.4	2.7	2.9	2.5	280/ 3711	3593/ 5.4	6.2	7.6			2.1	242	3322	WXRT-F
17. WFYR-F	269/2.2	2.0	2.9	2.6	2.3	2.4	290/ 5992	5668/ 8.5	7.8	9.2			1.9	219	3528	WFYR-F
18. WVON	252/2.0	1.6	1.2	1.5	1.5	1.6	252/ 1514	1514/ 2.3	2.1	1.9			.7	80	1360	WVON
19. WOJO-F	247/2.0	1.1	1.1	1.2	1.3	1.4	247/ 2078	2078/ 3.1	2.7	3.1			.3	32	1119	WOJO-F
20. WKQX-F	246/2.0	2.5	2.9	3.2	3.0	2.7	258/ 6104	5917/ 8.8	2.5	3.0			2.1	246	6689	WKQX-F
21. WLS	208/1.7	1.8	2.2	2.5	2.7	2.1	363/ 6102	3946/ 5.9	7.1	9.4			1.9	226	4423	WLS
22. WNUA-F	193/1.5	1.8	1.2	1.6	1.3	1.5	195/ 4128	4039/ 6.0	5.9	6.1			1.9	229	4628	WNUA-F
23. WFMT-F	164/1.3	2.0	1.1	1.4	1.3	1.5	177/ 3516	3292/ 4.9	5.3	4.3			2.0	232	3423	WFMT-F
24. WNIB-F	151/1.2	1.4	.8	1.2	.9	1.2	152/ 3014	2932/ 4.4	4.6	3.5			.8	97	1593	WNIB-F
25. WIND	139/1.1	.8	.4	.9	.8	.8	139/ 1262	1236/ 1.8	2.2	2.0			.6	65	982	WIND

12+ FM SHARE (METRO): 66.82% (7538 of 11281) (WIN 87: 68.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYTZ-F	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGN >	1. WGN >	1. WGCI-F	1. WGCI-F	1. WGCI-F>	1. WGN >
2. WBBM-F	2. WLUP-F	2. WLUP-F	2. WJMK-F	2. WGN	2. WBBM	2. WGCI-F	2. WLOO-F	2. WGN	2. WGN	2. WBBM >
3. WGCI-F	3. WBMX-F	3. WJMK-F	3. WLUP-F	3. WJMK-F	3. WLOO-F	3. WBBM	3. WGN	3. WLUP	3. WBMX-F	3. WGCI-F>
4. WBMX-F	4. WBBM-F	4. WBMX-F	4. WCLR-F	4. WCLR-F	4. WJJD	4. WLUP-F>	4. WLAK-F	4. WBBM-F	4. WBBM-F	4. WBMX-F>
5.	5. WCKG-F	WCLR-F	5. WGN	WLUP-F	5. WGCI-F	5. WJJD	5. WCLR-F	5. WBBM	5. WYTZ-F	5. WVON
6.	6. WXRT-F	6. WGN	6. WLAK-F	6. WBBM	6. WLAK-F	6. WYTZ-F	6. WBBM	6. WLOO-F	6. WBBM	6. WJJD
7.	7. WLUP	7. WBBM-F	7. WBBM	7. WLAK-F	7. WJMK	7. WLOO-F	7. WLUP-F	7. WYTZ-F	7. WLOO-F	7. WOJO-F
8.	8. WCLR-F	8. WCKG-F	8. WXRT-F	8. WXRT-F	8. WUSN-F	8. WBBM-F	8. WJJD	8. WBMX-F	8. WJMK-F	8. WJMK-F
9.	9. WYTZ-F>	WLUP	9. WFYR-F	9. WBMX-F	9. WVON	9. WCLR-F	WJMK-F	9. WLUP-F	9. WCKG-F	9. WLAK-F
10.	10.	10. WLAK-F	10. WBMX-F	WUSN-F	10. WCLR-F	10. WLAK-F	10. WFYR-F	10. WJMK-F	10. WVON	10. WBBM-F
		WXRT-F	WLUP	WFYR-F						
				WLUP						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGCI-F	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>
2. WYTZ-F	2. WBMX-F	2. WCLR-F	2. WCLR-F	2. WGN
3. WBMX-F	3. WCLR-F	3. WLUP-F	3. WLAK-F	3. WCLR-F
4. WBBM-F	4. WBBM-F	4. WBBM-F	4. WBMX-F	4. WLAK-F
5. WLUP-F	5. WLUP-F	WLAK-F	5. WBBM-F	5. WJMK-F
6. WCLR-F	6. WYTZ-F	6. WFYR-F	6. WJMK-F	6. WFYR-F
7. WCKG-F	7. WLAK-F	7. WBMX-F	7. WGN	7. WBBM
8. WKQX-F	8. WFYR-F	8. WUSN-F	8. WLUP-F	WLOO-F
9. WLAK-F	9. WKQX-F	WXRT-F	9. WFYR-F	WUSN-F
10. WLNR-F	WXRT-F	10. WKQX-F	WYTZ-F	10. WBBM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGCI-F	1. WLUP-F	1. WLUP-F	1. WGCI-F	1. WGCI-F
2. WLUP-F	2. WGCI-F>	2. WGCI-F	2. WLUP-F>	2. WJMK-F
3. WCKG-F	3. WCKG-F	3. WXRT-F	3. WJMK-F	3. WLUP-F
4. WBMX-F	4. WLUP	4. WLUP	4. WLUP	4. WGN
5. WYTZ-F	5. WBMX-F	5. WCKG-F	5. WCKG-F	5. WBBM
6. WLUP	6. WXRT-F>	6. WBMX-F	6. WBMX-F	6. WXRT-F
7. WBBM-F>	7. WBBM-F	7. WJMK-F	7. WXRT-F	7. WLUP
8. WGN	8. WYTZ-F	8. WCLR-F	8. WGN	8. WCLR-F
9. WUSN-F	9. WJMK-F	9. WGN	9. WBBM	9. WCKG-F
10. WXRT-F	10. WCLR-F	WIND	10. WCLR	10. WBMX-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAIT	850	Crystal Lake	.4/ .8
WCZE	820	Chicago	.7/1.9
WGCI	1390	Chicago	.5/1.8
WJOB	1230	Hammond	.3/ .8
WJOL	1340	Joliet	.3/ .7
WJPC	950	Chicago	.2/1.4
WLNR-F	106.3	Lansing	.9/2.7
WJZQ-F	95.1	Kenosha	.3/1.5
WILLI-F	96.7	Joliet	.4/1.0
WIMAQ	670	Chicago	1.1/6.2
WVVX-F	103.1	Highland Park	.3/ .8
WYCA	92.3	Hammond	.4/1.4
WYSY-F	107.9	Aurora	.4/1.4

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,$220.00*	(CBS)	CBS
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	MBS,$ 65.00	(MMR)	H & W
WCZE,	820,	5 KW/1 KW (DA-N)	, SOFT AC	MBS,$ 70.00	(Republic)	Century
WGCI,	1390,	5 KW (DA-2)	, URBAN	,$ NA	(Mc-Guild)	Gannett
WGN ,	720,	50 KW	, VARIETY/TALK	ABC-I,$340.00*	(Christal)	Tribune Co.
WIND,	560,	5 KW (DA-2)	, SPANISH	,$ 80.00	(Katz)	Tichenor
WJJD,	1160,	50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,$140.00*	(Katz)	Infinity
WJPC,	950,	1 KW/5 KW (DA-N)	, BLACK	NBN,$ 70.00*	(---)	Johnson
WLS .	890,	50 KW	, AC/CONTEMP	ABC-C,$170.00*	(Banner)	Cap Cities/ABc
WMAQ,	670,	50 KW	, TALK	NBC,NBC-T,$150.00*	(Group W)	NBC
WSBC,	1240,	1 KW	, ETHNIC	,$ 24.00	(---)	
WVON,	1450,	1 KW	, BLACK	MBS,$ 51.00	(Roslin)	

FM STATIONS

WBBM,	96.3,	6 KW @ 1174,	CHR	CBS-R,$150.00*	(CBS)	CBS	
WBMX,	102.7,	6 KW @ 1170,	BLACK	ABC-F,$155.00*	(Durpetti)		
WCKG,	105.9,	4 KW @ 1575,	AOR	,$115.00*	(Katz)	Cox	
WCLR,	101.9,	4 KW @ 1560,	AC	,$175.00*	(Mc-Guild)	Bonneville	
WFMT,	98.7,	16 KW @ 1167,	CLASSICAL	,$150.00	(CMBS)		
WFYR,	103.5,	4 KW @ 1548,	AC	US 1,$140.00*	(Republic)	RKO	
WGCI,	107.5,	33 KW @ 600,	URBAN	,$190.00*	(Mc-Guild)	Gannett	
WJMK,	104.3,	19 KW @ 820,	OLDIES	US 2,$160.00	(Katz)	Infinity	
WKQX,	101.1,	6 KW @ 1170,	CONTEMP	Source,$180.00*	(Eastman)	NBC	
WLAK,	93.9,	5 KW @ 1581,	SOFT AC	,$175.00*	(Christal)	Viacom	
WLOO,	100.3,	6 KW @ 1167,	BTFL/EZ	ABC-E,$240.00	(Republic)	Century	
WLUP,	97.9,	6 KW @ 1170,	AOR	,$225.00*	(MMR)	H & W	
WNIB,	97.1,	8 KW @ 1196,	CLASSICAL	,$ 95.00	(---)		
WOJO,	105.1,	6 KW @ 1174,	SPANISH	,$ 87.00	(Katz)	Tichenor	
WNUA,	95.5,	6 KW @ 1170,	JAZZ/NEW AGE	,$105.00*	(Durpetti)	Pyramid	
WUSN,	99.5,	6 KW @ 1170,	COUNTRY	ABC-D,$165.00*	(Torbet)	First Media	
WXRT,	93.1,	7 KW @ 1310,	AOR	,$175.00	(CBS)		
WTYZ,	94.7,	6 KW @ 1170,	CHR	ABC-R,$130.00*	(Banner)	Cap Cities/ABC	
WTWV,	106.7,	50 KW @ 328,	JAZZ/NEW AGE	SMN,$ 80.00*	(Roslin)		(DES PLAINES)
WLNR,	106.3,	2 KW @ 397,	AC/JAZZ	,$ 28.00	(---)		(LANSING)

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CINCINNATI

Arbitron Rank/Pop (12+): 30/1,151,600

MSA Rank/Pop: 31/1,690,000
ADI # 29
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 25/22
Diaries: 1438/809:1/56.1%
Sample Target: 1340
% Below Line: 2.0
% Not Listed: 7.6

1987 Revenue: $45,700,000
HH Inc.: $33,116
Retail $: 10.8 Bil
Pop per Station: 52,850
#1 Biller: WLW $8,300,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WEBN-F	236/12.4	11.9	16.7	10.3	12.6	12.8	282/3664	2868/24.7	24.8	24.0			17.1	339	4029	WEBN-X
2. WWEZ-F	183/ 9.6	8.8	9.2	9.6	10.5	9.3	232/2426	1958/16.8	16.9	18.3			9.1	181	1941	WWEZ-F
3. WKRQ-F	175/ 9.2	9.5	7.8	9.6	10.0	9.0	246/4112	3053/26.3	24.0	24.8			11.1	220	3208	WKRQ-F
4. WKRC	154/ 8.1	8.0	6.1	6.3	8.8	7.1	176/2519	2099/18.1	20.0	20.6			7.0	139	1879	WKRC
5. WLW	132/ 6.9	9.7	13.4	13.9	7.2	11.0	214/3648	2268/19.5	21.8	21.5			6.6	131	2401	WLW
6. WCKY	110/ 5.8	4.9	6.0	4.2	4.5	5.2	121/1420	1219/10.5	10.1	11.3			4.3	85	1007	WCKY
7. WRRM-F	107/ 5.6	5.3	4.2	4.0	5.0	4.8	123/1862	1579/13.6	13.9	13.6			4.1	81	1571	WRRM-F
8. WUBE-F	91/ 4.8	5.3	5.3	5.9	6.2	5.3	133/1787	1136/ 9.8	11.5	13.3			5.7	113	1415	WUBE-F
9. WLLT-F	88/ 4.6	2.8	3.3	2.7	3.4	3.3	118/1686	1221/10.5	9.8	11.0			3.9	77	1063	WLLT-F
10. WBLZ-F	86/ 4.5	4.4	3.4	4.6	4.7	4.2	94/1399	1189/10.2	10.4	12.5			5.1	101	1652	WBLZ-F
11. WBVE-F	80/ 4.2	3.8	3.8	4.4	3.8	4.0	156/1992	1062/ 9.1	9.3	8.6			4.7	94	1588	WBVE-F
12. WWNK-F	64/ 3.4	3.4	2.2	3.3	3.1	3.1	76/1751	1323/11.4	12.1	11.0			3.1	61	1112	WWNK-F
13. WIZF-F	61/ 3.2	3.7	2.4	2.5	1.8	3.0	61/ 707	689/ 5.9	5.2	3.2			3.9	78	1087	WIZF-F
14.																
15.																
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 70.60% (1239 of 1755) (WIN 87: 72.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRQ-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F	1. WEBN-F	1. WWEZ-F	1. WKRC	1. WWEZ-F	1. WEBN-F>	1. WEBN-F>	1. WKRC
2. WEBN-F>	2. WKRQ-F	2. WKRQ-F	2. WLW >	2. WLW >	2. WKRC	2. WEBN-F	2. WEBN-F	2. WLW	2. WKRQ-F	2. WCKY
3. WBLZ-F	3. WRRM-F	3. WRRM-F	3. WKRQ-F	3. WKRC	3. WCKY	3. WKRQ-F	3. WRRM-F	3. WWEZ-F	3. WLW	3. WEBN-F
4.	4. WBLZ-F	4. WLW	4. WKRC	4. WUBE-F	4. WLW	4. WWEZ-F	4. WKRC	4. WKRQ-F	4. WBLZ-F	4. WUBE-F
5.	5. WLLT-F	5. WLLT-F	5. WRRM-F	5. WKRQ-F	5. WUBE-F	5. WCKY	5. WLLT-F	5. WRRM-F	5. WWEZ-F	5. WBLZ-F
6.	6. WLW	6. WKRC	6. WUBE-F	6. WWEZ-F	6. WBVE-F	6. WLW	6. WKRQ-F	6. WLLT-F	6. WKRC	WWEZ-F
7.	7. WWNK-F	7. WBLZ-F	7. WWEZ-F	7. WRRM-F	7.	7.	7. WCKY	7. WBLZ-F	7.	7. WKRQ-F
8.	8.	WUBE-F	8.	8. WLLT-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WEBN-F	1. WEBN-F
2. WKRQ-F	2. WKRQ-F	2. WKRQ-F	2. WKRQ-F	2. WRRM-F
3. WRRM-F	3. WRRM-F	3. WLLT-F	3. WRRM-F	3. WKRQ-F
4. WBLZ-F	4. WLLT-F	4. WRRM-F	4. WLLT-F	4. WUBE-F
5. WLLT-F	5. WBLZ-F	WUBE-F	5. WIZF-F	5. WWEZ-F
6. WBVE-F	6. WIZF-F	6. WBLZ-F	6. WBLZ-F	6. WKRC
7.	7. WWNK-F	WIZF-F	7. WWEZ-F	7. WLLT-F
8.	8.	8. WWNK-F	WWNK-F	8.
9.	9.	9.	9. WUBE-F	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F>	1. WLW
2. WBLZ-F	2. WLW	2. WLW >	2. WLW >	2. WEBN-F>
3. WKRQ-F	3. WKRQ-F	3. WKRQ-F>	3. WKRQ-F	3. WKRC
4.	4. WBLZ-F	4. WBVE-F	4. WKRC	4. WUBE-F
5.	5. WWNK-F	WKRC	5. WUBE-F	5. WLLT-F
6.	6. WKRC	WWNK-F	6. WBLZ-F	6. WWEZ-F
7.	7.	7. WRRM-F	WWEZ-F	7. WBVE-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIN	1480	Cincinnati	1.3/3.7
WDJO	1230	Cincinnati	1.0/2.6
WJOJ-F	107.1	Milford	1.2/6.1
WMLX	1180	Florence	1.6/1.5
WNOP	740	Newport	.8/1.3
WOXY-F	92.7	Oxford	.4/ .9
WSCH-F	99.3	Aurora	.3/ .6
WTSJ	1050	Cincinnati	.5/1.4
WWNK	1360	Cincinnati	.7/2.4
WHIO-F	99.1	Dayton	.9/2.5
WONE	980	Dayton	.3/ .8
WTUE-F	104.7	Dayton	.7/2.8

RADIO STATIONS

AM STATIONS

WCIN, 1480,	5 KW/500 W (DA-2)	, BLACK	NBN,SBN,$ 32.00	(Roslin)			
WCKY, 1530,	5 KW (DA-N)	, NEWS/TALK	NBC,CBS,NBC-T,$ 67.00	(CBS)	Federated		
WDJO, 1230,	1 KW	, OLDIES	US 2,$ 41.00	(Mc-Guild)	American		
WKRC, 550,	5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,$ 90.00*	(Katz)	Great American		
WLW , 700,	50 KW	, MOR	ABC-I,$ 90.00*	(Eastman)	Jacor		
WNOP, 740,	1 KW (DAYS,DA)	, JAZZ/VARIETY	,$ 22.00	(---)			(NEWPORT, KY)
WTSJ, 1050,	1 KW (DAYS)	, RELIGION	CNN,$ 20.00	(---)			
WWNK, 1360,	5 KW (DA-N)	, OLDIES	,$ 35.00*	(MMR)	Booth		

FM STATIONS

WBLZ, 103.5,	19 KW @	790, BLACK	,$ 71.00*	(Republic)	Panache		(HAMILTON)
WBVE, 96.5,	20 KW @	810, COUNTRY	ABC-D,$ 45.00*	(Durpetti)	Reams		(HAMILTON)
WEBN, 102.7,	17 KW @	876, AOR	,$ 90.00*	(Eastman)	Jacor		
WIZF, 100.9,	1 KW @	466, URBAN	,$ 20.00	(Torbet)	Inter Urban		(ERLANGER, KY)
WLLT, 94.9,	27 KW @	650, AC	,$ 65.00*	(Republic)	Hoker		(FAIRFIELD)
WJOJ, 107.1,	3 KW @	300, AC	,$ 40.00	(K & P)			(MILFORD)
WKRQ, 101.9,	25 KW @	660, CHR	ABC-F,$ 93.00*	(Katz)	Great American		
WRRM, 98.5,	15 KW @	810, AC	,$ 73.00*	(Banner)	Susquehanna		
WUBE, 105.1,	14 KW @	920, COUNTRY	,$ 78.00*	(Mc-Guild)	American		
WWEZ, 92.5,	11 KW @	905, BTFL/EZ	,$ 80.00*	(CBS)	Federated		
WWNK, 94.1,	32 KW @	550, AC	,$ 55.00*	(MMR)	Booth		

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CLEVELAND

Arbitron Rank/Pop (12+): 21/1,782,100

MSA Rank/Pop: 24/1,840,000
ADI # 11
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 28/22
Diaries: 1708/1033:1/58.1%
Sample Target: 1640
% Below Line: 3.9
% Not Listed: 7.8

1987 Revenue: $44,300,000
HH Inc.: $33,340
Retail $: 13.4 Bil
Pop per Station: 80,191
#1 Biller: WMMS-F $9,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	378/12.4	12.5	11.7	12.9	12.1	12.4	538/7567	4661/26.4	24.7	28.6			18.5	557	6355	WMMS-F
2. WQAL-F	348/11.4	10.1	9.3	8.5	8.2	9.8	400/3979	3212/18.2	17.6	16.1			6.2	185	1999	WQAL-F
3. WZAK-F	243/ 8.0	8.9	9.8	7.5	8.1	8.5	289/2675	2193/12.4	11.2	12.1			10.9	328	3457	WZAK-F
4. WMJI A/F	222/ 7.3	9.0	11.3	13.1	11.5	10.2	320/5435	3616/20.5	NA	NA			7.4	222	2851	WMJI A/F
5. WLTF-F	192/ 6.3	7.4	6.5	5.4	6.3	6.4	242/4288	3204/18.2	18.6	19.4			5.8	175	2412	WLTF-F
6. WGAR-F	187/ 6.1	4.7	4.0	5.9	4.7	5.2	226/2517	1762/10.0	10.3	10.0			6.3	189	2121	WGAR-F
7. WDOK-F	155/ 5.1	6.8	4.4	5.2	6.3	5.4	213/3276	2492/14.1	17.6	14.1			3.9	117	1920	WDOK-F
8. WNCX-F	147/ 4.8	4.8	4.7	4.1	3.2	4.6	175/2898	2160/12.2	13.4	14.7			6.1	182	3057	WNCX-F
9. WWWE	143/ 4.7	5.3	6.4	6.9	5.1	5.8	191/3662	2533/14.4	15.5	15.3			5.1	152	2671	WWWE
10. WERE	133/ 4.4	3.7	2.9	3.2	3.2	3.5	134/1832	1765/10.0	9.5	10.4			3.7	111	2153	WERE
11. WRMR	89/ 2.9	1.1	1.1	1.2	1.6	1.6	106/1361	1063/ 6.0	3.4	4.6			1.0	29	550	WRMK
12. WRQC-F	81/ 2.7	2.7	3.1	3.1	3.5	2.9	84/2013	1880/10.7	9.6	12.2			4.3	128	2407	WRQC-F
13. WNWV-F	75/ 2.5	1.0	1.1	1.1	1.6	1.4	88/1540	1270/ 7.2	3.7	4.2			2.7	82	858	WNWV-F
14. WPHR-F	59/ 1.9	1.6	2.0	1.5	2.2	1.7	110/2474	1669/ 9.5	5.9	8.3			2.6	78	1264	WPHR-F
15. WCLV-F	56/ 1.8	2.1	1.4	1.6	1.7	1.7	59/1147	1008/ 5.7	5.4	4.6			1.3	40	794	WCLV-F
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 79.75% (2237 of 2805) (WIN 87: 75.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZAK-F	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F	1. WQAL-F>	1. WMMS-F	1. WQAL-F>	1. WMMS-F	1. WZAK-F>	1. WZAK-F>
2. WRQC-F	2. WZAK-F	2. WMJI-F+	2. WMJI-F+	2. WMJI-F+	2. WERE	2. WMJI-F	2. WMMS-F+>	2. WQAK-F	2. WMMS-F	2. WERE
3. WMMS-F>	3. WNCX-F	3. WZAK-F	3. WLTF-F	3. WLTF-F	3. WWWE	3. WQAL-F	3. WDOK-F	3. WZAL-F	3. WLTF-F	WWWE
4.	4. WLTF-F	4. WLTF-F	4. WZAK-F	4. WQAL-F	4. WMJI-F+	4. WZAK-F	4. WMJI-F+	4. WLTF-F	4. WNCX-F	4. WQAL-F
5.	5. WMJI-F+>	5. WNCX-F	5. WGAR-F	5. WZAK-F	5. WGAR-F	5. WGAR-F	5. WLTF-F	5. WGAR-F	5. WWWE	5. WGAR-F
6.	6. WGAR-F	6. WGAR-F	6. WNCX-F	6. WGAR-F	6. WDOK-F	6. WLTF-F	6. WWWE	6. WMJI-F+	6. WGAR-F	6. WMJI-F
7.	7. WDOK-F	7. WDOK-F	7. WQAC-F	7. WDOK-F	7.	7. WWWE	7. WNCX-F	7. WNCX-F	7. WQAL-F	7. WMMS-F
8.	8.	8.	8. WDOK-F	8.	8.	8. WERE	8. WGAR-F	8. WDOK-F	8. WRQC-F	8. WLTF-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMMS-F	1. WMMS-F>	1. WMMS-F	1. WMMS-F	1. WMMS-F
2. WZAK-F	2. WZAK-F	2. WLTF-F	2. WLTF-F	2. WLTF-F
3. WLTF-F	3. WLTF-F>	3. WZAK-F	3. WZAK-F	3. WQAL-F
4. WMJI-F	4. WMJI-F	4. WMJI-F+	4. WMJI-F+	4. WMJI-F+
5. WNCX-F	5. WNCX-F	5. WDOK-F	5. WGAR-F	WZAK-F
6. WGAR-F	6. WDOK-F	6. WNCX-F	6. WDOK-F	6. WDOK-F
7.	7. WGAR-F	7. WGAR-F	7. WQAL-F	7. WGAR-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F
2. WNCX-F	2. WNCX-F	2. WNCX-F>	2. WMJI-F+	2. WMJI-F+>
3. WZAK-F	3. WZAK-F	3. WMJI-F+	3. WNCX-F	3. WNCX-F
4. WGAR-F	4. WMJI-F+	4. WZAK-F	4. WZAK-F	4. WZAK-F
5. WMJI-F+	5. WGAR-F	5. WLTF-F	5. WGAR-F	5. WGAR-F
6.	6. WNWV-F	6. WNWV-F	6. WLTF-F	6. WQAL-F
7.	7.	7. WGAR-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABQ	1540	Cleveland	1.0/2.0
WELW	1330	Willoughby	.7/1.3
WEOL	930	Elyria	1.0/2.2
WGAR	1220	Cleveland	1.0/4.2
WHK	1420	Cleveland	.6/4.0
WJMO	1490	Cleveland Heights	1.5/3.3
WDBN-F	94.9	Medina	.9/2.2
WDON-F	104.9	Geneva	.3/ .8
WKDD-F	96.5	Akron	.7/4.7
WNIR-F	100.1	Kent	.5/1.0
WONE-F	97.5	Akron	1.0/3.7
CKLW	800	Windsor	.6/1.7

RADIO STATIONS

AM STATIONS

WABQ, 1540,	1 KW (DAYS)	, GOSPEL	NBN,$ 21.00	(---)		
WMJI, 1260,	5 KW (DA-2)	, AC	,$ 50.00*	(Eastman)	Jacor	
WELW, 1330,	500 W (DAYS,DA)	, BTFL/ETHNIC	,$ 18.00	(---)		
WERE, 1300,	5 KW (DA-1)	, NEWS/TALK	CBS,MBS,ABC-T,$ 57.00*	(Banner)	Metropolis	
WHK , 1420,	5 KW (DA-N)	, OLDIES	NBC,$ 50.00*	(Katz)	Malrite	
WJMO, 1490,	1 KW	, BLAKC	NBN,SBN,$ 35.00*	(MMR)	United	
WRMR, 850,	10 KW/5 KW (DA-2)	, NOST/MOR	APR,$ 44.00*	(Christal)	Booth	
WWWE, 1100,	50 KW	, TALK/NEWS	ABC-I,CNN,NBC-T,$ 80.00*	(Mc-Guild)		
WGAR, 1220,	50 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(HNWH)	Nationwide	

FM STATIONS

WCLV, 95.5,	37 KW @ 580,	CLASSICAL	,$ 58.00	(CMBS)		
WNWV, 107.3,	50 KW @ 275,	JAZZ/NEW AGE	SMN,$ 28.00*	(Regional)		(ELYRIA)
WDOK, 102.1,	9 KW @ 1000,	BTFL/EZ	,$ 82.00*	(Mc-Guild)		
WGAR, 99.5,	50 KW @ 500,	COUNTRY	ABC-E,$ 80.00*	(HNWH)	Nationwide	
WLTF, 106.5,	11 KW @ 1060,	AC	APR,$110.00*	(Christal)	Booth	
WMJI, 105.7,	27 KW @ 900,	AC	,$104.00*	(Eastman)	Jacor	
WMMS, 100.7,	32 KW @ 600,	AOR/CHR	Source,$160.00*	(Katz)	Malrite	
WNCX, 98.5,	16 KW @ 960,	CLASSIC AOR	ABC-F,$ 75.00	(Banner)	Metropolis	
WQAL, 104.1,	11 KW @ 1060,	BTFL/EZ	,$100.00*	(Christal)	WIN	
WRQC, 92.3,	27 KW @ 234,	CHR	ABC-C,ABC-R,$ 56.00	(MMR)	United	
WZAK, 93.1,	28 KW @ 620,	URBAN	CBS-R,$ 90.00	(Durpetti)	Zapis	
WPHR, 107.9,	70 KW @ 390,	CHR	ABC-C,US 1,$ 65.00*	(Republic)	Ardman	

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,068,000

MSA Rank/Pop: 36/1,300,000
ADI # 33
Average Person Ratings: 14.9
Market TSL: 19.8 hours

Stations: 21/19
Diaries: 1442/748:1/57.7%
Sample Target: 1280
% Below Line: 2.1
% Not Listed: 11.3

1987 Revenue: $34,100,000
HH Inc.: $32,109
Retail $: 9.2 Bil
Pop per Station: 56,732
#1 Biller: WLVQ-F $6,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WNCI-F	161/10.0	9.8	10.6	9.2	8.2	9.9	246/4030	2760/25.6	23.9	22.2			10.2	188	3101	WNCI-F
2. WBNS-F	158/ 9.8	10.9	10.7	8.9	12.9	10.0	189/2596	2104/19.5	18.0	19.4			7.8	143	1995	WBNS-F
3. WTVN	150/ 9.3	9.8	7.6	10.1	8.7	9.2	181/2541	2024/18.8	18.7	21.0			7.4	137	1529	WTVN
4. WXGT-F	148/ 9.2	8.0	8.3	9.2	8.9	8.7	176/2977	2426/22.5	23.3	24.2			11.0	202	2836	WXGT-F
5. WLVQ-F	143/ 8.9	9.5	11.9	11.3	13.1	10.4	162/2466	2067/19.2	21.8	23.0			11.9	218	2524	WLVQ-F
WSNY-F	143/ 8.9	8.7	6.8	9.7	7.9	8.5	155/2339	2143/19.9	20.4	19.2			8.8	161	1927	WSNY-F
7. WHOK-F	79/ 4.9	4.8	4.4	4.4	3.6	4.6	122/1609	1079/10.0	10.7	7.8			5.5	102	1273	WHOK-F
8. WMGG-F	74/ 4.6	4.6	3.6	4.1	4.2	4.2	80/1428	1265/11.7	12.5	13.0			8.3	152	1522	WMGG-F
9. WCKX-F	52/ 3.2	1.7	2.7	1.8	1.4	3.4	52/ 608	608/ 5.6	3.5	2.6			3.4	62	840	WCKX-F
10. WMNI	51/ 3.2	3.8	3.4	3.3	3.1	3.4	52/ 675	631/ 5.9	6.4	6.4			2.4	44	709	WMNI
11. WBBY-F	44/ 2.7	2.1	1.8	2.3	1.4	2.2	44/ 723	701/ 6.5	5.4	4.7			1.6	30	446	WBBY-F
12. WCOL	42/ 2.6	1.5	2.5	1.8	2.2	2.1	45/ 548	494/ 4.6	4.7	5.5			1.8	34	966	WCOL
13. WVKO	33/ 2.1	2.7	1.9	3.1	3.3	2.4	33/ 658	658/ 6.1	5.9	6.1			2.3	42	1041	WVKO
14.																
15.																
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 72.91% (1039 of 1425) (WIN 87: 73.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WXGT-F>	1. WLVQ-F	1. WNCI-F	1. WSNY-F>	1. WSNY-F>	1. WBNS-F	1. WTVN	1. WBNS-F>	1. WNCI-F	1. WXGT-F	1. WCXX-F
2. WNCI-F>	2. WNCI-F>	2. WSNY-F	2. WNCI-F	2. WTVN	2. WTVN >	2. WNCI-F	2. WSNY-F	2. WBNS-F	2. WLVQ-F	2. WMNI
3. WLVQ-F>	3. WSNY-F	3. WLVQ-F	WTVN	3. WNCI-F	3. WSNY-F	3. WXGT-F	3. WTVN	3. WSNY-F	3. WNCI-F>	3. WBNS-F
4. WCKX-F	4. WXGT-F	4. WXGT-F	4. WLVQ-F	4. WLVQ-F	4. WHOK-F	4. WSNY-F	4. WNCI-F	4. WLVQ-F	4. WSNY-F	WHOK-F
WVKO	5. WMGG-F>	5. WTVN	5. WXGT-F	5. WHOK-F	5. WCOL	5. WLVQ-F	5. WLVQ-F	5. WXGT-F	5. WBNS-F	5. WTVN
6.	6.	6. WMGG-F	6. WHOK-F	6. WXGT-F	6. WMNI	6. WBNS-F	6. WXGT-F	6. WTVN	6. WTVN	6. WXGT-F
7.	7.	7.	7. WBNS-F	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNCI-F	1. WNCI-F>	1. WSNY-F	1. WSNY-F	1. WSNY-F>
2. WXGT-F	2. WSNY-F	2. WNCI-F>	2. WNCI-F	2. WTVN
3. WLVQ-F	3. WXGT-F>	3. WXGT-F	3. WXGT-F	3. WNCI-F
4. WSNY-F	4. WLVQ-F	4. WHOK-F	4. WLVQ-F	4. WXGT-F
5. WCKX-F	5.	5. WLVQ-F	WTVN	5. WHOK-F
6.	6.	WMGG-F	6. WHOK-F	6. WBNS-F
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLVQ-F	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F>	1. WLVQ-F
2. WMGG-F>	2. WMGG-F	2. WNCI-F	2. WNCI-F	2. WSNY-F
3. WNCI-F	3. WNCI-F>	3. WSNY-F	3. WMGG-F	3. WTVN-F
4. WCKX-F	4. WSNY-F	4. WMGG-F	4. WSNY-F	4. WNCI-F>
5. WXGT-F	5. WXGT-F	5. WHOK-F	5. WTVN	5. WHOK-F
6.	6.	WTVN	6. WXGT-F	6. WBNS-F
7.	7.	WXGT-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBNS	1460	Columbus	1.8/6.7
WCLT	1430	Newark	.7/1.0
WCLT-F	100.3	Newark	.6/1.9
WHTH	790	Heath	1.9/1.4
WRFD	880	Columbus	.9/2.4
WZZT-F	103.1	Johnstown	1.2/4.1
WMRN-F	106.9	Marion	.6/1.6
WLW	700	Cincinnati	1.6/5.4

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N)	, MOR	ABC-I,NBC-T,$ 45.00*	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW	, NOSTALGIA	CBS,SMN,$ 35.00	(Christal)	Great Trails
WMNI,	920,	1 KW/500 W (DA-2)	, COUNTRY	MBS,$ 34.00*	(Torbet)	
WRFD,	880,	5 KW (DAYS)	, RELIGION	CNN,$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N)	, MOR/AC	ABC-E,$113.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2)	, BLACK	SBN,$ 35.00*	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2 KW @	360, JAZZ	US 2,$ 25.00	(Torbet)		
WBNS,	97.1,	26 KW @	660, BTFL/EZ	,$ 65.00*	(Banner)	Columbus Dispatch	
WCKX,	106.3,	3 KW @	300, BLACK	NBN,$ 28.00*	(Roslin)		
WLVQ,	96.3,	18 KW @	753, AOR	Source,$105.00*	(Katz)	Great American	
WHOK,	95.5,	50 KW @	215, COUNTRY	APR,$ 20.00	(Regional)		(LANCASTER)
WMGG,	99.7,	50 KW @	500, AC/CLAS. HITS	MBS,$ 60.00*	(Torbet)		
WNCI,	97.9,	175 KW @	565, CHR	ABC-C,$ 90.00	(MMR)	Nationwide	
WSNY,	94.7,	22 KW @	753, AC	,$100.00*	(Mc-Guild)	Saga	
WXGT,	92.3,	18 KW @	753, CHR	CBS-R,$ 70.00*	(Christal)	Great Trails	
WZZT,	103.1,	1.5 KW @	444, BLACK	MBS,$ 36.00*	(Masla)		(JOHNSTOWN)

WLW - See Cincinnati

DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 10/2,959,100

MSA Rank/Pop: Dallas - 13/2,420,800
ADI # 8 Fort Worth - 39/1,271,100
Average Person Ratings: 17.7
Market TSL: 23.3 hours

Stations: 30/30
Diaries: 2548/1202:1/54.7%
Sample Target: 220
% Below Line: 0
% Not Listed: 6.8

1987 Revenue: $116,500,000
HH Inc.: $36,977
Retail $: 28.0 Bil
Pop per Station: 102,087
#1 Biller: KVIL A/F $18,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KKDA-F	469/8.7	8.6	10.6	8.7	9.6	9.2	505/4253	3836/12.5	11.4	13.1			11.4	633	4659	KKDA-F
2. KVIL A/F	438/8.1	9.6	8.1	7.5	7.2	8.3	449/5218	5020/16.4	19.6	14.0			7.9	440	4683	KVIL A/F
3. KPLX-F	422/7.8	7.4	6.9	7.4	8.4	7.4	486/5934	5018/16.4	16.1	17.4			8.4	467	4823	KPLX-F
4. KRLD	316/5.8	6.6	5.6	5.6	5.5	5.9	393/6435	5146/16.8	20.8	16.4			5.0	278	4164	KRLD
5. KMEZ A/F	308/5.6	6.0	6.3	4.9	6.3	5.7	363/3795	3247/10.6	11.3	12.5			4.4	247	2575	KMEZ A/F
6. KHYI-F	304/5.6	4.9	4.1	3.9	4.2	4.6	353/5042	4584/15.0	14.0	11.7			6.6	367	5563	KHYI-F
7. WBAP	289/5.3	5.3	5.2	6.6	5.2	5.6	530/7535	4258/13.9	12.2	11.9			5.1	283	3485	WBAP
8. KEGL-F	285/5.3	6.2	4.6	6.3	5.3	5.6	360/6184	5200/17.0	16.9	17.4			9.4	518	5372	KEGL-F
9. KTXQ-F	248/4.6	3.7	3.9	4.6	4.3	4.2	261/4146	3830/12.5	10.7	12.7			4.8	268	3556	KTXQ-F
10. KSCS-F	229/4.2	4.1	5.8	4.5	3.2	4.7	278/4741	3998/13.1	11.5	10.7			4.9	269	4145	KSCS-F
11. KQZY-F	202/3.7	3.3	3.3	3.6	3.6	3.5	208/3343	3172/10.4	7.9	10.2			1.8	102	1813	KQZY-F
12. KLUV-F	181/3.3	3.6	3.6	4.0	3.3	3.6	191/3154	2809/ 9.2	11.0	8.9			2.3	126	2577	KLUV-F
13. KHVN	172/3.2	1.6	2.9	2.0	3.0	2.4	172/1082	1069/ 3.5	2.7	3.4			1.4	79	866	KHVN
14. KOAI-F	145/2.7	2.8	2.2	2.0	3.1	2.4	148/2327	2254/ 7.4	8.0	11.4			2.3	127	1609	KOAI-F
15. KZEW-F	129/2.4	3.0	2.8	2.5	2.2	2.7	138/3000	2730/ 8.9	8.7	8.5			3.8	212	3270	KZEW-F
16. KDLZ-F	111/2.1	1.6	1.4	1.4	2.0	1.6	111/1613	1613/ 5.3	4.6	5.3			2.0	110	1710	KDLZ-F
17. KZPS-F	110/2.0	1.5	2.4	2.7	2.0	2.2	116/1983	1360/ 6.1	4.9	7.7			1.9	103	1589	KZPS-F
18. KLIF	108/2.0	2.2	1.7	1.9	1.5	2.0	120/1881	1722/ 5.6	5.9	5.0			1.5	82	1850	KLIF
19. KMGC-F	107/2.0	2.4	3.0	3.6	3.9	2.8	110/2516	2448/ 8.0	8.9	10.5			1.6	89	1722	KMGC-F
20. KOJO-F	95/1.8	2.9	2.4	1.4	1.9	2.1	99/1787	1574/ 5.1	5.9	2.3			2.3	126	1212	KOJO-F
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 76.52% (3859 of 5043) (WIN 87: 76.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHYI-F>	1. KKDA-F	1. KVIL A/F	1. KVIL A/F	1. KVIL A/F	1. KMEZ A/F	1. KVIL A/F	1. KVIL A/F	1. KVIL A/F	1. KKDA-F>	1. KKDA-F>
2. KEGL-F	2. KTXQ-F	2. KKDA-F	2. KPLX-F	2. KPLX-F	2. KRLD	2. KRLD	2. KPLX-F	2. KKDA-F	2. KHYI-F	2. KRLD
3. KKDA-F>	KVIL A/F	3. KPLX-F	3. KKDA-F	3. KKDA-F>	3. KPLX-F	3. KPLX-F	3. KMEZ A/F	3. KPLX-F	3. KEGL-F	3. KPLX-F
4.	4. KEGL-F	4. KTXQ-F	4. KLUV-F	4. KLUV-F	4. WBAP	4. WBAP	4. KKDA-F	4. KMEZ A/F	4. KTXQ-F	WBAP
5.	5. KPLX-F	5. KEGL-F	5. KQZY-F	5. KRLD	5. KVIL A/F>	5. KKDA-F	5. KRLD	5. KHYI-F	5. KDLZ-F	5. KHYI-F
6.	6. KHYI-F	6. KHYI-F	6. KOAI-F	6. KQZY-F	6. KSCS-F	6. KEGL-F	6. WBAP	6. KEGL-F	6. KPLX-F	6. KVIL A/F
7.	7. KZEW-F	KLUV-F	7. KRLD	7. WBAP	7. KHVN-F	7. KHYI-F	7. KLUV-F	7. WBAP	7. KMEZ A/F	7. KDLZ-F
8.	8. KLUV-F	8. KQZY-F	8. KTXQ-F	8. KMEZ A/F	KKDA-F	8. KMEZ A/F	8. KQZY-F	8. KTXQ-F	8. KVIL A/F	KEGL-F
9.	9.	9.	9.	9. KOAI-F	9. KQZY-F	9. KTXQ-F	9. KSCS-F	9.	9.	9.
10.	10.	10.	10.	KSCS-F	10.	10.	KTXQ-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKDA-F	1. KKDA-F	1. KVIL A/F	1. KVIL A/F	1. KVIL A/F>
2. KEGL-F	2. KVIL A/F	2. KKDA-F	2. KKDA-F	2. KPLX-F
3. KHYI-F	3. KEGL-F	3. KPLX-F	3. KPLX-F>	3. KKDA-F
4. KVIL A/F	KPLX-F	4. KLUV-F	4. KQZY-F	4. KQZY-F
5. KTXQ-F	5. KHYI-F>	5. KEGL-F	5. KEGL-F	5. KLUV-F
6. KPLX-F	6. KTXQ-F	6. KHYI-F	6. KHYI-F	6. KMEZ A/F
7. KSCS-F	7. KLUV-F	7. KZPS-F	7. KLUV-F	7. KSCS-F
8.	8. KQZY-F	8. KMGC-F	8. KSCS-F	8. KMGC-F
9.	KSCS-F	9. KDLZ-F	9.	WBAP
10.	10.	10. KQZY-F	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTXQ-F	1. KTXQ-F	1. KTXQ-F	1. KTXQ-F	1. KPLX-F
2. KKDA-F	2. KKDA-F	2. KKDA-F	2. KKDA-F	2. KVIL A/F
3. KEGL-F	3. KEGL-F	3. KPLX-F	3. KPLX-F	3. KKDA-F
4. KHYI-F>	4. KZEW-F	4. KVIL A/F	4. KVIL A/F	KRLD
KZEW-F>	5. KPLX-F	5. KZEW-F	5. KEGL-F	5. KTXQ-F
6. KSCS-F	6. KHYI-F	6. KOAI-F	6. KZEW-F	6. KOAI-F
7. KVIL A/F	KVIL A/F	7. KZPS-F	7. KRLD	7. WBAP
8. KHVN	8. KOAI-F	8. KLUV-F	8. KLUV-F	8. KLUV-F
KPLX-F	KZPS-F	9. KEGL-F	KOAI-F	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAM	1310	Dallas	1.1/2.6
KCLE	1120	Cleburne	.4/ .6
KESS	1270	Fort Worth	1.5/2.1
KKDA	730	Grand Prarie	.4/1.2
KLDD	570	Dallas	.6/3.0
KSSA	1600	Plano	1.0/1.1
KZRK-F	94.5	Gainesville	.4/2.1
WRR-F	101.1	Dallas	1.6/4.6

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	,$ 50.00	(Durpetti)	Bonneville
KFJZ, 870, 250 W (DAYS)	, NOSTALGIA	US 2,$ 60.00	(Roslin)	
KKDA, 730, 500 W/10 W	, BLACK	APR,$ NA	(Katz)	
KLDD, 570, 5 KW (DA-2)	, OLDIES	CBS,$ 60.00	(MMR)	Anchor
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,NBC-T,$ 61.00*	(Eastman)	Susquehanna
KMEZ, 1480, 5 KW/1 KW (DA-2)	, BTFL/EZ	,$ NA	(Mc-Guild)	Summit
KPBC, 1040, 1 KW (DAYS)	, RELIGION	,$ 58.00	(---)	Crawford
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,$220.00*	(Katz)	Metropolitan
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	,$ 25.00	(---)	Dorton
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	,$ 35.00	(---)	Universal
KESS, 1270, 5 KW (DA-1)	, SPANISH	,$ 70.00	(Caballero)	
KHVN, 970, 1 KW (DAYS)	, GOSPEL	NBN,$ 40.00	(K & P)	
KMIA, 1540, 50 KW/1 KW (DA-2)	, RELIGION	,$ 41.00	(---)	Command
WBAP, 820, 50 KW	, COUNTRY	ABC-I,$190.00*	(Banner)	Cap Cities/ABC

FM STATIONS

KDLZ , 107.5, 100 KW @ 450, BLACK	US 1,$100.00	(---)	
KEGL , 97.1, 98 KW @ 1460, CHR/AOR	ABC-C,$145.00*	(Torbet)	Sandusky
KKDA , 104.5, 100 KW @ 1585, URBAN	APR,$170.[illegible]	(Katz)	
KHYI , 94.9, 100 KW @ 1140, CHR	,$ NA	(Christal)	H & G
KLUV , 98.7, 100 KW @ 1585, OLDIES/AC	US 2,$120.00*	(Republic)	TK
KMEZ , 100.3, 100 KW @ 1280, BTFL/EZ	,$160.00*	(Mc-Guild)	Summit
KMGC , 102.9, 100 KW @ 1572, AC	,$135.00*	(Christal)	Shamrock
KPLX , 99.5, 100 KW @ 1680, COUNTRY	APR,$200.00*	(Eastman)	Susquehanna
KQZY , 105.3, 100 KW @ 1560, SOFT AC	,$110.00*	(Group W)	Westinghouse
KSCS , 96.3, 100 KW @ 1680, COUNTRY	,$160.00*	(Banner)	Cap Cities/ABC
KOAI , 106.1, 100 KW @ 1585, JAZZ/NEW AGE	,$130.00*	(HNWH)	Gannett
KTXQ , 102.1, 100 KW @ 1420, AOR	ABC-R,$140.00*	(CBS)	CBS
KVIL+, 103.7, 100 KW @ 1470, AC	,$415.00	(Torbet)	Infinity
KZEW , 97.9, 100 KW @ 1680, AOR	Source,$140.00*	(MMR)	Anchor
KZPS , 92.5, 100 KW @ 1685, CLASSIC HITS	,$115.00*	(Durpetti)	Bonneville
WRR , 101.1, 100 KW @ 1510, CLASSICAL	,$ 75.00	(CMBS)	City of Dallas
KOJO , 94.1, 100 KW @ 1585, RELIGION	,$110.00	(HNWH)	

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DAYTON

Arbitron Rank/Pop (12+): 46/795,500

MSA Rank/Pop: 54/928,000
ADI # 48
Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 26/19
Diaries: 1277/625:1/60.4%
Sample Target: 1110
% Below Line: 11.5
% Not Listed: 9.7

1987 Revenue: $21,300,000
HH Inc.: $33,262
Retail $: 5.9 Bil
Pop per Station: 42,021
#1 Biller: WHIO $3,200,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WTUE-F	180/13.4	13.0	12.4	13.9	11.0	13.2	226/2516	1830/22.9	21.1	18.8			18.2	235	2172	WTUE-F
2. WHIO-F	158/11.8	10.8	13.2	11.5	12.8	11.8	221/2520	1819/22.8	19.1	21.4			10.4	134	1572	WHIO-F
3. WGTZ-F	150/11.2	10.2	12.1	12.5	12.7	11.5	222/2972	1960/24.5	24.8	25.9			11.7	151	2191	WGTZ-F
4. WHIO	114/ 8.5	8.5	9.2	6.5	7.5	8.2	118/1558	1409/17.6	17.8	17.6			7.7	99	1306	WHIO
5. WWSN-F	80/ 6.0	6.9	5.3	5.2	6.4	5.9	99/1423	1082/13.6	14.8	14.9			4.0	51	942	WWSN-F
6. WONE	73/ 5.4	6.7	6.2	7.2	4.7	6.4	80/1105	908/11.4	13.6	12.3			5.7	73	953	WONE
7. WVUD-F	60/ 4.5	2.7	3.3	3.2	5.3	3.4	68/1175	936/11.7	9.5	12.6			3.7	48	551	WVUD-F
8. WYMJ-F	58/ 4.3	5.4	4.7	4.4	4.5	4.7	58/1255	1247/15.6	13.0	13.0			6.0	77	1349	WYMJ-F
9. WBVE-F	54/ 4.0	3.5	3.0	4.2	3.0	3.7	123/1503	669/ 8.4	7.9	6.4			2.5	32	667	WBVE-F
10. WBLZ-F	43/ 3.2	4.3	3.1	3.7	4.9	3.6	52/ 858	609/ 7.6	8.0	8.7			4.7	61	1006	WBLZ-F
11. WLW	33/ 2.5	4.3	5.0	4.1	2.3	4.0	113/1991	658/ 8.2	11.7	6.5			4.1	53	840	WLW
12. WING	31/ 2.3	2.5	2.3	2.6	3.1	2.4	35/ 629	536/ 6.7	10.2	9.0			2.0	26	497	WING

12+ FM SHARE (METRO): 73.29% (889 of 1213) (WIN 87: 75.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGTZ-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F	1. WHIO-F>	1. WHIO	1. WHIO-F	1. WTUE-F	1. WTUE-F	1. WHIO-F
2. WTUE-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WGRZ-F	2. WHIO >	2. WTUE-F	2. WTUE-F>	2. WGTZ-F	2. WGTZ-F>	2. WHIO
3. WBLZ-F	3. WWSN-F	3. WWSN-F	3. WWSN-F	3. WHIO-F	3. WONE >	3. WHIO-F	3. WHIO	3. WHIO-F>	3. WHIO-F	WTUE-F
4. WYMJ-F	4. WYMJ-F	4. WHIO-F	4. WHIO-F	4. WWSN-F>	4.	4. WGTZ-F>	4. WGTZ-F	4. WWSN-F	4. WHIO	4. WGTZ-F
5.	5. WVUD-F	5. WYMJ-F	5. WVUD-F	5. WBVE-F	5.	5. WONE	5. WWSN-F	5. WONE-F	5. WBLZ-F	5. WWSN
			6. WBVE-F	6. WVUD-F		6. WWSN-F	6. WONE		6. WYMJ-F	6. WONE
										WBVE-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGTZ-F	1. WGTZ-F>	1. WGTZ-F	1. WGTZ-F>	1. WHIO-F
2. WTUE-F>	2. WTUE-F	2. WWSN-F	2. WTUE-F	2. WGTZ-F
3. WYMJ-F	3. WWSN-F	3. WTUE-F	3. WHIO-F	3. WWSN-F
4. WWSN-F	4. WYMJ-F>	4. WYMJ-F	WWSN-F	4. WTUE-F
5.	5. WVUD-F	5. WVUD-F	5. WYMJ-F	5. WVUD-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>	1. WTUE-F>
2. WGTZ-F	2. WGTZ-F	2. WGTZ-F>	2. WGTZ-F	2. WGTZ-F
3. WDAO-F	3. WWSN-F>	WWSN-F	3. WWSN-F	WWSN-F
WWSN-F	4.	4.	4. WDAO	4. WBVE-F
5.	5.	5.	5. WBVE-F	5. WONE

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	1.5/3.3
WBLY	1600	Springfield	.6/2.2
WDAO	1210	Dayton	3.4/5.1
WDJK-F	95.3	Xenia	.7/2.3
WIZE	1340	Springfield	.8/2.3
WKSW-F	101.7	Urbana	1.0/1.8
WPFB-F	105.9	Middleton	.6/1.7
WPTW	1570	Piqua	.3/1.0
WPTW-F	95.7	Piqua	1.2/3.0
WEBN-F	102.7	Cincinnati	.6/1.7
WKRC	550	Cincinnati	.3/ .8
WKRQ-F	101.9	Cincinnati	.3/1.2
WLLT-F	94.9	Fairfield	.2/1.7

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN,$ 37.00*	(Eastman)		
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS,$ 74.00*	(Christal)	Cox	
WING, 1410, 5 KW (DA-N)	, AC	MBS,ABC-I,$ 40.00*	(Katz)	Great Trails	
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS,ABC-D,$ 50.00*	(Mc-Guild)	DKM	
WDJK-F, 95.3, 3 KW @ 300,	COUNTRY	US 2,$ 25.00	(Masla)		
WFCJ-F, 93.7, 59 KW @ 245,	RELIGION	APR,$ 10.00	(---)		(MIAMISBURG)
WHIO-F, 99.1, 50 KW @ 1060,	BTFL/EZ	,$ 80.00*	(Christal)	Cox	
WPFB-F, 105.9, 34 KW @ 593,	RELIGION	MBS,$ 21.00	(Lotus)		(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 780,	AOR	,$ 60.00*	(Mc-Guild)	DKM	
WVUD-F, 99.9, 50 KW @ 500,	SOFT AC	CBS-R,$ 33.00*	(Masla)	Univ. of Dayton	
WWSN-F, 107.7, 50 KW @ 420,	AC	,$ 63.00*	(Eastman)	Stoner	
WYMJ-F, 103.9, 1.5 KW @ 528,	AC	US 1,$ 41.00*	(Banner)	Malkan	
WYMJ-F, 92.9, 40 KW @ 590,	CHR	,$ 70.00*	(Katz)	Great Trails	(EATON)

Other ranked stations - See Cincinnati

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DENVER

Arbitron Rank/Pop (12+): 23/1,568,200

MSA Rank/Pop: 27/1,890,000
ADI # 19
Average Person Ratings: 16.9
Market TSL: 22.0 hours

Stations: 30/28
Diaries: 1554/1011:1/53.8%
Sample Target: 1490
% Below Line: 1.1
% Not Listed: 8.1

1987 Revenue: $59,100,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 56,096
#1 Biller: KOA $7,300,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4-Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KBCO A/F	216/8.1	7.2	7.9	7.8	8.3	7.8	235/2764	2794/17.8	14.6	16.9			8.5	237	1980	KBCO A/F
2. KBPI-F	205/7.7	5.2	5.9	6.1	5.3	6.2	242/3609	2794/17.8	15.7	16.9			9.2	254	3101	KBPI-F
3. KRXY A/F	184/6.9	7.6	9.2	8.0	6.3	7.9	202/3328	2822/18.0	18.8	16.6			9.6	268	3470	KRXY A/F
4. KOA	182/6.9	7.4	6.5	5.4	6.5	6.6	248/4277	3011/19.2	22.0	17.4			5.2	144	2884	KOA
5. KOSI-F	176/6.6	7.8	8.9	8.4	8.8	7.9	198/2428	2080/13.2	15.2	18.1			5.0	138	1809	KOSI-F
6. KAZY-F	167/6.3	5.8	5.5	5.6	5.4	4.7	190/2892	2349/15.0	12.6	11.1			8.1	225	2127	KAZY-F
7. KYGO-F	146/5.5	5.8	3.8	5.6	5.4	5.2	164/2130	1880/12.0	11.4	10.5			7.5	208	2058	KYGO-F
8. KMJI-F	142/5.4	4.4	5.5	7.0	6.4	5.6	146/2346	2262/14.4	12.5	15.9			3.2	90	1502	KMJI-F
9. KXKL-F	120/4.5	4.8	2.7	1.6	.9	3.4	158/2278	1845/11.7	10.3	2.7			4.3	118	1696	KXKL-F
10. KOAQ-F	110/4.1	3.1	4.0	4.8	3.5	4.0	149/2498	1958/12.5	11.1	12.6			3.1	86	1852	KOAQ-F
11. KLZ	96/3.6	3.5	4.3	1.9	2.0	3.3	141/1993	1367/ 8.7	7.2	5.9			4.2	116	1261	KLZ
12. KVOD-F	86/3.2	3.0	1.6	3.4	3.5	2.8	95/1312	1199/ 7.6	7.5	9.4			2.6	71	1241	KVOD-F
13. KQKS-F	76/2.9	1.7	1.3	1.0	.4	1.7	88/1555	1347/ 8.6	6.5	1.7			2.6	73	1235	KQKS-F
14. KSYY-F	75/2.8	3.3	2.2	2.7	4.4	2.8	76/ 978	916/ 5.8	8.0	15.2			1.9	53	1145	KSYY-F
15. KNUS	73/2.8	2.4	3.1	3.1	3.2	2.9	79/1313	1173/ 7.5	7.4	7.5			2.1	58	1192	KNUS
16. KEZW	68/2.6	2.1	2.1	3.5	4.0	2.6	70/ 934	833/ 5.3	5.7	6.7			.8	21	498	KEZW
17. KHOW	67/2.5	3.4	3.5	3.8	3.3	3.3	85/1831	1408/ 9.0	9.7	9.3			2.6	71	1089	KHOW
18. KIMN	50/1.9	2.7	2.6	2.1	1.8	2.3	61/1421	1062/ 6.8	8.0	8.0			2.1	58	1288	KIMN
19. KHIH-F	49/1.8	2.5	2.0	2.1	4.3	2.1	50/ 954	891/ 5.7	6.7	9.1			1.9	52	835	KHIH-F
20. KDEN	33/1.2	1.3	1.1	1.2	1.1	1.2	33/ 719	706/ 4.5	4.1	4.6			.8	22	749	KDEN
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.18% (1785 of 2439) (WIN 87: 69.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRXY-F+>	1. KBCO-F+	1. KBCO-F+	1. KBCO	KBCO-F+>	1. KOSI-F	1. KOA	1. KBCO-F+	1. KBCO-F+	1. KBPI-F	1. KOA
2. KBPI-F>	2. KBPI-F	2. KBPI-F	2. KMJI-F	KMJI-F	2. KOA >	2. KBCO-F+	2. KOSI-F	2. KBPI-F	2. KRXY-F+	2. KBPI-F
3. KQKS-F>	3. KAZY-F>	3. KAZY-F	3. KXKL-F+	KXKL-F	3. KYGO-F	3. KBPI-F	3. KBPI-F	3. KRXY-F+	3. KAZY-F	3. KLZ
4.	4. KRXY-F+	4. KMJI-F	4. KYGO-F	4. KYGO-F	4. KLZ	4. KRXY-F	4. KMJI-F	4. KAZY-F	4. KOA	4. KAZY-F
5.	5. KOAQ-F	5. KRXY-F+	5. KOAQ-F	5. KOSI-F	5. KVOD-F	5. KYGO-F	5. KOA	5. KOSI-F	5. KBCO-F	5. KHOW
6.	6. KMJI-F	6. KXKL-F+	6. KAZY-F	6. KOAQ-F	6. KEZW-F	6. KHOW	6. KAZY-F	6. KYGO-F	6. KOSI-F	6. KRXY-F
7.	7. KYGO-F	KYGO-F	7. KBPI-F	7. KOA	7. KMJI-F	7. KOSI-F	7. KYGO-F	7. KOA	7. KNUS	7.
8.	8.	8. KOAQ-F	8.	8. KAZY-F	KXKL-F+	8.	8. KRXY-F	8.	8.	8.
9.	9.	9.	9.	9.	9. KNUS	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRXY-F+	1. KRXY-F+	1. KBCO-F+	1. KRXY-F+	1. KMJI-F
2. KBPI-F	2. KBPI-F	KMJI-F	2. KMJI-F	2. KOSI-F
3. KAZY-F>	3. KOAQ-F	3. KOAQ-F>	3. KBPI-F	3. KYGO-F
4. KQKS-F	4. KMJI-F	4. KYGO-F	4. KOAQ-F	4. KBCO-F+
5. KOAQ-F	5. KBCO-F+	5. KRXY-F+	5. KBCO-F+	5. KOAQ-F
6.	6. KAZY-F	6. KXKL-F	6. KYGO-F	6. KSYY-F
7.	7.	7.	7. KAZY-F	7. KXKL-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBPI-F>	1. KBCO-F+	1. KBCO-F+>	1. KBCO-F+>	1. KBCO-F+>
2. KAZY-F	2. KBPI-F	2. KAZY-F	2. KAZY-F	2. KXKL-F
3. KBCO-F+	3. KAZY-F>	3. KBPI-F	3. KBPI-F>	3. KAZY-F
KRXY-F+	4.	4. KXKL-F>	4. KXKL-F	4. KOA
5. KYGO-F	5.	5. KOAQ-F	5. KYGO-F	5. KBPI-F
6.	6.	6. KHIH-F	6. KMJI-F	6. KMJI-F
7.	7.	7. KOA	7. KOA	7. KYGO-F
8.	8.	8. KMJI-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	.7/2.5
KDKO	1510	Littleton	.9/2.6
KLTT	800	Brighton	.3/ .9
KRKS	990	Denver	.5/ .9
KRZN	1150	Englewood	.7/3.1
KXKL	1280	Denver	.3/1.3
KTCL-F	93.3	Fort Collins	.8/3.1
KILO-F	93.9	Colorado Springs	.3/1.0

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, SPANISH	,$ 30.00	(Caballero)		
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS,$ 38.00	(Durpetti)	Shamrock	
KDEN, 1340, 1 KW	, NEWS/TALK	MBS,ABC-E,$ 45.00*	(Savalli)		
KDKO, 1510, 10 KW/5 KW (DA-1)	, BLACK	,$ 58.00	(Banner)	SRO	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	MBS,$ 56.00*	(Group W)	Westinghouse	
KHOW, 630, 5 KW (DA-N)	, MOR	MBS,$ 85.00*	(Republic)	Legacy	
KIMN, 950, 5 KW (DA-N)	, AC	US 1,$ 80.00*	(CBS)	Jeff-Pilot	
KYBG, 1090, 50 KW/500 W (DA-2)	, OLDIES	Trans,$ 40.00*	(HNWH)	Century	
KLZ , 560, 5 KW (DA-1)	, COUNTRY	ABC-I,$ 58.00*	(Mc-Guild)	Summit	
KNUS, 710, 5 KW (DA-1)	, TALK	NBC,$ 70.00*	(Durpetti)	Sandusky	
KOA , 850, 50 KW	, NEWS/TALK	CBS,$130.00	(Katz)	Jacor	
KPOF, 910, 5 KW 1 KW (DA-2)	, RELIGION	,$ 25.00*	(---)		
KPPL, 1390, 5 KW (DAYS)	, SPANISH (?)	,$ 20.00	(Roslin)		
KRKS, 990, 5 KW/390 W	, RELIGION	,$ 12.00	(---)		
KMVP, 1600, 5 KW (DA-N)	, AC/TALK	MBS,ABC-E,$ 30.00*	(Torbet)	Cap Cities/ABC	
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	,$ 37.00*	(Christal)	Genesis	

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R,$ 75.00*	(Mc-Guild)	Summit		
KADX, 92.1, 720 W @ 620, JAZZ	APR,$ 34.00	(HNWH)	Century		(CASTLE ROCK)
KBCO, 97.3, 100 KW @ 1541, AOR	,$125.00*	(MMR)	Noble		(BOULDER)
KBPI, 105.9, 100 KW @ 900, AOR	Source,$105.00*	(Durpetti)	Sandusky		
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS,$ 60.00	(Durpetti)	Shamrock		
KHIH, 94.7, 100 KW @ 984, CHR	US 1,$ 55.00*	(Banner)	SRO		(BOULDER)
KMJI, 100.3, 100 KW @ 500, AC	,$125.00*	(Christal)	Genesis		
KOAQ, 103.5, 100 KW @ 1061, AC	CBS-R,$ 80.00*	(Katz)	Jacor		
KOSI, 101.1, 100 KW @ 790, BTFL/EZ	,$120.00*	(Group W)	Westinghouse		
KSYY, 95.7, 100 KW @ 725, SOFT AC	MBS,Trans,$ 90.00*	(Eastman)	Legacy		
KRXY, 107.5, 100 KW @ 545, CHR	ABC-F,$ 95.00*	(Torbet)	Cap Cities/ABC		
KVOD, 99.5, 100 KW @ 380, CLASSICAL	,$ 85.00*	(Republic)	Henry		
KYGO, 98.5, 100 KW @ 720, COUNTRY	,$ 90.00*	(CBS)	Jeff-Pilot		
KQKS, 104.3, 100 KW @ ?? , CHR	,$ NA	(HNWH)			

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DETROIT

Arbitron Rank/Pop (12+): 6/3,573,100

MSA Rank/Pop: 5/4,640,000
ADI # 7
Average Person Ratings: 17.3
Market TSL: 22.5 hours

Stations: 30/28
Diaries: 2413/1482:1/56.8%
Sample Target: 2310
% Below Line: 4.6
% Not Listed: 8.4

1987 Revenue: $96,000,000
HH Inc.: $35,744
Retail $: 31.1 Bil
Pop per Station: 127,721
#1 Biller: WJR $18,600,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WJR	620/10.0	10.8	13.7	10.9	8.4	11.2	808/11021	3061/22.5	25.8	20.8			6.8	429	6460	WJR
2. WJLB-F	527/ 8.5	8.6	7.8	7.8	9.0	8.2	542/ 5323	5025/14.1	15.0	15.9			10.7	680	5988	WJLB-F
3. WJOI-F	363/ 5.9	6.2	5.4	5.5	5.7	5.8	391/ 4671	4435/12.4	12.9	13.2			4.0	254	2773	WJOI-F
4. WCZY-F	342/ 5.5	4.3	4.7	4.9	5.5	4.9	368/ 7716	6974/19.5	17.4	19.8			5.4	343	7364	WCZY-F
5. WHYT-F	302/ 4.9	4.7	4.8	4.4	5.2	4.7	330/ 6585	6145/17.2	17.6	18.9			5.9	377	7369	WHYT-F
6. WCSX-F	293/ 4.7	3.7	3.8	4.2	1.7	4.1	315/ 5145	4558/12.7	13.1	8.5			4.5	286	2901	WCSX-F
7. WWJ	288/ 4.7	4.9	4.8	4.5	5.2	4.7	305/ 5286	4957/13.9	15.6	16.4			4.5	285	3992	WWJ
8. WLLZ-F	286/ 4.6	4.5	4.6	4.6	4.1	4.6	317/ 5668	5087/14.2	14.1	14.4			6.5	410	6034	WLLZ-F
9. WWWW-F	246/ 4.0	4.1	4.1	3.9	3.8	4.0	281/ 3877	3446/ 9.6	9.4	9.5			4.9	313	2999	WWWW-F
10. WNIC-F	221/ 3.6	4.1	3.8	3.9	4.0	3.9	243/ 4768	4406/12.3	13.9	14.4			3.2	200	2622	WNIC-F
11. CKLW	220/ 3.6	3.2	3.6	3.8	4.1	3.6	282/ 3644	2826/ 7.9	7.8	9.8			2.7	171	2612	CKLW
12. WRIF-F	211/ 3.4	3.9	3.9	4.5	4.8	3.9	245/ 5566	4654/13.0	15.2	16.4			5.3	333	5992	WRIF-F
13. WXYT	190/ 3.1	4.0	3.5	4.8	4.0	3.9	192/ 2849	2820/ 7.9	8.1	9.5			4.3	271	2434	WXYT
14. WOMC-F	177/ 2.9	4.0	3.8	3.3	3.7	3.5	187/ 3700	3486/ 9.7	10.4	10.9			3.2	205	2635	WOMC-F
15. WLTI-F	176/ 2.8	3.3	2.7	2.8	3.5	2.9	184/ 2680	2460/ 6.9	8.1	7.9			1.9	119	1937	WLTI-F
16. WDTX-F	175/ 2.8	2.4	1.8	2.7	2.6	2.4	176/ 3843	3672/10.3	10.4	11.3			3.0	193	3507	WDTX-F
17. WVAE-F	123/ 2.0	.6	.6	.8	1.0	1.0	128/ 2408	2205/ 6.2	2.2	3.7			.9	54	1452	WVAE-F
18. WKSG-F	118/ 1.9	2.3	2.1	2.4	2.5	2.2	124/ 2390	2351/ 6.6	6.8	7.5			2.0	130	1893	WKSG-F
19. WQRS-F	116/ 1.9	1.5	1.6	1.2	1.3	1.2	123/ 1907	1784/ 5.0	5.1	4.0			1.7	108	1279	WQRS-F
20. WMTG	97/ 1.6	1.1	.9	1.1	---	1.2	97/ 919	919/ 2.6	2.5	---			1.7	106	1046	WMTG-F
21. WJZZ-F	93/ 1.5	2.1	1.8	1.6	2.6	1.8	101/ 2098	1920/ 5.4	6.3	6.4			3.1	198	2569	WJZZ-F
22. WCXI	82/ 1.3	1.3	1.6	1.4	1.5	1.4	107/ 1522	1289/ 3.6	4.0	3.7			.9	58	1060	WCXI-F
23. WMUZ-F	73/ 1.2	.7	.7	.9	.8	.9	74/ 1058	1030/ 2.9	2.3	3.2			.7	44	802	WMUZ-F
WQBH	73/ 1.2	1.0	1.3	.7	1.2	1.1	72/ 1169	1162/ 3.2	3.7	3.0			.7	46	976	WQBH
25. WGPR-F	66/ 1.1	1.3	1.3	1.6	1.2	1.3	69/ 1928	1779/ 5.0	5.4	3.8			1.9	118	1920	WGPR-F

12+ FM SHARE (METRO): 70.30% (3984 of 5667) (WIN 87: 70.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJLB-F	1. WJLB-F	1. WJLB-F	1. WCSX-F	1. WJR	1. WJR >	1. WJR >	1. WJR	1. WJLB-F	1. WJLB-F>	1. WJLB-F
2. WHYT-F>	2. WCSX-F	2. WCSX-F	2. WJLB-F	2. WCSX-F	2. WJOI-F	2. WCZY-F	2. WJOI-F	2. WJR	2. WNIC-F	2. WWJ
3. WCZY-F	3. WLLZ-F	3. WCZY-F	3. WCZY-F	3. WJLB-F	3. WWJ	3. WJLB-F	3. WCSX-F	3. WJOI-F	3. WJR	3. WJR >
4. WDTX-F	4. WCZY-F	4. WLLZ-F	WJR	4. WCZY-F	4. CKLW	4. WWJ	4. WJLB-F	4. WCSX-F	4. WHYT-F	4. WJOI-F
5. WLLZ-F	5. WRIF-F	5. WJR	5. WLLZ-F	5. WOMC-F	5. WWWW-F	5. WLLZ-F	5. CKLW-F	5. WHYT-F	5. WCSX-F	5. WCZY-F
6.	6. WHYT-F	6. WRIF-F	6. WOMC-F	6. WNIC-F	6. WXYT	6. WJOI-F	6. WCZY-F	6. WLLZ-F	WLLZ-F	6. WQRS-F
7.	7. WDTX-F	7. WNIC-F	7. WNIC-F	7. WLLZ-F	7. WCZY-F	7. WHYT-F	7. WLLZ-F	7. WCZY-F	7. WRIF-F	7. WCSX-F
8.	WNIC-F	8. WHYT-F	8. WWWW-F	8. WWWW-F	8. WJLB-F	8. WCSX-F	WLTI-F	8. WWWW-F	8. WCZY-F	8. WXYT-F
9.	9. WLTI-F	9. WOMC-F	9. WRIF-F	WJOI-F	WQRS-F	9. WWWW-F	9. WWWW-F	9. WWJ	9. WDTX-F	9. WHYT-F
10.	10. WOMC-F	10. WWWW-F	10. WJOI-F	10. WHYT-F	10. WOMC-F	10. WNIC-F	10. WHYT-F	10. WRIF-F	10. WJOI-F	WRIF-F
	WVAE			WLTI-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WJLB-F>	1. WJLB-F>	1. WJLB-F	1. WJLB-F	1. WJLB-F
2. WCZY-F	2. WCZY-F	2. WCSX-F	2. WCZY-F>	2. WCZY-F
3. WHYT-F	3. WCSX-F	3. WCZY-F	3. WNIC-F	3. WOMC-F
4. WLLZ-F	4. WHYT-F	4. WNIC-F	4. WHYT-F	4. WJR
5. WDTX-F	5. WNIC-F	5. WOMC-F	5. WCSX-F	5. WNIC-F
6. WNIC-F	6. WLTI-F	6. WHYT-F	6. WOMC-F	6. WCSX-F
WLTI-F	7. WDTX-F	7. WLTI-F	7. WLTI-F	7. WHYT-F
8. WCSX-F	8. WLLZ-F	8. WRIF-F	8. WWWW-F	WJOI-F
9. WRIF-F	9. WOMC-F	WKSG-F	9. WJOI-F	9. WWWW-F
10. WWWW-F	10. WRIF-F	10. WDTX-F	WJR	10. WLTI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJLB-F	1. WLLZ-F	1. WCSX-F	1. WLLZ-F	1. WJR
2. WLLZ-F	2. WCSX-F	2. WLLZ-F>	2. WCSX-F	2. WCSX-F
3. WRIF-F	3. WJLB-F	3. WRIF-F	3. WJLB-F	3. WLLZ-F
4. WCSX-F	4. WRIF-F>	WJLB-F	4. WRIF-F	4. WJLB-F
5. WCZY-F	5. WCZY-F	5. WVAE-F	5. WJR	5. WRIF-F
6. WDTX-F	6. WDTX-F	6. WJR	6. WCZY-F	6. WWWW-F
WHYT-F	7. WHYT-F	7. WCZY-F	7. WWWW-F	7. WJOI-F
8.	8. WVAE-F	8. WDTX-F	8. WHYT-F	8. WCZY-F
9.	9.	9. WKSG-F	WNIC-F	9. WWJ
10.	10.	10. WLTI-F	10. WDTX-F	10. WNIC-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHB	1440	Inkster	.9/2.9
WHMI	1350	Howell	.1/ .1
WHMI-F	93.5	Howell	.2/ .8
WHND	560	Monroe	.8/2.1
CKLW-F	800	Windsor	1.0/4.5

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR,$ 90.00*	(Christal)	Shamrock		
WHND, 560, 500 W (DAYS,DA)	, OLDIES	US 1,$ NA	(Mc-Guild)	Greater Media		(MONROE)
WJR , 760, 50 KW	, MOR	ABC-I,$230.00	(Katz)	Cap Cities/ABC		
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN,$ 40.00*	(Durpetti)	Price		
WQBH, 1400, 1 KW	, BLACK	,$ 60.00	(Patt)			
WWJ , 950, 5 KW (DA-N)	, NEWS	CBS,$145.00*	(Eastman)	Federal		
WXYT, 1270, 5 KW (DA-N)	, TALK	NBC,MBS,NBC-T,$105.00*	(Roslin)			
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	,$ 25.00	(---)	Wolpin		(LIVONIA)
WCHB, 1440, 1 KW	, BLACK	NBN,$ 45.00	(Torbet)			(INKSTER)
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	,$ 85.00*	(Masla)			(WINDSOR, ONT)

FM STATIONS

WCZY, 95.5, 100 KW @ 430, CHR	,$200.00	(HNWH)			
WDTX, 99.5, 21 KW @ 754, CONTEMP	CBS-R,$125.00*	(Torbet)	Metropolis		
WGPR, 107.5, 50 KW @ 360, BLACK	SBN,$ 65.00	(Lazar)			
WHYT, 96.3, 20 KW @ 786, CHR	ABC-C,$140.00*	(Katz)	Cap Cities/ABC		
WJLB, 97.9, 50 KW @ 490, BLACK	,$150.00*	(MMR)	Booth		
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	,$142.00*	(Eastman)	Federal		
WJZZ, 105.9, 20 KW @ 724, JAZZ	,$ 80.00	(Torbet)			
WKSG, 102.7, 50 KW @ 500, OLDIES	ABC-E,$107.00*	(Masla)	Inner City		
WLLZ, 98.7, 50 KW @ 480, AOR	ABC-F,$170.00	(Mc-Guild)	Legacy		
WLTI, 93.1, 20 KW @ 500, SOFT AC	,$103.00*	(Christal)	Keymarket		
WMUZ, 103.5, 50 KW @ 500, RELIGION	,$ 45.00	(---)	Crawford		
WNIC, 100.3, 50 KW @ 400, AC	,$142.00*	(Durpetti)	Fairmont		
WVAE, 92.3, 22 KW @ 742, JAZZ/NEW AGE	,$ 85.00*	(Roslin)			
WOMC, 104.3, 190 KW @ 416, AC	US 2,$145.00	(Republic)	Metropolitan		
WQRS, 105.1, 18 KW @ 782, CLASSICAL	,$ 89.00	(CMBS)			
WRIF, 101.1, 27 KW @ 880, AOR	ABC-R,$142.00*	(Republic)	Great American		
WWWW, 106.7, 61 KW @ 508, COUNTRY	APR,$132.00*	(Christal)	Shamrock		
WCSX, 94.7, 10 KW @ 950, CLASSIC AOR	US 1,$ 95.00*	(Mc-Guild)	Greater Media		
CKLW, 93.9, 100 KW @ 700, AC/OLDIES	,$ 70.00*	(Masla)			(WINDSOR, ONT)

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EL PASO

Arbitron Rank/Pop (12+): 79/429,300

MSA Rank/Pop: 88/567,000
ADI # 104
Average Person Ratings: 19.2
Market TSL: 25.0 hours

Stations: 22/18
Diaries: 1094/399:1/54.6%
Sample Target: 800
% Below Line: 3.4
% Not Listed: 7.7

1987 Revenue: $11,500,000
HH Inc.: $28,241
Retail $: 2.7 Bil
Pop per Station: 24,278
#1 Biller: KHEY A/F $3,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F	88/10.5	9.3	7.2	8.7	9.3	8.9	96/1172	977/22.4	20.0	19.5						KHEY-F
2. KEZB-F	87/10.3	10.0	14.2	11.6	12.4	11.5	109/1615	1290/29.5	29.0	34.3						KEZB-F
KLAQ-F	87/10.3	11.4	11.6	10.7	11.3	11.0	109/1242	1001/22.9	27.5	23.3						KLAQ-F
4. KBNA A/F	73/ 8.7	8.0	5.7	3.8	2.5	6.6	78/ 954	831/19.0	17.0	NA						KBNA A/F
5. KPRR-F	72/ 8.6	6.1	7.1	4.6	4.4	6.6	73/ 899	838/19.2	16.3	14.1						KPRR-F
6. KAMZ-F	57/ 6.8	7.0	7.7	7.4	11.8	7.2	59/1167	1045/23.9	21.5	30.6						KAMZ-F
7. KAMA	56/ 5.7	9.1	6.0	5.4	6.0	6.8	63/ 704	638/14.6	14.2	15.0						KAMA
8. KTSM-F	54/ 6.4	7.0	6.3	8.4	6.4	7.0	67/ 764	627/14.3	15.3	15.2						KTSM-F
9. KLTO-F	41/ 4.9	5.7	5.2	4.9	5.0	5.2	42/ 603	595/13.6	16.3	14.6						KLTO-F
10. KHEY	34/ 4.0	3.1	3.1	4.4	2.8	3.7	39/ 588	503/11.5	10.1	12.1						KHEY
11. KOFX-F	29/ 3.4	5.3	6.3	5.8	5.3	5.2	36/ 623	480/11.0	12.3	12.3						KOFX-F
12. KTSM	25/ 3.0	2.7	3.1	5.4	4.1	3.6	26/ 374	364/ 8.3	8.1	9.2						KTSM
13. KROD	20/ 2.4	2.6	3.0	4.8	4.8	3.2	31/ 460	366/ 8.4	9.8	14.0						KROD
14.																
15.																

12+ FM SHARE (METRO): 75.00% (582 of 776) (WIN 87: 75.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPRR-F	1. KLAQ-F>	1. KLAQ-F	1. KHEY-F	1. KHEY-F	1. KBNA-F+	1. KHEY-F	1. KHEY-F	1. KLAQ-F	1. KPRR-F	1. KHEY-F
2. KEZB-F>	2. KHEY-F	2. KHEY-F	2. KBNA-F+	2. KBNA-F+	2. KHEY-F	2. KEZB-F	2. KBNA-F+	2. KHEY-F	2. KLAQ-F	2. KTSM-F
3. KLAQ-F>	3. KEZB-F	3. KEZB-F	3. KEZB-F	3. KAMA	KTSM-F	3. KLAQ-F	3. KLAQ-F	3. KPRR-F	3. KEZB-F>	3. KAMA
4.	4. KPRR-F	4. KBNA-F+	4. KAMA	4. KEZB-F	4. KAMA >	4. KBNA-F+	4. KTSM-F	4. KEZB-F	4. KHEY-F	4. KEZB-F
5.	5. KAMZ-F	5. KAMZ-F	KLAQ-F	5. KAMZ-F	5. KHEY	5. KAMA	5. KEZB-F	5. KBNA-F+	5. KAMZ-F	5. XROK
			6. KAMZ-F	KLAQ-F	6. KEZB-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KEZB-F	1. KHEY-F	1. KBNA-F	1. KBNA-F>	1. KAMA
2. KHEY-F	2. KEZB-F	KHEY-F	2. KHEY-F	KBNA-F+
3. KAMZ-F	3. KBNA-F+	3. KEZB-F	3. KEZB-F	3. KHEY-F
4. KBNA-F+	4. KAMZ-F	4. KLTO-F	4. KAMA-F	4. KEZB-F
KLAQ-F	5. KLTO-F	5. KAMZ-F	5. KAMZ-F	5. KLTO-F
KPRR-F	6. KLAQ-F		6. KLTO-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLAQ-F>	1. KLAQ-F>	1. KLAQ-F	1. KLAQ-F>	1. KHEY-F
2. KPRR-F	2. KPRR-F	2. KAMZ-F	2. KHEY-F	2. KLAQ-F>
3. KEZB-F	3. KHEY-F	KHEY-F	3. KAMZ-F	3. KAMZ-F
4. KHEY-F	4. KAMZ-F	4. KPRR-F	KPRR-F	KHEY
5. KAMZ-F	KEZB-F	5. KEZB-F	5. KEZB-F	5. KTSM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	.4/1.9
KEZB	1150	El Paso	.4/1.9
KPAS-F	103.1	Fabens	1.0/1.9
KVIV	1340	El Paso	1.2/2.3
XEFV	1000	Ciudad Juarez	.8/1.6
XEJ	970	Ciudad Juarez	.8/3.1
XHINZ-F	107.5	Ciudad Juarez	.7/2.0
XROK	800	Ciudad Juarez	1.1/3.9

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2)	, SPANISH	,$ 42.00* (Caballero)	Thrash
KBNA,	1060,	10 KW (DAYS)	, SPANISH	,$ 12.00* (MMR)	
KHEY,	690,	10 KW (DA-2)	, COUNTRY	ABC-I,$ 40.00* (Katz)	
KROD,	600,	5 KW (DA-N)	, AC	CBS-R,$ 23.00 (HNWH)	
KTSM,	1380,	5 KW/500 W	, NEWS/TALK	CBS,ABC-T,NBC-T,$ 25.00 (HNWH)	

KAMZ-F ,	93.1,	30 KW @ 1190,	CHR/URBAN	,$ 45.00* (Eastman)	Thrash
KBNA-F+,	97.5,	60 KW @ 1080,	SPANISH	,$ 26.00* (Katz)	Tichenor
KEZB-F ,	93.9,	100 KW @ 1210,	CHR	ABC-F,$ 49.00* (Christal)	
KHEY-F ,	96.3,	100 KW @ 1388,	COUNTRY	,$ 75.00* (Katz)	
KLAQ-F ,	95.5,	88 KW @ 1390,	AOR	Source,$ 55.00* (HNWH)	
KLTO-F ,	94.7,	91 KW @ 1080,	AC	,$ 30.00* (Republic)	
KOFX-F ,	92.3,	100 KW @ 1860,	AC	US 1,$ 27.00* (Mc-Guild)	
KPRR-F ,	102.1,	57 KW @ 1160,	CHR	US 2,$ 25.00* (Banner)	
KTSM-F ,	99.9,	100 KW @ 1820,	BTFL/EZ	,$ 31.00* (HNWH)	

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FRESNO

Arbitron Rank/Pop (12+): 73/478,500

MSA Rank/Pop: 82/597,000
ADI # 63
Average Person Ratings: 15.4
Market TSL: 21.0 hours

Stations: 28/26
Diaries: 1029/471:1/55.0%
Sample Target: 840
% Below Line: 1.1
% Not Listed: 10.6

1987 Revenue: $17,400,000
HH Inc.: $33,709
Retail $: 3.4 Bil
Pop per Station: 18,658
#1 Biller: KMJ $2,200,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KMJ	75/10.0	8.4	8.5	8.1	7.9	8.8	126/1688	976/20.1	16.9	17.9			8.5	66	1011	KMJ
2. KMGX-F	74/ 9.9	8.4	9.0	8.4	7.5	8.9	89/1216	915/18.9	19.4	18.1			11.6	90	1413	KMGX-F
3. KYNO-F	57/ 7.6	7.8	6.5	7.8	7.6	7.4	66/1183	967/19.9	21.9	22.9			5.9	46	1171	KYNO-F
4. KBOS-F	51/ 6.8	5.4	3.2	4.3	4.6	4.9	122/1725	763/15.7	15.6	15.2			9.9	77	1041	KBOS-F
KOJY-F	51/ 6.8	7.8	7.6	5.3	5.7	6.9	99/1081	576/11.9	11.6	10.9			3.7	29	400	KOJY-F
6. KNAX-F	50/ 6.7	6.7	6.1	6.3	5.1	7.2	58/ 665	604/12.5	11.7	8.1			7.6	59	643	KNAX-F
7. KKDJ-F	49/ 6.6	6.9	5.9	6.1	5.3	6.4	90/1125	680/14.0	14.9	13.9			7.5	58	604	KKDJ-F
8. KFIG A/F	36/ 4.8	4.3	4.9	4.8	6.2	4.7	46/ 797	726/15.0	12.7	14.8			4.6	35	585	KFIG A/F
9. KFSO-F	34/ 4.5	1.8	1.7	2.6	3.9	2.2	54/ 976	561/11.6	5.0	8.4			3.0	23	329	KFSO-F
10. KFRE	27/ 3.6	4.0	2.0	3.0	3.2	3.2	58/ 817	333/ 6.9	5.9	6.1			3.1	24	380	KFRE
11. KFRE-F	25/ 3.3	3.4	4.4	3.8	3.4	3.7	69/ 941	364/ 7.5	8.4	8.2			3.4	26	516	KFRE-F
12. KCLQ-F	19/ 2.5	3.5	3.9	4.6	6.1	3.6	72/ 873	414/ 8.5	8.6	11.7			6.4	50	709	KCLQ-F
13. KGST	18/ 2.4	4.7	2.9	3.0	3.2	3.3	20/ 247	230/ 4.7	8.1	6.9			3.4	26	432	KGST
14. KFYE-F	17/ 2.3	2.1	3.0	3.3	3.2	2.7	53/1186	439/ 9.0	8.9	12.2			3.0	23	366	KFYE-F
15. KKNU-F	12/ 1.6	2.7	3.1	2.5	3.4	2.5	25/ 440	317/ 6.5	8.3	8.1			1.3	10	210	KKNU-F
KMAK	12/ 1.6	2.4	2.2	2.0	2.1	2.1	14/ 211	198/ 4.1	5.4	5.0			1.7	13	226	KMAK

12+ FM SHARE (METRO): 73.99% (495 of 669) (WIN 87. 70.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMGX-F>	1. KMGX-F	1. KMGX-F	1. KMGX-F	1. KMJ	1. KMJ >	1. KMJ >	1. KOJY-F	1. KMGX-F	1. KMGX-F>	1. KMJ >
2. KYNO-F	2. KKDJ-F	2. KKDJ-F	2. KMJ	2. KMGX-F	2. KOJY-F>	2. KMGX-F	2. KMGX-F	2. KYNO-F	2. KBOS-F	2. KMGX-F
3. KBIF >	3. KBOS-F	3. KYNO-F	KNAX-F	KNAX-F	3. KNAX-F	3. KKDJ-F	3. KMJ	3. KBOS-F	3. KYNO-F	3. KDOS-F
4. KKDJ-F	KYNO-F	4. KNAX-F	4. KFSO-F	4. KOJY-F	4. KFRE	4. KNAX-F	4. KNAX-F	4. KMJ	KMJ >	KCLQ-F
5.	5. KFIG-F+	5. KBOS-F	KYNO-F	5. KFSO-F	5.	5. KYNO-F	5. KYNO-F	5. KKDJ-F	5. KKDJ-F	KGST
				KKDJ-F			6. KKDJ-F		6. KFIG-F	KOJY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSEQ-F>	1. KMGX-F	1. KNAX-F	1. KMGX-F	1. KNAX-F	1. KKDJ-F	1. KKDJ-F	1. KBOS-F	1. KKDJ-F	1. KMJ
2. KBOS-F	KYNO-F	2. KMGX-F	2. KYNO-F	2. KMGX-F	2. KMGX-F>	2. KMGX-F>	KMGX-F	2. KMGX-F>	2. KKDJ-F
KYNO-F	3. KBOS-F	3. KYNO-F	3. KNAX-F	3. KFIG-F+	3. KFSO-F	3. KBOS-F	KKDJ-F	3. KMJ	3. KMGX-F
4. KMGX-F	4. KNAX-F	4. KFIG-F+	4. KFIG-F+	KYNO-F	4. KYNO-F	4. KYNO-F	4. KFIG-F+	4. KBOS-F	4. KBOS-F
5.	5. KFIG-F+	5.	5. KBOS-F	5. KFSO-F	5.	5. KFIG-F+	KYNO-F	5. KFSO-F	KOJY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBIF	900	Fresno	.4/1.9
KEZL-F	96.7	Fowler	.4/2.8
KHOT-F	92.1	Madera	.5/2.3
KIRV	1510	Fresno	.8/1.6
KRDU	1130	Dinuba	.9/2.4
KSEQ-F	97.1	Visalia	.8/2.7
KXEX	1550	Fresno	1.2/2.9
KXTC	790	Clovis	.9/3.2
KYNO	1300	Fresno	1.2/4.3
KJUG-F	106.7	Tulare	.4/2.0
KUBB-F	96.3	Mariposa	.7/2.2

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, COUNTRY	ABC-D,$ 30.00*	(HNWH)				
KGST, 1600, 5 KW (DA-2)	, SPANISH	,$ 21.00	(Lotus)				
KMAK, 1340, 1 KW	, NEWS/TALK	MBS,CBS,$ 25.00*	(Torbet)				
KMJ , 580, 5 KW	, NEWS/TALK	ABC-I,NBC-T,$ 55.00*	(Katz)	Henry			
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, SPANISH	,$ 30.00	(Caballero)				
KXTC, 790, 500 W (DAYS,DA)	, BTFL/EZ	,$ 15.00	(Radio Time)				
KYNO, 1300, 5 KW/1 KW (DA-N)	, OLDIES	US 2,$ NM	(Banner)	Brown			
KBOX-F , 94.9, 16 KW @ 847,	CHR	Source,ABC-F,$ 35.00*	(Torbet)				(TULARE)
KCLQ-F , 107.5, 19 KW @ 790,	CLASSIC AOR	,$ 40.00*	(Republic)	Liggett			(HANFORD)
KFIG-F+, 101.1, 50 KW @ 352,	AC	APR,$ 45.00	(Durpetti)	Davis/Weaver			
KFRE-F , 101.9, 2 KW @ 1880,	COUNTRY	,$ 30.00*	(HNWH)				
KFSO-F , 92.9, 19 KW @ 820,	AC/OLDIES	US 1,CBS-R,$ 40.00	(CBS)	Americom			(VISALIA)
KFYE-F , 93.7, 68 KW @ 1950,	AC	,$ 44.00*	(Mc-Guild)				
KKDJ-F , 105.9, 2 KW @ 1960,	AOR	,$ 55.00*	(Durpetti)				
KKNU-F , 102.7, 50 KW @ 500,	SOFT AC	,$ 29.00*	(Christal)				
KMGX-F , 103.7, 50 KW @ 500,	CHR	,$ 50.00*	(Christal)	Olympic			(HANFORD)
KNAX-F , 97.7, 48 KW @ 310,	COUNTRY	ABC-E,$ 44.00*	(Katz)	Henry			
KOJY-F , 98.9, 19 KW @ 820,	BTFL/EZ	,$ 34.00*	(MMR)				(DINUBA)
KYNO-F , 95.7, 50 KW @ 320,	CHR	,$ 63.00*	(Banner)	Brown			

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GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/517,900

MSA Rank/Pop: 71/22,200,000
ADI # 39 (w/Kalamazoo)
Average Person Ratings: 16.9
Market TSL: 21.8 hours

Stations: 24/18
Diaries: 926/568:1/57.3%
Sample Target: 890
% Below Line: 10.5
% Not Listed: 12.9

1987 Revenue: $22,200,000
HH Inc.: $35,153
Retail $: 4.5 Bil
Pop per Station: 29,217
#1 Biller: WCUZ A/F $4,100,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WOOD-F	95/10.7	9.9	8.2	10.6	12.3	9.9	142/1825	1023/19.5	20.7	21.3			7.9	72	965	WOOD-F
2. WLAV-F	89/10.0	11.5	9.7	9.7	8.6	10.2	136/1855	1143/21.7	21.0	19.2			14.6	133	1681	WLAK-F
3. WLHT-F	79/ 8.9	8.3	6.3	7.9	7.3	7.9	96/1325	987/18.8	19.5	18.8			7.1	65	1014	WLHT-F
4. WKLQ-F	78/ 8.8	8.8	10.3	10.6	10.0	9.6	134/2047	1199/22.8	22.8	23.9			13.1	120	1397	WKLQ-F
5. WOOD	71/ 8.0	7.3	8.4	9.5	8.1	8.3	76/1043	918/17.5	14.1	15.8			7.4	68	881	WOOD
6. WCUZ-F	60/ 6.8	8.6	8.4	10.1	5.7	8.5	109/1382	820/15.6	16.8	15.8			5.0	46	793	WCUZ-F
7. WMUS-F	48/ 5.4	3.6	4.2	5.8	5.1	4.8	94/1314	543/10.3	8.3	10.7			5.6	51	478	WMUS-F
8. WGRD-F	44/ 5.0	6.7	5.7	5.8	7.5	5.8	86/1997	1032/19.6	21.1	20.9			8.4	77	1339	WGRD-F
9. WCUZ	40/ 4.5	3.6	4.6	2.8	2.1	3.9	40/ 532	477/ 9.1	9.6	7.0			1.8	16	243	WCUZ
10. WFUR-F	27/ 3.0	3.3	2.6	3.1	3.5	3.0	38/ 673	418/ 7.9	8.8	9.0			2.6	24	369	WFUR-F
11. WSNX-F	26/ 2.9	2.7	3.7	1.9	2.6	2.8	98/1211	510/ 9.7	10.2	7.8			3.4	31	532	WSNX-F
12. WKWM	24/ 2.7	1.4	1.7	1.7	2.0	1.9	44/ 158	116/ 2.2	1.4	1.9			1.9	17	189	WKWM
13. WJFM-F	21/ 2.4	2.6	2.9	1.3	3.2	2.3	59/1197	457/ 8.7	8.4	9.4			1.3	12	338	WJFM-F

12+ FM SHARE (METRO): 77.88% (602 of 773) (WIN 87: 80.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKLQ-F>	1. WLAV-F>	1. WLAV-F	1. WLHT-F	1. WLHT-F	1. WOOD-F>	1. WOOD	1. WOOD-F	1. WLAV-F	1. WKLQ-F	1. WOOD >
2. WGRD-F	2. WLHT-F	2. WLHT-F>	2. WLAV-F	2. WLAV-F	2. WOOD >	2. WOOD-F	2. WLHT-F	2. WKLQ-F	2. WLAV-F	2. WOOD-F
WSNX-F	3. WKLQ-F	3. WKLQ-F	3. WCUZ-F	3. WOOD-F	3. WCUZ-F	3. WCUZ-F	3. WLAV-F>	3. WOOD-F	3. WOOD	3. WCUZ-F
4.	4. WGRD-F>	4. WCUZ-F	4. WOOD-F	4. WCUZ-F	4. WCUZ	4. WKLQ-F	4. WCUZ-F	4. WLHT-F	4. WOOD-F	4. WLAV-F
5.	5.	5. WOOD-F	5. WKLQ-F	5. WMUS-F	5. WMUS-F	5. WLAV-F	5. WKLQ-F	5. WOOD	5. WGRD-F	5. WCUZ
		6. WGRD-F	6. WMUS-F	6. WOOD		6. WLHT-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLHT-F	1. WLHT-F	1. WLHT-F	1. WLHT-F>	1. WOOD-F	1. WLAV-F>	1. WLAV-F>	1. WLAV-F	1. WLAV-F>	1. WLAV-F
2. WKLQ-F	2. WLAV-F	2. WLAV-F	2. WKLQ-F	2. WLHT-F>	2. WGRD-F	2. WLHT-F	2. WLHT-F>	2. WLHT-F>	2. WLHT-F
WLAV-F	3. WKLQ-F>	3. WKLQ-F	3. WLAV-F	3. WMUS-F	WKLQ-F	3. WGRD-F	3. WGRD-F	3. WCUZ-F	3. WCUZ-F>
4. WGRD-F	4. WGRD-F	4.	4. WOOD-F	4. WOOD	4.	WKLQ-F>	WKLQ-F	4. WGRD-F	4. WOOD-F
5.	5. WJFM-F	5.	5. WMUS-F	5. WCUZ-F	5.	5.	5. WCUZ-F	WKLQ-F	5. WMUS-F
				WKLQ-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFUR	1570	Grand Rapids	.2/1.7
WGHN-F	92.1	Grand Haven	.7/1.7
WHTC	1450	Holland	1.1/3.2
WKTH	1410	Grand Rapids	.7/1.2
WLAV	1340	Grand Rapids	.9/5.2
WMAX	1480	Grand Rapids	.3/1.4
WYXX-F	96.1	Holland	1.9/7.2
WCXT-F	105.3	Hart	.3/1.2
WMUS	1090	Muskegon	.2/ .8
WQLR-F	106.5	Kalamazoo	1.0/2.1
WGN	720	Chicago	.6/1.0

RADIO STATIONS

WCUZ, 1230, 1 KW	, COUNTRY	ABC-I,$ 30.00*	(Christal)	Federated	
WKTH, 1410, 1 KW	, OLDIES	SMN,$ 17.00*	(Durpetti)	Regional	
WKWM, 1140, 5 KW (DAYS,DA)	, BLACK	SBN,$ 15.00	(Patt)		
WLAV, 1340, 1 KW	, OLDIES	Trans,$ 17.00*	(MMR)	Adams	
WMAX, 1480, 5 KW (DAYS,DA)	, RELIGION	MBS,$ 10.00	(---)		
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC,$ 63.00*	(Katz)	United Artists	
WCUZ-F, 101.3, 50 KW @ 420,	COUNTRY	ABC-E,$ 71.00*	(Christal)	Federated	
WFUR-F, 102.9, 48 KW @ 510,	RELIGION/BTFL	,$ 15.00	(---)	Kuiper	
WGRD-F, 97.9, 30 KW @ 590,	CHR	ABC-C,$ 50.00*	(Durpetti)	Regional	
WJFM-F, 93.7, 320 KW @ 780,	SOFT AC	CBS-R,$ 30.00*	(Mc-Guild)		
WKLQ-F, 94.5, 50 KW @ 500,	CHR	,$ 63.00*	(Eastman)	Bloomington	(HOLLAND)
WLAV-F, 96.9, 50 KW @ 500,	AOR	Source,$ 67.00*	(MMR)	Adams	
WLHT-F, 95.7, 41 KW @ 554,	AC	,$ 57.00*	(Republic)	Liggett	
WOOD-F, 105.7, 265 KW @ 810,	BTFL/EZ	,$ 80.00*	(Katz)	United Artists	
WYXX-F, 96.1, 50 KW @ 295,	SOFT AC	,$ 20.00*	(Patt)		(HOLLAND)
WMUS-F, 106.9, 50 KW @ 480,	COUNTRY	,$ 40.00*	(HNWH)		(MUSKEGON)
WSNX-F, 104.5, 50 KW @ 360,	CHR	,$ 31.00*	(Christal)	Goodrich	(MUSKEGON)

GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 49/762,100

MSA Rank/Pop: 57/916,000
ADI # 50
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 29/23
Diaries: 1206/637:1/56.1%
Sample Target: 1070
% Below Line: 4.9
% Not Listed: 10.8

1987 Revenue: $19,200,000
HH Inc.: $31,060
Retail $: 6.3 Bil
Pop per Station: 33,396
#1 Biller: WTQR-F $4,100,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F	242/18.6	14.8	17.4	17.5	17.8	17.1	410/4092	2218/28.9	27.3	29.2			15.6	208	2170	WTQR-F
2. WKRR-F	96/ 7.4	8.6	9.4	9.5	7.7	8.7	156/1818	1094/14.2	15.4	13.5			11.4	151	1424	WKRR-F
3. WMAG-F	84/ 6.5	8.5	8.2	5.5	7.0	6.7	125/1781	1331/17.3	18.7	16.4			6.2	82	1294	WMAG-F
4. WKZL-F	81/ 6.2	6.0	6.2	7.2	6.3	6.4	134/2162	1328/17.3	16.9	15.1			8.3	110	1376	WKZL-F
5. WSJS	73/ 5.6	4.7	5.5	5.5	4.8	5.3	73/ 983	924/12.0	11.8	13.6			2.6	34	557	WSJS
6. WKSI-F	72/ 5.5	4.9	7.1	8.0	6.8	6.4	124/2219	1296/16.9	14.8	20.7			7.2	96	1585	WKSI-F
7. WQMG-F	70/ 5.4	7.8	6.9	6.8	6.0	6.7	125/1267	791/10.3	11.4	10.9			8.6	114	935	WQMG-F
8. WOJY-F	69/ 5.3	4.1	6.3	6.9	5.7	5.7	97/1489	1004/13.1	10.7	14.8			4.8	64	982	WOJY-F
9. WBIG-F	64/ 4.9	6.9	2.9	1.1	1.7	4.0	1115/1499	855/11.2	15.5	6.1			6.5	87	921	WBIG-F
10. WAAA	39/ 3.0	2.2	2.6	1.9	2.3	2.4	39/ 336	336/ 4.4	4.6	4.2			3.3	44	496	WAAA
11. WMQX-F	30/ 2.3	2.0	2.2	2.9	1.1	2.4	35/ 691	540/ 7.0	8.4	5.9			2.6	34	631	WMQX-F
12. WTNC	27/ 2.1	1.9	2.3	.3	.4	1.7	31/ 195	177/ 2.3	2.5	1.0			1.1	14	126	WTNC
13. WHPE-F	26/ 2.0	2.2	2.1	1.1	2.1	1.9	46/ 688	423/ 5.5	4.7	5.6			1.2	16	285	WHPE-F

12+ FM SHARE (METRO): 79.90% (926 of 1159) (WIN 87: 80.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSI-F	1. WTQR-F	1. WTQR-F	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F	1. WTQR-F
WKZL-F>	2. WKRR-F	2. WKRR-F	2. WMAG-F	2. WMAG-F	2. WSJS	2. WSJS	2. WMAG-F	2. WKRR-F	2. WKZL-F	2. WKRR-F
3. WKRR-F>	3. WKZL-F	3. WMAG-F	3. WKRR-F	3. WOJY-F	3. WOJY-F	3. WMAG-F	3. WKRR-F	3. WKZL-F	3. WQMG-F	3. WMFR
4. WQMG-F	4. WQMG-F	4. WQMG-F	WOJY-F	4. WKRR-F	4. WMAG-F	4. WKRR-F	4. WOJY-F	4. WMAG-F	4. WKRR-F	4. WSJS
5.	5. WKSI-F	5. WKZL-F	5. WBIG-F	5. WQMG-F	5. WBIG-F	5. WOJY-F	5. WBIG-F	5. WKSI-F	5. WKSI-F	5. WKSI-F
	6. WMAG-F	6. WKSI-F	WQMG-F	6. WBIG-F		6. WKZL-F		WOJY-F		6. WQMG-F
		WOJY-F				7. WKSI-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKSI-F	1. WTQR-F	1. WTQR-F	1. WTQR-F>	1. WTQR-F>	1. WKRR-F>	1. WKRR-F	1. WTQR-F>	1. WTQR-F>	1. WTQR-F
WKZL-F	2. WMAG-F	2. WMAG-F	2. WMAG-F>	2. WMAG-F	2. WKZL-F	WTQR-F>	2. WKRR-F	2. WKRR-F>	2. WKRR-F
WMAG-F	3. WKZL-F	3. WKZL-F	3. WKZL-F	3. WOJY-F	3. WTQR-F	3. WKZL-F	3. WQMG-F	3. WMAG-F	3. WMAG-F
4. WKRR-F	4. WKSI-F	4. WKSI-F	4. WQMG-F	4. WBIG-F	4. WKSI-F	WQMG-F	4. WAAA	4. WKZL-F	4. WOJY-F
WQMG-F	5. WQMG-F	WQMG-F	5. WOJY-F	5. WKZL-F	5. WQMG-F	5. WKSI-F	5. WKSI-F	5. WQMG-F	5. WQMG-F
	6. WKRR-F	WMQX-F	6. WKSI-F					6. WKSI-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEAL	1510	Greensboro	1.6/3.3	WDCG-F	105.1	Durham	.5/3.2
WGLD	1320	Greensboro	.3/1.5	WPEG-F	97.9	Concord	2.9/4.0
WKEW	1400	Greensboro	.9/2.8	WPTF	680	Raleigh	.4/ .9
WKXR	1260	Asheboro	.7/1.4	WRDX-F	106.5	Salisbury	.5/ .9
WMFR	1230	High Point	1.7/3.8	WROQ	95.1	Charlotte	.4/1.7
WMQX	1340	Winston Salem	.2/1.4	WSOC-F	103.7	Charlotte	.3/2.3
WPCM-F	101.1	Burlington	.7/3.6				
WPET	950	Greensboro	.7/1.8				
WSMX	1500	Winston Salem	.8/1.2				
WWMY-F	94.5	Eden	1.8/4.9				

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN,$ 17.00	(---)			
WEAL, 1510, 1 KW (DAYS)	, BLACK/GOSPEL	SBN,$ 12.00	(HNWH)			
WGLD, 1320, 5 KW/1 KW (DA-2)	, OLDIES	US 2,Trans,$ 18.00*	(Christal)	Mann		
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-I,ABC-E,$ 22.00*	(MMR)	Voyager		
WSJS, 600, 5 KW (DA-2)	, MOR	CBS,MBS,$ 64.00*	(Mc-Guild)	New Market		
WBIG-F, 102.1, 100 KW @ 770,	COUNTRY	,$ NA	(Banner)	Beasley		(REIDSVILLE)
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	,$ NA	(---)			
WWMY-F, 94.5, 27 KW @ ?? ,	BTFL	,$ 19.00*	(Katz)			(EDEN)
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC ROCK	,$ 75.00*	(Republic)	Dick		(ASHEBORO)
WKSI-F, 98.7, 100 KW @ 814,	CHR	,$ 73.00	(Eastman)	Bahakel		
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC-R,$ 70.00	(Katz)	Nationwide		
WMAG-F, 99.5, 100 KW @ 1500,	AC	,$ 70.00*	(MMR)	Voyager		
WMQX-F, 93.1, 100 KW @ 483,	AC	,$ 42.00*	(Durpetti)			
WOJY-F, 100.3, 100 KW @ 1049,	SOFT AC	,$ 74.00*	(Christal)	Mann		
WPCM-F, 101.1, 100 KW @ 910,	COUNTRY	MBS,$ 25.00	(Masla)			(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 555,	BLACK	CBS-R,$ 58.00*	(HNWH)			
WTHP-F, 98.3, 1.6 KW @ 429,	BLACK	,$ 19.00	(T-N)			(THOMASVILLE)
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	,$125.00*	(Mc-Guild)			

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GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 66/510,000

MSA Rank/Pop: 83/623,000
ADI # 36 (w/Asheville)
Average Person Ratings: 16.1
Market TSL: 21.8 hours

Stations: 27/19
Diaries: 1062/485:1/58.3%
Sample Target: 880
% Below Line: 8.7
% Not Listed: 10.0

1987 Revenue: $17,500,000
HH Inc.: $27,214
Retail $: 4.0 Bil
Pop per Station: 27,126
#1 Biller: WFBC A/F $5,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WESC A/F	124/14.9	14.8	15.1	16.1	14.6	15.2	299/2779	1136/22.0	26.3	24.6			13.7	126	1200	WESC A/F
2. WANS-F	89/10.7	6.2	8.5	6.3	7.8	7.9	146/1887	1199/23.3	18.2	22.0			13.7	126	1390	WANS-F
3. WSPA-F	79/ 9.5	8.0	8.3	7.0	7.9	8.2	156/1557	933/16.2	16.6	14.5			5.5	51	710	WSPA-F
4. WLWZ-F	76/ 9.1	1.1	1.3	1.0	1.4	3.1	77/ 679	632/12.3	3.5	4.6			9.6	89	655	WLWZ-F
5. WSSL-F	65/ 7.8	9.0	7.3	9.9	9.1	8.5	173/2118	945/18.3	16.9	18.6			9.1	84	1040	WSSL-F
6. WFBC-F	55/ 6.6	10.4	13.0	14.0	11.7	11.0	101/1731	1019/19.8	24.0	27.6			7.9	73	896	WFBC-F
7. WMYI-F	45/ 5.4	6.8	3.3	---	---	5.2	130/1507	762/14.8	15.1	---			5.1	47	583	WMYI-F
8. WCKN-F	42/ 5.0	4.2	6.0	7.6	8.1	5.7	99/1258	706/13.7	16.2	21.0			6.6	61	885	WCKN-F
9. WORD	19/ 2.3	2.0	1.9	2.8	3.9	2.3	19/ 247	247/ 4.8	6.2	9.1			2.7	25	385	WORD
WHYZ	19/ 2.3	6.5	8.0	9.6	6.8	6.6	28/ 303	259/ 5.0	9.1	9.7			2.4	22	327	WHYZ

12+ FM SHARE (METRO): 86.52% (648 of 749) (WIN 87: 76.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WANS-F>	1. WANS-F>	1. WESC-F+	1. WESC-F+>	1. WESC-F+>	1. WESC-F+>	1. WESC-F+>	1. WESC-F+	1. WESC-F+	1. WLWZ-F	1. WLWZ-F
2. WLWZ-F>	2. WLWZ-F	2. WANS-F	2. WLWZ-F	2. WFBC-F	2. WSPA-F>	2. WANS-F	2. WSPA-F	2. WLWZ-F	2. WANS-F>	2. WESC-F
3.	3. WCKN-F	3. WLWZ-F	3. WFBC-F	WLWZ-F	3. WSSL-F	WFBC-F	3. WANS-F	3. WANS-F	3. WSPA-F	3. WANS-F
4.	4. WESC-F+	4. WSSL-F	4. WSSL-F	WSSL-F	4. WFBC-F	4. WSSL-F	4. WSSL-F	4. WSPA-F	4. WESC-F	4. WCKN-F
5.	5. WMYI-F	5. WFBC-F	5. WSPA-F	5. WSPA-F	5.	5. WSPA-F	5. WMYI-F	5. WSSL-F	5. WCKN-F	5. WSSL-F
						6. WLWZ-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WANS-F	1. WLWZ-F	1. WLWZ-F	1. WLWZ-F	1. WESC-F+	1. WANS-F>	1. WANS-F>	1. WESC-F+	1. WESC-F+	1. WESC-F+>
2. WLWZ-F>	2. WANS-F	2. WANS-F	2. WANS-F	2. WSPA-F	2. WCKN-F>	2. WCKN-F	2. WCKN-F	2. WANS-F	2. WMYI-F
3.	3. WCKN-F	3. WFBC-F	WESC-F+	3. WLWZ-F	3.	3. WESC-F+	WMYI-F	3. WCKN-F	3. WFBC-F
4.	WMYI-F	4. WSSL-F	4. WSPA-F	WSSL-F	4.	4. WLWZ-F	4. WLWZ-F	4. WMYI-F	4. WLWZ-F
5.	WSSL-F	5. WCKN-F	5. WSSL-F	5. WFBC-F	5.	5. WMYI-F	5. WANS-F	5. WLWZ-F	WSSL-F
			6. WFBC-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASC	1530	Spartanburg	1.0/2.5	WBCY-F	107.9	Charlotte	2.0/6.6
WBBR	1580	Travelers Rest	.6/1.2	WCKZ-F	101.9	Gastonia	2.3/4.2
WELP	1360	Easley	.8/1.7	WROQ-F	95.1	Charlotte	.5/2.1
WFBC	1330	Greenville	1.2/3.0	WWMG-F	96.1	Shelby	.5/2.3
WKDY	1400	Spartanburg	.4/1.9	WXRC-F	95.7	Hickory	1.2/2.1
WMUU-F	94.5	Greenville	1.7/3.4				
WSPA	950	Spartanburg	1.7/5.6				
WSSL	1440	Greenville	.4/1.9				
WBBO-F	780	Forest City	.8/2.6				
WBFM-F	98.1	Seneca	.5/1.6				
WKSF-F	99.9	Asheville	.8/4.7				

RADIO STATIONS

WFBC, 1330, 5 KW (DA-N)	, OLDIES	NBC,$ NA	(Katz)	Multimedia	
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	ABC-C,SBN,$ 30.00*	(HNWH)		
WORD, 910, 5 KW/1 KW (DA-2)	, AC	UPI,$ 16.00	(Masla)		
WSPA, 950, 5 KW (DA-N)	, MOR	CBS,$ 25.00	(Mc-Guild)		
WASC, 1530, 1 KW (DAYS)	, BLACK	NBN,ABC-C,$ 14.00*	(---)		
WANS-F , 107.3, 100 KW @ 1012,	CHR/AOR	US 1,$ 42.00*	(Christal)		(ANDERSON)
WCKN-F , 101.1, 100 KW @ 1092,	CHR	MBS,ABC-C,$ 45.00*	(Durpetti)		(ANDERSON)
WESC-F+, 92.5, 100 KW @ 2000,	COUNTRY	ABC-E,$ 70.00*	(Banner)		
WFBC-F , 93.7, 100 KW @ 1840,	AC	,$ 87.00*	(Katz)	Multimedia	
WMUU-F , 94.5, 100 KW @ 1200,	BTFL/EZ	APR,$ 16.00	(S. Katz)		
WSPA-F , 98.9, 100 KW @ 1910,	BTFL/EZ	,$ 50.00	(Mc-Guild)		
WSSL-F , 100.5, 100 KW @ 1280,	COUNTRY	MBS,$ 56.00	(Torbet)	Sterling	
WMYI-F , 102.5, 100 KW @ 323,	AC	,$ NA	(Republic)	Am Com	(HENDERSONVILLE, NC)
WLWZ-F , 103.9, 3 KW @ 300,	BLACK	,$ NA	(HNWH)		

WKSF - See Asheville WBCY - See Charlotte

HARRISBURG

Arbitron Rank/Pop (12+): 72/490,100

MSA Rank/Pop: 87/584,000
ADI # 45 (w/York & Lancaster)
Average Person Ratings: 17.7
Market TSL: 23.0 hours

Stations: 31/19
Diaries: 974/504:1/61.2%
Sample Target: 880
% Below Line: 21.0
% Not Listed: 7.6

1987 Revenue: $12,000,000
HH Inc.: $33,463
Retail $: 4.5 Bil
Pop per Station: 25,837
#1 Biller: WNNK-F $4,100,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	169/19.5	20.2	20.7	19.4	16.7	20.0	197/2276	1808/36.8	35.6	35.2			32.9	217	2174	WNNK-F
2. WRKZ-F	70/ 8.1	6.6	11.0	8.0	10.9	8.4	157/1762	804/16.4	14.3	15.6			7.6	50	544	WRKZ-F
3. WHP	67/ 7.7	7.7	6.5	5.5	6.4	6.9	71/ 965	841/17.1	14.7	17.9			6.1	40	527	WHP
4. WHP-F	62/ 7.1	7.1	4.8	8.3	8.1	6.8	69/ 884	728/14.8	14.7	17.9			6.2	41	525	WHP-F
5. WHYL A/F	52/ 6.0	4.3	3.6	4.3	3.2	4.7	53/ 638	568/11.6	9.4	8.8			5.9	39	522	WHYL A/F
6. WNCE-F	49/ 5.6	5.3	3.8	2.6	4.2	4.3	203/1894	570/11.6	10.6	9.0			2.6	17	270	WNCE-F
7. WTPA-F	47/ 5.4	3.3	5.1	4.4	5.3	4.6	63/ 748	462/ 9.4	8.7	10.3			6.2	41	551	WTPA-F
8. WQXA-F	30/ 3.5	3.8	4.8	5.1	3.0	4.3	88/1690	536/10.9	12.2	14.0			2.9	19	390	WQXA-F
9. WHTF-F	28/ 3.2	3.8	3.6	3.0	3.7	3.4	79/1317	374/ 7.6	7.7	8.1			1.7	11	280	WHTF-F
10. WHIT-F	25/ 2.9	3.7	3.6	5.9	4.9	4.0	30/ 638	559/11.4	11.3	14.3			3.6	24	442	WHIT-F
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.55% (638 of 802) (WIN 87: 78.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WHP	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WRKZ-F
2. WQXA-F>	2. WTPA-F>	2. WTPA-F>	2. WHP-F	2. WHP-F	2. WNNK-F	2. WHP	2. WHP-F	2. WHP-F	2. WTPA-F	2. WHP-F
3. WHIT-F>	3. WHTF-F	3. WHP-F	3. WRKZ-F	3. WRKZ-F	WRKZ-F	3. WRKZ-F	3. WNCE-F	3. WRKZ-F	3. WRKZ-F	3. WLBR
4.	4. WHP-F	4. WRKZ	4. WHYL-F+	4. WHYL-F+	4. WNCE-F	4. WHP-F	4. WRKZ-F	4. WHP	4. WQXA-F	4. WNNK-F
5.	5. WHYL-F+	5. WHTF-F+	5. WCMB	5.	5. WHP-F	5. WTPA-F	5. WHYL	WTPA-F	WHYL-F	5. WNCE-F
			WHIT-F				6. WHP			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F	1. WTPA-F	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>
2. WTPA-F	2. WTPA-F	2. WHP-F>	2. WHP-F	2. WHP-F	2. WNNK-F>	2. WTPA-F>	2. WTPA-F	2. WTPA-F>	2. WRKZ-F
3.	3. WHP-F	3.	3. WRKZ-F	3. WHYL-F+	3.	3. WHTF-F	3. WHTF-F	3. WRKZ-F	3. WHP-F
4.	4.	4.	WTPA-F	WRKZ-F	4.	4. WGRX-F	4. WHP-F	4. WHTF-F	WHYL-F+
5.	5.	5.	5. WHYL-F	5. WNCE-F	5.	5.	5. WRKZ-F	5. WHYL-F+	5. WHTF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville-Cleona	1.2/2.2	WARM-F	103.3	York	1.5/5.7
WCMB	1460	Harrisburg	2.6/6.9	WDAC-F	94.5	Lancaster	1.3/4.1
WCTX-F	92.1	Palmyra	.7/2.1	WGCB-F	96.1	Red Lyon	.5/1.9
WHGB	1400	Harrisburg	1.4/3.9	WIOV-F	105.1	Ephrata	.5/1.8
WIOO	1000	Carlisle	.8/1.9	WLAN-F	96.9	Lancaster	.9/4.5
WKBO	1230	Harrisburg	1.2/4.3	WYCR-F	98.5	York	.8/3.4
WLBR	1270	Lebanon	2.3/6.8				
WMSP-F	94.9	Harrisburg	.9/3.0	WGRX-F	100.7	Westminster	1.8/3.7
WQIN	1290	Lykens	.5/1.0	WQKX-F	94.1	Sunbury	.5/1.9
WUFM-F	100.1	Lebanon	2.5/4.4	WRFY-F	102.5	Reading	.9/1.9
WWII	720	Shiremanstown	.7/1.2				

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	US 2,$ 26.00*	(Eastman)	McKenna	
WHGB, 1400, 1 KW	, NOSTALGIA	SMN,$ 18.00	(Mc-Guild)	Scott	
WHP , 580, 5 KW (DA-N)	, MOR	CBS,$ 55.00*	(Katz)	Commonwealth	
WKBO, 1230, 1 KW	, OLDIES	APR,SMN,$ 28.00	(Banner)		
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR/AC	ABC-I,$ 18.00	(Masla)		(LEBANON)
WHP-F , 97.3, 14 KW @ 840,	BTFL/EZ	ABC-D,$ 60.00*	(Katz)	Commonwealth	
WHYL-F+, 102.3, 3 KW @ 300,	COUNTRY	APR,$ 31.00	(HNWH)		
WNNK-F , 104.1, 15 KW @ 950,	CHR	APR,$ 80.00*	(Christal)	Keymarket	
WRKZ-F , 106.7, 50 KW @ 500,	COUNTRY	ABC-E,$ 63.00*	(Mc-Guild)	Eastern	
WHIT-F , 99.3, 3 KW @ 300,	AC	US 1,$ 40.00*	(Eastman)	McKenna	
WTPA-F , 93.5, 3 KW @ 300,	AOR	ABC-R,$ 35.00*	(Republic)		

Other ranked stations - See York or Lancaster

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HARTFORD

Arbitron Rank/Pop (12+): 40/895,500

MSA Rank/Pop: 43/1,110,000
ADI # 23 (w/New Haven)
Average Person Ratings: 17.5
Market TSL: 22.8 hours

Stations: 22/14
Diaries: 1448/632:1/55.3%
Sample Target: 1170
% Below Line: 8.7
% Not Listed: 9.2

1987 Revenue: $33,200,000
HH Inc : $41,923
Retail $: 9.1 Bil
Pop per Station: 65,357
#1 Biller: WTIC $9,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WTIC	301/18.8	19.8	18.4	19.0	19.2	19.0	399/4662	3337/36.5	35.3	38.1			17.6	268	2672	WTIC
2. WTIC-F	233/14.6	14.8	13.7	14.1	13.0	14.3	349/5184	3236/35.4	31.8	31.7			19.1	290	3707	WTIC-F
3. WRCH-F	159/ 9.9	9.3	8.3	9.3	9.0	9.2	300/3097	1718/18.8	20.1	18.9			4.6	70	936	WRCH-F
4. WDRC-F	126/ 7.9	8.8	5.7	7.3	7.6	7.4	288/3488	1540/16.8	22.0	16.5			7.4	113	1529	WDRC-F
5. WHCN-F	99/ 6.2	4.9	4.9	4.6	4.0	5.2	223/2801	1500/16.4	15.5	15.5			8.0	122	1966	WHCN-F
6. WCCC A/F	86/ 5.4	4.4	5.0	5.1	5.2	5.0	134/2084	1259/13.8	13.5	16.6			7.0	106	1369	WCCC A/F
7. WIOF-F	73/ 4.6	4.0	5.9	4.7	4.4	4.8	129/2068	1206/13.2	12.4	11.0			3.3	50	683	WIOF-F
WKSS-F	73/ 4.6	5.0	6.0	5.5	4.9	5.3	124/2742	1411/15.4	16.6	15.7			8.3	127	1867	WKSS-F
9. WRCQ	60/ 3.8	3.5	5.2	3.2	4.3	4.0	74/ 860	709/ 7.7	7.6	7.8			1.8	28	591	WRCQ
10. WPOP	44/ 2.8	2.9	3.4	3.4	3.8	3.1	51/1084	923/10.1	9.6	11.5			2.3	35	932	WPOP
11. WDRC	40/ 2.5	1.8	2.6	2.0	2.2	2.2	45/ 822	692/ 7.6	6.5	6.8			1.5	23	394	WDRC

12+ FM SHARE (METRO): 66.96% (973 of 1453) (WIN 87: 62.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WTIC	1. WTIC >	1. WTIC >	1. WTIC	1. WTIC-F	1. WTIC	1. WTIC >
2. WKSS-F	2. WHCN-F	2. WDRC-F	2. WDRC-F>	2. WTIC-F	2. WRCH-F>	2. WTIC-F>	2. WTIC-F	2. WTIC	2. WTIC-F>	2. WTIC-F>
3. WHCN-F	3. WCCC-F+	3. WHCN-F	3. WTIC	3. WDRC-F>	3. WDRC-F	3. WRCH-F	3. WRCH-F	3. WRCH-F	3. WRCH-F	3. WDRC-F
4. WCCC-F+	4. WDRC-F	4. WCCC-F+	4. WHCN-F	4. WIOF-F	4. WRCQ	4. WDRC-F	4. WDRC-F	4. WDRC-F	4. WKSS-F	WRCH-F
5.	5. WKSS-F	5. WTIC	5. WIOF-F	WRCH-F	WTIC-F	5. WHCN-F	5. WHCN-F	5. WHCN-F	5. WDRC-F	5. WDRC
	6. WIOF-F	6. WIOF-F	6. WCCC-F+	6. WHCN-F	6. WIOF-F		6. WCCC-F	6. WCCC-F	6. WCCC-F	6. WCCC-F
		7. WKSS-F	7. WRCH-F				7. WIOF-F	WIOF-F	7. WHCN-F	WPOP

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WTIC-F	1. WTIC-F	1. WDRC-F	1. WTIC-F	1. WDRC-F
2. WKSS-F	2. WKSS-F	2. WDRC-F	2. WDRC-F	2. WTIC >	2. WCCC-F+	2. WCCC-F+	2. WHCN-F	2. WDRC-F	2. WTIC
3. WHCN-F	3. WHCN-F	WIOF-F	WIOF-F	3. WIOF-F	3. WHCN-F>	WHCN-F	3. WTIC-F	3. WHCN-F	3. WTIC-F
4.	4. WIOF-F	4. WCCC-F+	4. WTIC	4. WDRC-F	4. WKSS-F	4. WDRC-F>	4. WCCC-F>	4. WCCC-F+	4. WHCN-F
5.	5. WCCC-F	5. WHCN-F	5. WKSS-F	5. WRCH-F	5. WAQY-F	5.	5. WPLR-F	5. WTIC	5. WCCC-F+
	WDRC-F		6. WHCN-F						6. WRCH-F
			7. WRCH-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCCC	1290	Hartford	.3/1.3
WKHT	1230	Manchester	.9/2.5
WKND	1480	Windsor	.4/1.1
WKCI-F	101.3	Hamden	1.0/4.9
WPLR-F	99.1	New Haven	1.9/7.2
WWYZ-F	92.5	Waterbury	1.6/6.8
WAAF-F	107.3	Worcester	.4/1.6
WAQY-F	102.1	Springfield	2.1/7.8
WHYN-F	93.1	Springfield	.4/2.8
WMAS-F	94.7	Springfield	.5/2.0
WNBC	660	New York	.7/2.2

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, AC/OLDIES		,$ 36.00*	(Mc-Guild)	Buckley	
WGAB, 1550, 5 KW/740 W (DA-2)	, TALK		ABC-T,$ 20.00	(---)		
WKHT, 1230, 1 KW	, COUNTRY		MBS,$ 24.00*	(P/W)		
WKND, 1480, 500 W (DAYS,DA)	, BLACK		NBN,$ 28.00*	(Roslin)		
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK		CBS,$ 53.00*	(Eastman)	Merv Griffin	
WRCQ, 910, 5 KW (DA-2)	, NOSTALGIA		ABC-E,$ 45.00*	(Banner)		
WRYM, 840, 1 KW (DAYS)	, SPANISH		,$ 22.00*	(Caballero)		
WTIC, 1080, 50 KW (DA-N)	, MOR		NBC,$185.00*	(Katz)	Chase	
WCCC-F+, 106.9, 23 KW @ 720,	AOR	Source,	ABC-C,$ 50.00*	(Durpetti)		
WDRC-F , 102.9, 20 KW @ 810,	OLDIES		,$ 64.00*	(Mc-Guild)	Buckley	
WHCN-F , 105.9, 16 KW @ 867,	AOR		ABC-R,$ 59.00*	(Christal)	Beck-Ross	
WIOF-F , 104.1, 18 KW @ 835,	AC		CBS-R,$ 73.00*	(Eastman)	Merv Griffin	(WATERBURY)
WKSS-F , 95.7, 17 KW @ 880,	CHR		,$ 80.00	(MMR)		
WLVH-F , 93.7, 21 KW @ 780,	SPANISH		APR,$ 30.00*	(MMR)	Sage	
WRCH-F , 100.5, 8 KW @ 1250,	BTFL/EZ		ABC-D,$ 81.00*	(Banner)		
WTIC-F , 96.5, 20 KW @ 810,	CHR		,$135.00*	(Katz)	Chase	
WWYZ-F , 92.5, 18 KW @ 860,	AC		US 2,$ 48.00*	(Blair)		(WATERBURY)

Other ranked stations - See New Haven or Springfield

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HONOLULU

Arbitron Rank/Pop (12+): 55/687,600

MSA Rank/Pop: 62/837,000
ADI # None
Average Person Ratings: 16.5
Market TSL: 22.0 hours

Stations: 23/23
Diaries: 1368/502:1/60.0%
Sample Target: 1010
% Below Line: 0
% Not Listed: 4.7

1987 Revenue: $16,500,000
HH Inc.: $41,840
Retail $: 5.5 Bil
Pop per Station: 29,848
#1 Biller: KSSK $4,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KQMQ A/F	162/14.2	14.4	16.4	14.0	15.2	14.8	----	2283/33.3	34.3	27.9						KQMQ A/F
2. KSSK	127/11.2	13.0	13.4	14.0	10.9	12.9	----	1488/21.7	24.9	23.0						KSSK
3. KUMU A/F	113/10.0	12.6	10.4	10.2	13.4	10.8	----	1292/18.8	21.7	21.5						KUMU A/F
4. KMAI-F	102/ 9.0	4.9	6.6	8.0	10.7	7.1	----	1492/21.7	15.4	23.2						KMAI-F
5. KRTR-F	83/ 7.3	6.6	5.7	5.9	5.2	6.4	----	1118/16.3	15.2	14.1						KRTR-F
6. KPOI-F	71/ 6.3	8.7	7.5	6.6	7.2	7.3	----	1042/15.2	15.4	14.9						KPOI-F
KXPW-F	71/ 6.3	9.5	9.8	7.8	6.6	8.4	----	1320/19.2	20.0	20.1						KXPW-F
8. KIKI	66/ 5.8	5.2	4.7	6.3	4.6	5.5	----	890/13.0	11.8	11.0						KIKI
9. KCCN	63/ 5.5	4.4	4.0	4.6	4.0	4.6	----	714/10.4	10.2	10.5						KCCN
10. KHVH	45/ 4.0	3.8	4.0	3.9	3.7	3.9	----	734/10.7	12.5	10.2						KHVH
11. KGU	42/ 3.7	4.8	3.5	4.5	4.9	4.1	----	523/ 7.6	10.6	10.2						KGU
12. KDEO	35/ 3.1	2.2	2.0	1.9	1.1	2.3	----	385/ 5.6	4.9	3.6						KDEO

NOTE: HONOLULU'S METRO AND TSA ARE THE SAME

12+ FM SHARE (METRO): 50.51% (547 of 1083) (WIN 87: 54.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMAI-F	1. KQMQ-F+>	1. KQMQ-F+>	1. KQMQ-F+	1. KQMQ-F+	1. KUMU-F+	1. KSSK >	1. KQMQ-F+	1. KQMQ-F+	1. KQMQ-F+>	1. KQMQ-F
KQMQ-F+>	2. KMAI-F	2. KMAI-F	2. KSSK	2. KSSK	2. KSSK >	2. KQMQ-F+>	2. KUMU-F+	2. KMAI-F	2. KMAI-F	2. KSSK
3. KXPW-F	3. KPOI-F	KRTR-F	3. KRTR-F	3. KRTR-F	3. KQMQ-F	3. KUMU-F	3. KSSK	3. KUMU-F+	3. KUMU-F	3. KGU
4.	4. KRTR-F	KSSK	4. KIKI	4. KIKI	4. KCCN	4. KMAI-F	4. KRTR-F	4. KSSK	4. KXPW-F	4. KXPW-F
5.	5. KXPW-F	5. KPOI-F	5. KUMU-F+	5. KUMU-F+	KGU	5. KRTR-F	5. KIKI	5. KRTR-F	5. KGU	5. KDEO
					KHVH	6. KXPW-F	6. KPOI-F	6. KPOI-F	6. KPOI	KPOI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMAI-F	1. KQMQ-F+	1. KQMQ-F+>	1. KQMQ-F+>	1. KQMQ-F+
2. KQMQ-F>	2. KMAI-F	KRTR-F	2. KMAI-F	2. KSSK
3. KRTR-F	3. KRTR-F	3. KSSK	3. KSSK	3. KRTR-F
KXPW-F	4. KXPW-F	4. KMAI-F	4. KRTR-F>	4. KUMU-F+
5.	5. KSSK	5. KXPW-F	5. KXPW-F	5. KIKI

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPOI-F	1. KQMQ-F+	1. KQMQ-F+>	1. KQMQ-F+	1. KQMQ-F+
2. KQMQ-F	2. KPOI-F>	2. KRTR-F	2. KPOI-F>	2. KSSK
3. KMAI-F>	3. KMAI-F	3. KPOI-F	3. KRTR-F	3. KIKI
4.	4. KRTR-F	4. KIKI	4. KIKI	4. KRTR-F
5.	5. KXPW-F	5. KCCN	5. KSSK	5. KUMU-F+
		KXPW-F	6. KMAI-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	1.0/2.7
KAIM-F	95.5	Honolulu	.8/2.2
KISA	1540	Honolulu	.6/2.0
KLHT	1040	Honolulu	1.4/2.8
KLNI	1380	Pearl City	1.5/1.7
KNDI	1270	Honolulu	.8/2.1
KOHO	1170	Honolulu	1.1/2.9
KORL	650	Honolulu	.4/1.2
KZOO	1210	Honolulu	1.5/2.7

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC		,$ 25.00*	(Roslin)		
KDEO, 940, 10 KW	, COUNTRY	MBS,	$ 23.00	(Masla)		
KGU , 760, 10 KW	, NEWS/TALK	CBS,ABC-T,	$ 28.00	(Banner)		
KHVH, 990, 5 KW	, NEWS/TALK	NBC,ABC-I,	$ 40.00	(HNWH)		
KIKI, 830, 10 KW	, OLDIES		,$ 38.00	(Katz)	Parker	
KSSK, 590, 5 KW	, MOR/AC		,$ 95.00*	(Eastman)	H & G	
KAIM-F , 95.5, 100 KW @ 421,	RELIGION		,$ 10.00	(---)		
KMAI-F , 93.9, 100 KW @ 421,	CHR		,$ 35.00*	(Katz)	Parker	
KPOI-F , 97.5, 83 KW @ 46,	AOR		,$ 45.00*	(Republic)		
KQMQ-F+, 93.1, 54 KW @ -119,	CHR	US 1,APR,	$ 60.00*	(Christal)		
KRTR-F , 96.3, 75 KW @ 2120,	AC		,$ 32.00*	(Torbet)		
KUMU-F+, 94.7, 100 KW @ 500,	BTFL/EZ		,$ 44.00*	(Torbet)		
KXPW-F , 92.3, 100 KW @ 1685,	AC		,$ 61.00*	(Eastman)	H & G	

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HOUSTON

Arbitron Rank/Pop (12+): 8/2,990,500

MSA Rank/Pop: 8/3,710,000
ADI # 10
Average Person Ratings: 17.3
Market TSL: 22.5 hours

Stations: 29/29
Diaries: 2537/1182:1/48.4%
Sample Target: 2030
% Below Line: 0
% Not Listed: 9.6

1987 Revenue: $100,300,000
HH Inc.: $36,984
Retail $: 26.3 Bil
Pop per Station: 103,376
#1 Biller: KIKK A/F $12,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F	442/8.5	7.8	10.3	9.1	9.9	8.9	451/4300	4114/13.7	12.3	16.2			13.7	760	6423	KMJQ-F
2. KRBE-F	409/7.9	6.4	7.2	6.6	6.2	7.0	442/7513	6818/22.7	20.2	19.8			8.6	475	6271	KRBE-F
3. KKBQ A/F	393/7.6	6.5	7.5	7.1	8.1	7.2	409/6629	6294/21.0	19.2	22.1			8.5	473	7429	KKBA A/F
4. KIKK-F	357/6.9	8.3	7.3	8.0	7.6	7.6	388/5084	4603/15.4	16.4	16.8			8.5	472	5389	KIKK-F
5. KILT-F	308/6.0	5.9	6.0	7.3	6.4	6.3	357/5331	4599/15.3	14.1	15.2			5.7	314	3547	KILT-F
6. KLOL-F	291/5.6	6.2	5.6	4.3	4.4	5.4	304/4485	4061/13.5	13.3	12.8			6.7	369	4530	KLOL-F
7. KTRH	281/5.4	4.9	6.9	6.8	4.6	6.0	318/5550	4845/16.2	13.7	15.4			3.8	208	3170	KTRH
8. KODA-F	271/5.2	5.7	5.5	5.4	5.5	5.5	296/4255	3882/12.9	13.3	15.0			3.9	214	3853	KODA-F
9. KLTR-F	232/4.5	2.8	2.5	2.8	2.9	3.2	233/3829	3776/12.6	9.7	9.4			2.8	155	3408	KLTR-F
10. KFMK-F	217/4.2	4.9	4.9	5.2	5.3	4.8	239/3271	2905/ 9.7	11.4	13.0			4.2	235	2433	KFMK-F
11. KZFX-F	192/3.7	4.8	3.8	4.0	3.8	4.1	200/3572	3338/11.1	9.8	9.8			5.2	286	3198	KZFX-F
12. KKHT-F	166/3.2	4.2	2.6	2.0	1.6	3.0	169/2587	2509/ 8.4	9.5	7.0			2.3	129	2003	KKHT-F
13. KQUE-F	165/3.2	4.2	3.9	4.0	4.4	3.8	171/2030	1935/ 6.5	7.4	8.6			3.2	176	2084	KQUE-F
14. KPRC	159/3.1	3.1	2.2	2.9	2.6	2.8	162/2903	2723/ 9.1	9.4	7.9			3.3	183	2115	KPRC
15. KJYY-F	113/2.2	1.8	2.7	2.5	2.5	2.3	113/1752	1693/ 5.6	5.9	7.4			1.3	74	1235	KJYY-F
16. KLAT	96/1.9	3.1	.8	1.1	1.6	1.7	98/1085	1078/ 3.6	3.7	2.8			1.0	56	877	KLAT
17. KYOK	90/1.7	1.7	1.4	1.8	1.2	1.7	90/1239	1239/ 4.1	4.4	4.9			1.0	53	1255	KYOK
18. KXYZ	86/1.7	1.0	1.7	1.0	2.5	1.4	86/ 844	844/ 2.8	2.7	3.6			1.2	67	732	KXYZ
19. KEYH	58/1.1	1.2	1.3	1.6	1.9	1.3	58/ 540	540/ 1.8	1.6	1.9			.7	37	375	KEYH
20. KCOH	56/1.1	1.4	1.2	1.8	1.4	1.4	56/ 850	850/ 2.8	3.2	3.3			.9	49	721	KCOH
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.62% (3631 of 4678) (WIN 87: 79.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKBQ A/F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KTRH	1. KTRH	1. KODA-F	1. KRBE A/F	1. KMJQ-F>	1. KTRH
2. KRBE A/F>	2. KRBE A/F	2. KRBE A/F	2. KIKK-F	2. KMJQ-F	2. KODA-F	2. KMJQ-F	2. KIKK-F	2. KMJQ-F	2. KKBQ A/F	2. KMJQ-F
3. KMJQ-F>	3. KLOL-F	3. KLOL-F	3. KFMK-F	3. KILT-F	3. KIKK-F	3. KKBQ A/F	3. KRBE A/F	3. KIKK-F	3. KRBE A/F>	3. KILT-F
4.	4. KKBQ A/F	4. KKBQ A/F	4. KLOL-F	4. KFMK-F	4. KILT-F	4. KILT-F	4. KLTR-F	4. KKBQ A/F	4. KIKK-F	4. KIKK-F
5.	5. KZFX-F	5. KIKK-F	5. KLTR-F	5. KLOL-F	5. KQUE-F	5. KIKK-F	5. KMJQ-F	5. KLOL-F	5. KTRH	5. KPRC
6.	6. KIKK A/F	6. KLTR-F	6. KILT-F	6. KLTR-F	6. KFMK-F	6. KRBE A/F	6. KILT-F	6. KILT-F	6. KLOL-F	6. KLOL-F
7.	7. KLTR-F	7. KILT-F	7. KKBQ A/F	7. KKBQ A/F	7. KMJQ-F	7. KLOL-F	7. KFMK-F	7. KODA-F	7. KILT-F	7.
8.	8.	8. KFMK-F	8. KRBE A/F	8. KODA-F	8. KLTR-F	8. KODA-F	8. KLOL-F	8. KLTR-F	8. KODA-F	8.
9.	9.	9. KZFX-F	9. KZFX-F	9. KKHT-F	9.	9.	9. KKBQ A/F	9.	9.	9.
10.	10.	10.	10. KNHT-F	10. KRBE A/F	10.	10.	10. KTRH	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRBE A/F	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F
2. KMJQ-F	2. KRBE A/F	2. KIKK-F	2. KIKK-F	2. KMJQ-F
3. KKBQ A/F	3. KKBQ A/F	3. KKBQ A/F	3. KKBQ A/F	3. KILT-F
4. KIKK-F	4. KIKK-F	4. KLTR-F	4. KRBE A/F	4. KFMK-F
5. KLOL-F	5. KLTR-F	5. KFMK-F	5. KILT-F	5. KODA-F
6. KLTR-F	6. KILT-F	KRBE A/F	6. KLTR-F	6. KLTR-F
7. KZFX-F	KKHT-F	7. KKHT-F	7. KFMK-F	7. KKBQ A/F
8. KILT-F	KZFX-F	8. KILT-F	8. KKHT-F	8. KRBE A/F
9.	9. KLOL-F	9. KZFX-F	9.	9. KKHT-F
10.	10. KFMK-F	10.	10.	10. KJYY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRBE A/F	1. KLOL-F	1. KLOL-F>	1. KLOL-F	1. KLOL-F>
2. KKBQ A/F	2. KMJQ-F	2. KZFX-F	2. KMJQ-F	2. KMJQ-F
3. KMJQ-F	3. KRBE A/F	3. KMJQ-F	3. KRBE A/F	3. KFMK-F
4. KLOL-F>	4. KZFX-F	4. KLTR-F	4. KKBQ A/F	4. KILT-F
5. KZFX-F	5. KKBQ A/F>	5. KRBE A/F	5. KZFX-F	5. KTRH
6. KIKK-F	6. KLTR-F	6. KFMK-F	6. KFMK-F	6. KLTR-F
KILT-F	7.	7. KKBQ A/F	7. KIKK-F	7. KIKK-F
8.	8.	8. KKHT-F	8. KILT-F	KZFX-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KHCB-F	105.7	Houston	1.0/3.6
KIKK	650	Pasadena	1.0/1.5
KILT	610	Houston	.9/3.3
KJOJ-F	106.9	Conroe	.6/2.2
KNUZ	1230	Houston	.4/1.6
KQQK-F	106.5	Galveston	1.0/4.2
KRTS	92.1	Seabrook	.3/1.5
KYST	920	Texas City	.5/1.3

RADIO STATIONS

AM STATIONS

KCOH,	1430,	1 KW	, BLACK	SBN,NBN,$ 57.00	(Roslin)	
KEYH,	850,	10 KW (DAYS,DA)	, SPANISH	,$ 45.00*	(Lotus)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	,$ 55.00	(Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY	,$ 70.00*	(Banner)	Legacy
KKBQ,	790,	5 KW (DA-2)	, CHR	ABC-F,$ 75.00*	(Mc-Guild)	Gannett
KLAT,	1010,	5 KW (DA-2)	, SPANISH	,$ 96.00	(Katz)	Tichenor
KLVL,	1480,	1 KW/500 W (DA-N)	, SPANISH	,$ 30.00	(---)	
KNUZ,	1230,	1 KW	, OLDIES	ABC-D,$ 45.00*	(Republic)	
KPRC,	950,	5 KW (DA-N)	, NEWS/TALK	NBC,ABC-T,NBC-T,$122.00*	(Eastman)	
KRBE,	1070,	10 KW/5 KW (DA-2)	, CHR	,$ NA	(Katz)	Susquehanna
KTRH,	740,	50 KW (DA-1)	, NEWS	MBS,ABC-I,$161.00*	(CBS)	
KXYZ,	1320,	5 KW (DA-N)	, SPANISH	,$ 75.00	(Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN,$ 54.00	(Masla)	All Pro

FM STATIONS

KFMK,	97.9,	100 KW @ 1920,	AC	,$210.00*	(MMR)	Cook Inlet
KIKK,	95.7,	100 KW @ 1920,	COUNTRY	,$225.00*	(Torbet)	Viacom
KILT,	100.3,	100 KW @ 1920,	COUNTRY	,$160.00*	(Banner)	Legacy
KJYY,	94.5,	100 KW @ 1970,	SOFT AC	Trans,$120.00	(Durpetti)	Entercom
KKBQ,	92.9,	100 KW @ 1920,	CHR	ABC-F,$240.00*	(Mc-Guild)	Gannett
KKHT,	96.5,	100 KW @ 2000,	AC	ABC-R,$130.00*	(Republic)	Malrite
KRTS,	92.1,	3 KW @ 300,	CLASSICAL	,$ 75.00	(CMBS)	(SEABROOK)
KLOL,	101.1,	100 KW @ 1949,	AOR	Source,$158.00*	(CBS)	
KLTR,	93.7,	100 KW @ 1779,	AC	CBS-R,$160.00	(CBS)	CBS
KMIQ,	102.1,	100 KW @ 1720,	URBAN	,$195.00*	(Christal)	Keymarket
KODA,	99.1,	100 KW @ 1920,	BTFL/EZ	,$220.00*	(Group W)	Westinghouse
KQUE,	102.9,	100 KW @ 1049,	NOSTALGIA	ABC-E,$124.00*	(Eastman)	
KRBE,	104.1,	100 KW @ 1920,	CHR	,$185.00*	(Katz)	Susquehanna
KZFX,	107.5,	100 KW @ 2000,	CLASSIC AOR	,$135.00*	(Republic)	Shamrock

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INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/993,500

MSA Rank/Pop: 40/1,230,000
ADI # 24
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 19/19
Diaries: 1876/534:1/58.1%
Sample Target: 1500
% Below Line: 0
% Not Listed: 6.3

1987 Revenue: $43,800,000
HH Inc.: $34,011
Retail $: 9.1 Bil
Pop per Station: 52,732
#1 Biller: WIBC $9,200,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WIBC	248/14.7	13.1	13.0	14.6	14.8	13.9	258/3009	2672/26.7	26.7	26.5			12.1	206	2370	WIBC
2. WFBQ-F	216/12.8	13.7	16.5	16.3	14.1	14.8	436/5084	2549/25.4	25.4	27.0			19.7	337	2868	WFBQ-F
3. WFMS-F	191/11.3	13.7	11.9	10.8	11.6	11.9	271/2878	1954/19.5	21.0	20.3			12.7	217	2396	WFMS-F
4. WZPL-F	161/ 9.5	10.0	8.0	6.9	8.1	8.6	238/3432	2261/22.6	21.7	22.8			12.6	215	2602	WZPL-F
5. WENS-F	146/ 8.6	6.7	7.4	7.5	7.9	7.6	175/2819	2122/21.2	18.0	19.7			5.9	101	1403	WENS-F
6. WTLC-F	136/ 8.0	8.2	8.7	9.2	8.6	8.5	137/1400	1325/13.2	13.7	12.6			10.9	186	1550	WTLC-F
7. WXTZ-F	119/ 7.0	8.0	8.0	9.2	8.8	8.1	172/2245	1566/15.6	15.4	17.1			4.3	74	1480	WXTZ-F
8. WKLR-F	84/ 5.0	5.2	4.1	4.1	4.9	4.6	106/1786	1295/12.9	13.7	15.6			5.0	86	1289	WKLR-F
9. WTPI-F	73/ 4.3	4.0	4.4	3.5	4.2	4.1	85/1305	999/10.0	10.4	8.6			2.8	47	713	WTPI-F
10. WTUX	61/ 3.6	3.3	3.3	4.0	3.6	3.6	66/ 803	687/ 6.9	6.6	7.4			1.0	17	300	WTUX
11. WIRE	37/ 2.2	2.2	2.4	1.9	2.3	2.2	46/ 723	570/ 5.7	8.9	7.4			2.0	35	850	WIRE

12+ FM SHARE (METRO): 74.67% (1182 of 1583) (WIN 87: 74.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZPL-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F	1. WFMS-F	1. WIBC >	1. WIBC	1. WIBC	1. WFBQ-F	1. WZPL-F	1. WIBC >
2. WENS-F	2. WENS-F	2. WFMS-F	2. WFMS-F	2. WFBQ-F	2. WFMS-F	2. WFBQ-F>	2. WFBQ-F	2. WFMS-F	2. WENS-F	2. WFMS-F
WTLC-F	3. WTLC-F	3. WENS-F	3. WENS-F	3. WIBC	3. WXTZ-F>	3. WFMS-F	3. WFMS-F	3. WIBC	3. WIBC	3. WTLC-F
4. WFBQ-F	4. WZPL-F	4. WTLC-F	4. WIBC	4. WENS-F	4. WTUX	4. WZPL-F	4. WENS-F	4. WZPL-F	WTLC-F	4. WXTZ-F
5.	5. WFMS-F	5. WZPL-F	5. WTLC-F	5. WTLC-F	5. WENS-F	5. WENS-F	5. WXTZ-F	5. WTLC-F	5. WFBQ-F	5. WFBQ-F
	6. WKLR-F	6. WIBC	6. WKLR-F	6. WKLR-F	6. WFBQ-F	6. WTLC-F	6. WZPL-F	6. WENS-F	6. WFMS-F>	6. WPZZ-F
		7. WKLR-F	7. WTPI-F	7. WTPI-F	WTLC-F	7. WXTZ-F	7. WKLR-F	7. WXTZ-F	7. WXTZ-F	7. WENS-F
			8. WZPL-F	8. WZPL-F	8. WTPI-F		8. WTPI-F		8. WKLR-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFBQ-F	1. WFBQ-F	1. WENS-F	1. WFMS-F	1. WFMS-F
2. WZPL-F	2. WENS-F	2. WFBQ-F	2. WENS-F	2. WIBC
3. WTLC-F	3. WTLC-F	WTLC-F	3. WFBQ-F	3. WENS-F>
4. WENS-F	WZPL-F	4. WFMS-F	4. WTLC-F	4. WTLC-F
5. WFMS-F	5. WFMS-F>	5. WTPI-F	5. WZPL-F	5. WFBQ-F
6. WKLR-F	6. WTPI-F	WZPL-F	6. WIBC	6. WTPI-F
	7. WKLR-F	7. WIBC	7. WTPI-F	7. WXTZ-F
	8. WIBC	8. WKLR-F		WZPL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F>	1. WFBQ-F
2. WZPL-F>	2. WKLR-F	2. WKLR-F	2. WKLR-F	2. WFMS-F
3. WTLC-F	WTLC-F	3. WTLC-F	3. WFMS-F	3. WIBC
4. WENS-F	4. WZPL-F	4. WENS-F	4. WENS-F	WKLR-F
WKLR-F	5. WENS-F	5. WFMS-F	5. WTLC-F	5. WENS-F
	6. WFMS-F	6. WZPL-F	6. WZPL-F	6. WTLC-F>
			7. WIBC	7. WTPI-F
				WZPL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	---/---
WGRT	810	Indianapolis	---/---
WCBK-F	102.3	Martinsville	.4/ .4
WNDE	1260	Indianapolis	1.3/1.6
WPZZ-F	95.9	Franklin	1.3/1.1
WTTS-F	92.3	Bloomington	2.2/1.4
WXIR-F	98.3	Plainfield	1.3/1.2
WXLW	950	Indianapolis	---/---

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS,DA)	RELIGION	,$ 17.00	(---)			
WFBM, 1110, 500 W (DAYS,DA)	NOSTALGIA	,$ 11.00	(---)			(NOBLESVILLE)
WGRT, 810, 250 W (DAYS)	GOSPEL	SBN,$ 20.00	(---)	Universal		
WIBC, 1070, 50 KW/10 KW (DA-2)	MOR	NBC,NBC-T,$140.00	(Durpetti)	Sconnix		
WIRE, 1430, 5 KW (DA-N)	COUNTRY	ABC-I,$ 40.00*	(Republic)	WIN		
WNDE, 1260, 5 KW (DA-N)	OLDIES	US 2,$ 45.00*	(Katz)	Great American		
WNTS, 1590, 5 KW/500 W (DA-2)	RELIGION	,$ 20.00	(---)			
WTUX, 1310, 5 KW/1 KW (DA-2)	NOSTALGIA	CBS,$ 42.00*	(MMR)	Panache		
WXLW, 950, 5 KW (DAYS,DA)	RELIGION	,$ 12.00	(---)			
WKLR-F, 93.1, 13 KW @ 1022,	CLASSIC ROCK	,$ 60.00	(Durpetti)	Sconnix		
WENS-F, 97.1, 23 KW @ 739,	AC	,$105.00*	(Christal)	Emmis		
WFBQ-F, 94.7, 52 KW @ 850,	AOR	Source,$130.00*	(Katz)	Great American		
WFMS-F, 95.5, 13 KW @ 1000,	COUNTRY	,$ 95.00*	(Mc-Guild)	Susquehanna		
WTLC-F, 105.7, 50 KW @ 445,	BLACK	,$ 75.00*	(MMR)	Panache		
WXTZ-F, 103.3, 18 KW @ 850,	BTFL/EZ	,$ 77.00*	(Republic)	WIN		
WZPL-F, 99.5, 50 KW @ 500,	CHR	APR,$ 80.00*	(HNWH)	Booth		
WTPI-F, 107.9, 22 KW @ 885,	SOFT AC	APR,CBS-R,$ 45.00*	(Eastman)			
WXIR-F, 98.3, 3 KW @ 300,	RELIGION	,$ 17.00	(---)			(PLAINFIELD)
WATI-F, 107.1, 3 KW @ 300,	COUNTRY	SMN,$ 32.00	(Regional)	Universal		(DANVILLE)
WTTS-F, 92.3, 37 KW @ 1090,	AC	,$ 37.00	(Republic)	Sarkes Tarzian		(BLOOMINGTON)

JACKSONVILLE

Arbitron Rank/Pop (12+): 53/698,000

MSA Rank/Pop: 59/861,000
ADI # 57
Average Person Ratings: 15.5
Market TSL: 20.7 hours

Stations: 25/23
Diaries: 1013/717:1/53.0%
Sample Target: 1000
% Below Line: 1.6
% Not Listed: 16.5

1987 Revenue: $19,200,000
HH Inc.: $30,862
Retail $: 5.6 Bil
Pop per Station: 31,560
#1 Biller: WAPE A/F $3,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WAPE A/F	181/16.1	20.5	21.8	16.5	23.1	18.7	235/3095	2307/31.8	34.1	36.2			21.7	256	2900	WAPE A/F
2. WQIK-F	96/ 8.5	10.5	8.6	11.0	11.0	9.7	125/1711	1212/16.7	17.8	17.7			7.9	93	1198	WQIK-F
3. WIVY-F	89/ 7.9	6.7	4.8	5.2	7.1	6.2	94/1569	1343/18.5	19.0	17.6			7.1	84	1255	WIVY-F
4. WFYV-F	88/ 7.8	9.6	7.9	9.2	6.7	8.6	98/1240	1075/14.8	16.6	12.8			11.0	130	1506	WFYV-F
5. WAIV-F	78/ 6.9	7.8	7.6	9.2	6.6	7.9	96/1470	1118/15.4	19.4	17.6			5.9	69	1072	WAIV-F
6. WEJZ-F	72/ 6.4	4.0	3.3	2.3	3.7	4.0	76/1022	836/11.5	9.9	10.3			3.7	44	612	WEJZ-F
7. WCRJ-F	62/ 5.5	3.8	5.6	4.6	3.2	4.9	69/ 875	782/10.8	9.3	8.1			6.6	78	830	WCRJ-F
8. WPDQ-F	44/ 3.9	4.0	2.5	2.9	2.1	3.3	50/ 708	526/ 7.2	7.6	6.2			6.5	77	994	WPDQ-F
9. WOKV	41/ 3.6	3.5	2.5	2.3	3.3	3.0	41/ 716	681/ 9.4	9.5	7.9			2.0	24	369	WOKV
10. WCGL	35/ 3.1	2.6	4.0	5.8	2.5	3.9	35/ 400	330/ 4.5	3.0	4.5			3.1	36	370	WCGL

12+ FM SHARE (METRO): 78.89% (740 of 938) (WIN 87: 78.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPE-F+>	1. WAPE-F+	1. WAPE-F+>	1. WIVY-F	1. WIVY-F	1. WQIK-F	1. WAPE-F>	1. WAPE-F	1. WAPE-F>	1. WAPE-F>	1. WAPE-F
2.	2. WFYV-F	2. WFYV-F	2. WAIV-F	2. WAIV-F	2. WEJZ-F	2. WQIK-F	2. WIVY-F	2. WIVY-F	2. WFYV-F	2. WQIK-F>
3.	3. WIVY-F>	3. WIVY-F	3. WAPE-F+	3. WAPE-F+	3. WAIV-F	3. WIVY-F	3. WQIK-F	3. WFYV-F	3. WPDQ-F	3. WOKV-F
4.	4. WPDQ-F	4. WAIV-F	4. WQIK-F	4. WQIK-F	4. WCRJ-F	4. WFYV-F	4. WAIV-F	4. WAIV-F	4. WQIK-F	4. WZAZ
5.	5. WAIV-F	5. WQIK-F	5. WCRJ-F	5. WCRJ-F	5. WAPE-F+	5. WAIV-F	5. WEJZ-F	5. WQIK-F	5. WAIV-F	5. WCRJ-F
	6. WQIK-F		WFYV-F			WCRJ-F		6. WEJZ-F		WFYV-F
										7. WEJZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAPE-F+>	1. WAPE-F+>	1. WAPE-F	1. WAPE-F+>	1. WAIV-F
2. WFYV-F	2. WIVY-F	WIVY-F	2. WAIV-F	2. WAPE-F+
3. WIVY-F	3. WFYV-F	3.	WIVY-F>	3. WIVY-F
4. WPDQ-F	4. WAIV-F>	4.	4. WQIK-F	4. WQIK-F
5. WQIK-F	5.	5.	5. WFYV-F	5. WEJZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFYV-F>	1. WFYV-F>	1. WFYV-F	1. WFYV-F	1. WIVY-F
2. WAPE-F+>	2. WAPE-F+	2. WIVY-F	2. WAPE-F+	2. WCRJ-F
3. WPDQ-F>	3. WIVY-F	3. WAPE-F+	3. WIVY-F	3. WAIV-F
4. WIVY-F	4. WPDQ-F	4. WQIK-F	4. WCRJ-F	4. WQIK-F
5.	5. WCRJ-F	5. WCRJ-F	5. WAIV-F	5. WFYV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYR	550	Orange Park	.4/1.5
WFOY	1240	St. Augustine	.4/1.3
WFYV	1460	Jacksonville	.8/1.9
WJAX	1220	Jacksonville	1.6/2.9
WJXR-F	92.1	MacClenny	.6/1.8
WQIK	1320	Jacksonville	.4/2.7
WROS	1050	Jacksonville	.4/2.3
WRXJ	930	Jacksonville	1.3/2.7
WSOS-F	105.5	St. Augustine	.6/1.5
WSVE	1280	Jacksonville	2.0/3.1
WVOJ	970	Jacksonville	.4/3.6
WZAZ	1400	Jacksonville	2.6/6.2
WNFI-F	99.9	Palatka	.9/3.8
WRUF-F	103.7	Gainsville	.8/2.1

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N)	, CHR	,$ NA	(Christal)	H & G	
WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN,$ 15.00	(---)		
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	,$ NA	(---)		
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS,ABC-T,NBC-T,$ 35.00*	(MMR)	EZ	
WQIK, 1320, 5 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(Eastman)	Jacor	
WZAZ, 1400, 1 KW	, BLACK	SBN,$ 27.00*	(Roslin)		
WAIV-F, 96.9, 100 KW @ 935, AC		,$ 90.00*	(MMR)	EZ	
WAPE-F, 95.1, 100 KW @ 860, CHR		ABC-R,$100.00*	(Christal)	H & G	
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY		,$ 65.00*	(Katz)	Hoker	
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ		,$ 45,00*	(Christal)	Win	
WFYV-F, 104.5, 100 KW @ 700, AOR		Source,$ 85.00*	(Mc-Guild)	Metroplex	
WIVY-F, 102.9, 100 KW @ 984, AC		APR,$ 77.00*	(Torbet)	Gilmore	
WPDQ-F, 92.7, 3 KW @ 300, BLACK		,$ 22.00*	(Republic)		(GREEN COVE SPGS)
WQIK-F, 99.1, 100 KW @ 620, COUNTRY		ABC-E,$ 85.00*	(Eastman)	Jacor	

WNFI - See Daytona Beach

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KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,240,900

MSA Rank/Pop: 28/1,540,000
ADI # 29

Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 22/22
Diaries: 1559/811:1/56.9%
Sample Target: 1360
% Below Line: 0
% Not Listed: 5.5

1987 Revenue: $39,200,000
HH Inc.: $36,363
Retail $: 11.7 Bil
Pop per Station: 57,477
#1 Biller: WDAF $4,900,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WDAF	264/12.6	12.8	8.0	14.3	11.6	12.0	499/5588	2959/23.4	21.7	22.8			13.1	295	3007	WDAF
2. KBEQ-F	199/ 9.5	9.8	8.8	9.3	10.1	9.4	275/3817	2766/21.9	24.2	24.7			11.7	264	3360	KBEQ-F
KFKF-F	199/ 9.5	6.8	5.3	6.3	6.3	7.0	236/2729	2306/18.2	14.4	15.9			8.7	196	2256	KFKF-F
4. KYYS-F	196/ 9.4	9.2	8.3	10.4	8.5	9.3	241/3029	2358/18.6	18.0	19.0			11.3	253	3133	KYYS-F
5. KMBR-F	150/ 7.2	7.1	6.0	7.3	7.8	6.9	182/2065	1605/12.7	12.9	15.2			4.1	93	1497	KMBR-F
6. KCMO	146/ 7.0	7.6	8.2	5.0	6.0	7.0	202/2785	1940/15.3	19.0	16.0			6.1	138	1690	KCMO
7. KPRS-F	141/ 6.7	7.6	5.6	4.6	4.7	6.1	145/1467	1324/10.5	9.8	9.7			7.9	177	2019	KPRS-F
8. KCFX-F	109/ 5.2	3.9	5.3	4.4	5.3	4.7	132/2059	1666/13.2	11.4	12.3			7.3	163	2551	KCFX-F
9. KCPW-F	106/ 5.1	3.4	5.6	5.9	4.3	4.6	137/2382	1815/14.4	13.6	13.4			5.8	130	1940	KCPW-F
10. KLSI-F	87/ 4.2	3.3	4.6	3.9	3.2	4.0	97/1664	1434/11.3	10.6	10.2			4.1	92	1501	KLSI-F
11. KUDL-F	83/ 4.0	3.1	3.9	3.2	4.7	3.6	99/1509	1287/10.2	9.7	14.6			2.0	45	1079	KUDL-F
12. WHB	51/ 2.4	3.4	2.7	1.9	2.4	2.6	82/1526	948/ 7.5	10.6	8.2			3.0	67	1287	WHB
13. KJLA	45/ 2.1	2.6	3.0	2.8	4.0	2.6	46/ 728	679/ 5.4	5.8	8.6			.6	13	327	KJLA
14. KXTR-F	33/ 1.6	1.6	1.9	2.0	2.3	1.8	40/ 783	657/ 5.2	4.9	5.5			1.4	32	711	KXTR-F
15. KCWV-F	31/ 1.5	1.2	2.4	1.9	2.7	1.8	34/ 651	587/ 4.6	4.8	6.6			1.1	24	714	KCWV-F

16.
17.
18.
19.
20.

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 68.03% (1347 of 1980) (WIN 87: 64.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBEQ-F>	1. KYYS-F	1. KFKF-F	1. KFKF-F	1. KFKF-F	1. WDAF	1. WDAF >	1. WDAF >	1. KYYS-F	1. KBEQ-F	1. WDAF
2. KYYS-F	2. KBEQ-F	2. KYYS-F	2. WDAF	2. WDAF >	2. KMBR-F	2. KFKF-F	2. KMBR-F	2. KBEQ-F	2. KPRS-F	2. KYYS-F
3. KPRS-F	3. KFKF-F	3. KBEQ-F	3. KYYS-F	3. KYYS-F	3. KCMO	3. KYYS-F	3. KFKF-F	KFKF-F	3. KYYS-F	3. KFKF-F
4. KCPW-F	4. KCFX-F	4. WDAF	4. KPRS-F	4. KPRS-F	4. KFKF-F>	4. KCMO	4. KCMO	4. WDAF	4. KFKF-F	4. KMBZ
5.	5. KPRS-F	5. KPRS-F	5. KUDL-F	5. KMBR-F	5. KMBZ	5. KBEQ-F	5. KYYS-F	5. KMBR-F	5. WDAF	5. KBEQ-F
6.	6. KCPW-F	6. KCFX-F	6. KBEQ-F	6. KBEQ-F	6. KPRS-F	6. KMBR-F	6. KBEQ-F	6. KCMO	6. KLSI-F	6. KPRS-F
7.	7. KLSI-F	7. KCPW-F	7. KCFX-F	7. KUDL-F	7.	7. KPRS-F	7. KUDL-F	7. KPRS-F	7. KCPW-F	7. KCMO
8.	KUDL-F	8. KUDL-F	8.	8.	8.	8.	8. KCFX-F	8.	KMBZ	8. KLSI-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9. KCPW-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. KCWV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBEQ-F>	1. KBEQ-F	1. KFKF-F	1. KFKF-F	1. KFKF-F
2. KFKF-F	2. KFKF-F	2. KPRS-F	2. KBEQ-F	2. WDAF
3. KPRS-F	3. KPRS-F	3. KBEQ-F	3. KPRS-F	3. KMBR-F
4. KYYS-F	4. KYYS-F	4. KLSI-F	4. WDAF	4. KPRS-F
5. KCPW-F	5. KCPW-F	5. KCFX-F	5. KUDL-F	5. KUDL-F
6.	6. KLSI-F	KCPW-F	6. KCPW-F	6. KBEQ-F
7.	7. KUDL-F	7. KUDL-F	KLSI-F	7. KCPW-F
8.	8.	8. KYYS-F	8. KYYS-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KYYS-F>	1. KYYS-F>	1. KYYS-F>	1. KYYS-F>	1. WDAF
2. KCFX-F>	2. KCFX-F>	2. KCFX-F	2. KCFX-F	2. KFKF-F
3. KBEQ-F	3. KBEQ-F	3. KFKF-F	3. KFKF-F	3. KCFX-F
4. KFKF-F	KFKF-F	4. KBEQ-F	4. WDAF-F	KYYS-F
5. KCPW-F	5. KCPW-F	5. KBEQ-F	5. KBEQ-F	5. KPRS-F
6.	6. KPRS-F	6. KCPW-F	6. KCMO	6. KBEQ-F
7.	7. WDAF	7. KPRS-F	7. KPRS-F	7. WHB
8.	8.	8. KUDL-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCV	1510	Independence	.8/2.0
KCNW	1380	Fairway	.4/1.8
KCXL	1140	Liberty	.5/2.4
KEXS	1090	Excelsior Springs	.4/1.1
KLTY-F	106.5	Liberty	.6/3.2
KPRT	[illegible]	Kansas City	.7/2.6

RADIO STATIONS

AM STATIONS

KBEQ,	1480,	1 KW/500 W (DA-1)	, TALK	,$ 16.00	(---)	
KCCV,	1510,	10 KW (DAYS)	, RELIGION	,$ 20.00	(---)	
KCKM,	1340,	1 KW	, COUNTRY	,$ NA	(HNWH)	Sconnix
KCMO,	810,	50 KW/5 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,$ 80.00*	(Mc-Guild)	Gannett
KCNW,	1380,	5 KW (DAYS)	, RELIGION	,$ 26.00	(---)	Universal
KCXL,	1140,	500 W (DAYS)	, BLACK	SBN,$ 20.00*	(Lazar)	
KJLA,	1190,	5 KW/250 W (DA-N)	, NOSTALGIA	MBS,$ 35.00*	(Roslin)	
KMBZ,	980,	5 KW (DA-N)	, MOR/TALK	NBC,NBC-T,$ 72.00*	(Durpetti)	Bonneville
KPRT,	1590,	1 KW	, GOSPEL	MBS,$ 35.00	(Republic)	
WDAF,	610,	5 KW	, COUNTRY	ABC-E,$115.00*	(Katz)	Great American
WHB ,	710,	10 KW/5 KW (DA-2)	, AC	APR,$ 53.00*	(Christal)	Shamrock

FM STATIONS

KBEQ,	104.3,	100 KW @ 984,	CHR	ABC-C,$ 80.00	(Banner)	Noble
KCFX,	100.7,	100 KW @ 846,	CLASSIC AOR	US 1,$ 50.00*	(MMR)	Hoker
KCPW,	94.9,	100 KW @ 1057,	CHR	,$ 57.00*	(Mc-Guild)	Gannett
KFKF,	94.1,	100 KW @ 465,	COUNTRY	,$ 75.00*	(HNWH)	Sconnix
KLSI,	93.3,	100 KW @ 428,	AC	CNN,$ 65.00*	(Eastman)	Sandusky
KLTY,	106.5,	100 KW @ 880,	AC	CBS-R,$ 44.00*	(Torbet)	Trans Columbia
KMBR,	99.7,	100 KW @ 950,	BTFL/EZ	,$ 72.00*	(Durpetti)	Bonneville
KPRS,	103.3,	100 KW @ 450,	BLACK	NBN,$ 54.00*	(Republic)	
KUDL,	98.1,	100 KW @ 555,	AC	APR,$ 95.00*	(Christal)	Shamrock
KXTR,	96.5,	100 KW @ 546,	CLASSICAL	US 2,$ 38.00	(CMBS)	
KYYS,	102.1,	100 KW @ 1013,	AOR	Source,$ 80.00*	(Katz)	Great American
KCWV,	98.9,	100 KW @ 988,	JAZZ/NEW AGE	SMN,$ 42.00	(CBS)	

KNOXVILLE

Arbitron Rank/Pop (12+): 67/508,000

MSA Rank/Pop: 84/605,000
ADI # 61
Average Person Ratings: 16.4
Market TSL: 21.5 hours

Stations: 22/21
Diaries: 1099/462:1/61.8%
Sample Target: 890
% Below Line: 0.4
% Not Listed: 6.5

1987 Revenue: $12,700,000
HH Inc.: $27,698
Retail $: 4.9 Bil
Pop per Station: 24,152
#1 Biller: WIVK A/F $4,600,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WIVK A/F	296/35.6	34.9	34.2	37.1	36.2	35.5	494/4280	2385/47.0	48.1	50.3			35.7	311	2475	WIVK A/F
2. WEZK-F	99/11.9	10.7	11.8	10.2	10.6	11.2	126/1325	982/19.4	20.0	20.2			7.8	68	890	WEZK-F
3. WMYU-F	92/11.1	13.7	14.5	8.0	9.3	11.8	114/1946	1438/28.4	30.5	25.6			10.4	91	1749	WMYU-F
4. WIMZ A/F	91/10.9	11.9	13.6	15.5	14.0	13.0	144/2005	1240/24.4	24.9	29.2			18.1	158	1640	WIMZ A/F
5. WOKI-F	77/ 9.3	6.1	6.4	7.9	7.4	7.4	198/2724	1078/21.3	16.9	23.1			7.9	69	1143	WOKI-F
6. WTNZ-F	23/ 2.8	3.7	2.8	2.7	1.8	3.0	28/ 591	482/ 9.5	9.6	6.5			4.4	38	674	WTNZ-F
7.																
8.																
9.																
10.																
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 34.58% (658 of 778) (WIN 87: 80.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WOKI-F>	1. WIVK-F+	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F+>	1. WIVK-F>	1. WIVK-F>	1. WIVK-F>	1. WOKI-F	1. WIVK-F>
2. WIMZ-F+	2. WIMZ-F+>	2. WIMZ-F+	2. WMYU-F>	2. WMYU-F	2. WEZK-F>	2. WIMZ-F	2. WEZK-F	2. WMYU-F	2. WIVK-F	2. WEZK-F>
3. WMYU-F	3. WMYU-F>	3. WMYU-F>	3. WIMZ-F+	3. WEZK-F	3. WMYU-F	3. WMYU-F	3. WIMZ-F	3. WIMZ-F	3. WEZK-F	3. WGAP
4. WIVK-F+	4. WOKI-F	4. WOKI-F	4. WEKZ-F>	4. WIMZ-F+	4.	4. WEZK-F>	4. WMYU-F>	4. WEKZ-F	4. WIMZ-F	WMYU-F
WTNZ	5.	5. WEZK-F	5.	5.	5.	5. WOKI-F	5. WOKI-F	5.	5. WMYU-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIMZ-F+	1. WIVK-F+	1. WIVK-F+	1. WIVK-F+>	1. WIVK-F+>	1. WIMZ-F+	1. WIVK-F	1. WIVK-F+	1. WIVK-F+>	1. WIVK-F+>
2. WMYU-F	2. WMYU-F>	2. WMYU-F	2. WMYU-F>	2. WMYU-F	2. WOKI-F	2. WIMZ-F+>	2. WIMZ-F+	2. WIMZ-F+>	2. WMYU-F
3. WOKI-F	3. WIMZ-F+>	3. WIMZ-F+	3. WIMZ-F+	3. WEZK-F>	3. WIVK-F+	3. WMYU-F	3. WMYU-F	3. WMYU-F	3. WIMZ-F+>
4.	4. WOKI-F>	4.	4. WEZK-F	4. WIMZ-F+	4.	WOKI-F	4.	4. WOKI-F	4.
5.	5. WEZK-F	5.	5. WOKI-F	5.	5.	5.	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBZW	1040	Powell	1.1/1.9
WEMG	1430	Knoxville	.5/ .9
WGAP	1400	Maryville	1.3/3.9
WJFC	1480	Jefferson City	.5/ .8
WJFC-F	99.3	Jefferson City	.1/1.0
WKNF-F	94.3	Oak Ridge	.8/2.5
WKXV	900	Knoxville	.4/2.5
WLIQ	1340	Knoxville	1.8/3.5
WNOX	990	Knoxville	1.1/6.6
WRJZ	620	Knoxville	1.8/4.1
WYSH	1380	Clinton	.5/1.1
WQUT-F	101.5	Johnson City	.4/2.0

RADIO STATIONS

WNOX,	990, 10 KW (DA-2)	, COUNTRY	CBS,$ 18.00*	(Eastman)	REBS	
WRJZ,	620, 5 KW (DA-N)	, RELIGION	ABC-D,$ 13.00	(---)		
WSEV,	630, 5 KW (DAYS,DA)	, COUNTRY	,$ 12.00	(---)		(SEVIERVILLE)

WIVK (50 KW, DAYS,DA) simulcasts with WIVK-F (850)
WIMZ (1240, 1 KW) simulcasts with WIMZ-F

WEZK-F,	97.5, 100 KW @ 1250, BTFL/EZ	,$ 57.00*	(Christal)	South Central	
WIMZ-F,	103.5, 100 KW @ 1723, AOR	Source,$ 70.00*	(Banner)	Stoner	
WIVK-F,	107.7, 100 KW @ 1970, COUNTRY	ABC-E,$100.00*	(Katz)	Dick	
WMYU-F,	102.1, 100 KW @ 1000, AC	US 1,$ 60.00*	(Eastman)	Jacor	
WOKI-F,	100.3, 100 KW @ 2000, CHR	ABC-F,$ 43.00*	(HMWH)		(OAK RIDGE)
WTNZ-F,	95.3, 3 KW @ 300, CHR	US 2,$ 20.00	(Eastman)	REBS	

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LANSING

Arbitron Rank/Pop (12+): 98/352,100

MSA Rank/Pop: 110/430,000
ADI # 105
Average Person Ratings: 16.0
Market TSL: 21.3 hours

Stations: 19/14
Diaries: 963/367:1/56.6%
Sample Target: 780
% Below Line: 6.2
% Not Listed: 12.2

1987 Revenue: $12,000,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 25,221
#1 Biller: WVIC A/F $3,200,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WVIC-F	109/19.3	19.5	18.7	26.6	---	21.0	155/2168	1475/41.8	37.6	---			26.1	176	1697	WVIC-F
2. WITL-F	86/15.2	15.1	13.8	13.8	---	14.5	156/1585	834/23.6	24.6	---			17.3	117	1110	WITL-F
3. WJIM-F	48/ 8.5	7.6	8.2	6.6	---	7.7	60/ 734	549/15.5	14.6	---			6.2	42	566	WJIM-F
4. WFMK-F	47/ 8.3	5.1	5.9	8.1	---	6.9	71/1007	692/19.6	16.5	---			5.8	39	631	WFMK-F
5. WLNZ-F	28/ 4.9	3.0	4.4	3.9	---	4.1	33/ 580	462/13.1	8.3	---			2.4	16	348	WLNZ-F
6. WJXQ-F	26/ 4.6	4.7	4.5	3.5	---	4.3	70/1048	487/13.8	13.4	---			4.3	29	555	WJXQ-F
7. WILS-F	25/ 4.4	4.4	2.8	3.9	---	3.9	25/ 454	450/12.7	12.6	---			3.4	23	457	WILS-F
8. WMMQ-F	24/ 4.2	4.6	5.8	5.4	---	5.0	25/ 498	437/12.4	15.6	---			5.5	37	463	WMMQ-F
9. WIBM-F	23/ 4.1	5.8	5.8	5.2	---	5.2	43/ 799	394/11.2	12.9	---			2.7	18	399	WIBM-F
WJR	23/ 4.1	6.7	8.0	4.4	---	5.8	103/1310	419/11.9	14.9	---			3.6	24	371	WJR
11. WXLA	18/ 3.2	1.8	2.6	1.7	---	2.3	18/ 112	112/ 3.2	3.0	---			.7	5	132	WXLA
12. WILS	14/ 2.5	3.3	.5	.3	---	1.7	14/ 185	185/ 5.2	7.7	---			6.1	41	323	WILS
13.																
14.																
15.																

12+ FM SHARE (METRO): 86.12% (428 of 497) (WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WITL-F	1. WITL-F	1. WITL-F>	1. WVIC-F>	1. WITL-F	1. WVIC-F>	1. WVIC-F>	1. WITL-F>
2. WLNZ-F>	2. WFMK-F	2. WITL-F	WVIC-F	2. WVIC-F	2. WJIM-F>	2. WITL-F>	2. WVIC-F>	2. WITL-F>	2. WITL-F	WJXQ-F
3.	3. WJXQ-F	3. WFMK-F>	3. WFMK-F>	3. WFMK-F>	3. WFMK-F	3. WJIM-F	3. WFMK-F	3. WJIM-F	3. WJIM-F	3. WVIC-F
4.	WLNZ-F	4.	4. WIBM-F	4. WJIM-F	4. WJR	4. WFMK-F	4. WJIM-F>	4. WFMK-F	WJXQ-F	4. WMMQ-F
5.	5. WMMQ-F	5.	5. WJIM-F	5. WIBM-F	5. WVIC-F	5. WJR	5.	5. WLNZ-F	WLNZ-F	5. WIBM-F
										WJIM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVIC-F>	1. WVIC-F>	1. WVIC-F	1. WVIC-F>	1. WITL-F
2. WJXQ-F	2. WFMK-F>	2. WFMK-F	2. WFMK-F	2. WFMK-F
WLNZ-F	3. WILS-F	3. WILS-F	3. WITL-F>	3. WVIC-F>
4. WFMK-F	WLNZ-F	WITL-F	4. WILS-F	4. WJIM-F
5.	5. WITL-F	5.	5. WJIM-F	5. WILS-F
	WJXQ-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WVIC-F>	1. WITL-F
2. WJXQ-F	2. WMMQ-F	2. WMMQ-F	2. WITL-F	2. WVIC-F>
WMMQ-F	3. WJXQ-F	3. WITL-F	3. WMMQ-F	3. WFMK-F
4. WLNZ-F	4. WLNZ-F	4. WFMK-F	4. WFMK-F	4. WIBM-F
5.	5. WITL-F	WIBM-F	WIBM-F	5. WMMQ-F
		WLNZ-F		6. WJIM-F
		WXLA		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL	1010	Lansing	1.1/2.8
WJIM	1240	Lansing	.9/4.5
WVIC	730	East Lansing	.2/1.4
WIOG-F	102.5	Bay City	.5/3.9
WLAV-F	96.9	Grand Rapids	.4/1.1
WOOD-F	105.7	Grand Rapids	.9/3.7
WRIF-F	101.1	Detroit	.4/1.6

RADIO STATIONS

WITL, 1010, 500 W/13 W	, COUNTRY	ABC-E,$ NA	(Mc-Guild)	Midwest Family	
WJIM, 1240, 1 KW	, BTFL	NBC,$ NA	(Torbet)		
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	,$ 15.00*	(Patt)		
WFMK-F, 99.1, 28 KW @ 600,	AC	,$ 55.00*	(Republic)	Liggett	
WIBM-F, 94.1, 50 KW @ 500,	OLDIES	US 2,$ 33.00*	(MMR)		(JACKSON)
WILS-F, 101.7, 3 KW @ 180,	AC	US 1,$ 27.00	(Banner)		
WITL-F, 100.7, 27 KW @ 680,	COUNTRY	ABC-E,$ 45.00	(Mc-Guild)	Midwest Family	
WJIM-F, 97.5, 28 KW @ 440,	BTFL/EZ	NBC,$ 24.00*	(Torbet)		
WJXQ-F, 106.1, 50 KW @ 500,	AOR	ABC-C,$ 29.00*	(Christal)		(JACKSON)
WLNZ-F, 92.1, 3 KW @ 300,	AOR	,$ 27.00*	(MMR)		
WMMQ-F, 92.7, 3 KW @ 300,	CLASSIC AOR	Source,$ 32.00*	(HNWH)		(CHARLOTTE)
WVIC-F, 94.9, 49 KW @ 500,	CHR	,$ 72.00*	(Katz)	Goodrich	

WJR - See Detroit

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LAS VEGAS

Arbitron Rank/Pop (12+): 74/472,300

MSA Rank/Pop: 85/575,000
ADI # 94
Average Person Ratings: 16.5
Market TSL: 21.8 hours

Stations: 19/19
Diaries: 901/533:1/51.1
Sample Target: 820
% Below Line: 0
% Not Listed: 13.9

1987 Revenue: $17,600,000
HH Inc.: $30,679
Retail $: 4.7 Bil
Pop per Station: 25,258
#1 Biller: KLUC-F/KRSR $2,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	Male	Birch Share	Birch AQH	Birch Cume	
1. KXTZ-F	104/13.1	9.6	13.0	12.4	10.6	12.0	943/ 112	856/17.8	16.7	16.5			5.8	48	622	KXTZ-F
2. KFMS A/F	88/10.9	9.5	10.2	7.9	10.8	9.6	107/1073	961/20.0	17.3	18.3			8.5	71	710	KFMS A/F
3. KLUC-F	85/10.7	11.3	12.3	11.2	9.1	11.4	86/1276	1258/26.2	23.8	23.0			11.7	97	1286	KLUC-F
4. KKLZ-F	68/ 8.6	4.7	5.7	3.6	3.6	5.7	68/ 746	738/15.4	11.7	9.3			9.0	75	759	KKLZ-F
5. KYRK-F	42/ 5.3	8.2	4.8	6.1	5.2	6.1	43/ 813	794/16.5	20.7	14.0			8.7	72	1010	KYRK-F
6. KMZQ-F	39/ 4.9	6.0	8.1	10.1	6.4	7.3	39/ 559	559/11.6	11.4	14.7			4.2	35	495	KMZQ-F
7. KOMP-F	35/ 4.4	7.1	9.1	8.5	8.5	7.3	43/ 560	543/11.3	12.2	16.0			9.8	81	1055	KOMP-F
8. KEYV-F	31/ 3.9	2.4	2.5	3.1	4.5	3.0	31/ 279	274/ 5.7	5.5	9.0			3.4	28	323	KEYV-F
9. KDWN	29/ 3.7	3.9	2.7	3.1	3.9	3.4	32/ 378	341/ 7.1	6.6	8.9			2.3	19	357	KDWN
10. KRLV-F	28/ 3.5	1.7	---	---	---	2.6	28/ 384	384/ 8.0		---			1.9	16	207	KRLV-F
									4.8							
11. KLSQ-F	27/ 3.4	3.3	2.2	3.2	3.1	3.0	27/ 476	476/ 9.9	8.1	9.0			2.5	21	301	KLSQ-F
12. KNUU	24/ 3.0	3.3	2.9	1.3	2.0	2.6	24/ 376	372/ 7.8	8.1	6.7			1.6	13	347	KNUU
13. KORK	21/ 2.7	5.9	4.0	4.6	6.1	4.3	21/ 410	402/ 8.4	8.5	9.2			3.0	25	289	KORK
14. KRRI-F	17/ 2.1	1.8	2.5	1.9	2.8	2.1	17/ 300	292/ 6.1	7.2	7.4			2.7	22	262	KRRI-F
15. KENO	14/ 1.8	2.2	1.6	1.4	2.1	1.8	14/ 261	261/ 5.4	5.2	6.4			1.9	16	237	KENO

12+ FM SHARE (METRO): 81.38% (555 of 682) (WIN 87: 76.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLUC-F>	1. KKLZ-F	1. KKLZ-F	1. KFMS-F+	1. KFMS-F+	1. KXTZ-F>	1. KXTZ-F	1. KXTZ-F	1. KXTZ-F	1. KXTZ-F	1. KXTZ-F
2. KYRK-F>	2. KLUC-F>	2. KLUC-F	2. KLUC-F	2. KLUC-F	2. KFMS-F+	2. KLUC-F	2. KFMS-F+	2. KLUC-F	2. KLUC-F	2. KDWN >
3.	3. KOMP-F	3. KFMS-F+>	3. KKLZ-F	3. KXTZ-F	3.	3. KFMS-F+	3. KLUC-F	3. KFMS-F+	3. KDWN	3. KKLZ-F
4.	4. KMZQ-F	4. KXTZ-F	4. KXTZ-F	4. KKLZ-F	4.	4. KKLZ-F	4. KKLZ-F	4. KKLZ-F>	KKLZ-F	4. KFMS-F
5.	5. KFMS-F+ KYRK-F	5. KMZQ-F	5. KMZQ-F	5. KMZQ-F	5.	5. KYRK-F	5. KMZQ-F	5. KMZQ-F	5. KFMS-F+	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KLUC-F	1. KLUC-F>	1. KLUC-F	1. KLUC-F	1. KFMS-F+
2. KYRK-F	2. KMZQ-F	2. KMZQ-F>	2. KFMS-F+	2. KLUC-F
3. KKLZ-F	3. KYRK-F	3. KYRK-F	3. KMZQ-F	3. KXTZ-F
KLSQ-F	4. KKLZ-F	4. KFMS-F+	4. KXTZ-F	4. KMZQ-F
5.	5. KLSQ-F	5. KOMP-F KRLV-F	KYRK-F	5. KRLV-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKLZ-F>	1. KKLZ-F>	1. KKLZ-F	1. KKLZ-F>	1. KFMS-F+
2. KOMP-F>	2. KLUC-F	2. KLUC-F	2. KFMS-F+	2. KKLZ-F
3. KRSR	3. KOMP-F	3. KEYV-F	3. KLUC-F>	3. KLUC-F
4. KLUC-F	4. KEMS-F+	4. KFMS-F+	4. KOMP-F	4. KEYV-F
5.	5. KEYV-F	5. KMZQ-F	5. KEYV-F KXTZ-F	KXTZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMTW	1340	Las Vegas	1.4/4.2
KROL	870	Laughlin	.9/4.9
KRSR	1140	N. Las Vegas	1.5/2.6

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	,$ 20.00	(Banner)		
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	Trans,$ 15.00*	(Christal)	Lotus	
KRSR, 1140, 10 KW/2.5 KW (DA-N)	, CHR/AOR	ABC-E,$ 15.00*	(---)	Nationwide	
KNUU, 970, 5 KW/500 W (DA-2)	, TALK (?)	MBS,CBS,$ 14.00*	(---)		
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	NBC,$ 21.00*	(MMR)	Anchor	
KMTW, 1340, 1 KW	, COUNTRY	,$ 16.00	(Banner)	Medina	

KFMS (1410, 5 KW, DA-2) simulcasting with KFMS-F

KEYV-F, 93.1, 50 KW @ 103, AC	,$ 23.00	(HNWH)			
KFMS-F, 101.9, 100 KW @ 1110, COUNTRY	,$ 42.00*	(Katz)			
KKLZ-F, 96.3, 100 KW @ 175, CLASSIC AOR	,$ 28.00*	(Banner)	Medina		
KLSQ-F, 95.5, 100 KW @ 1120, OLDIES/CLASSIC	,$ 24.00*	(Torbet)	SRO		
KLUC-F, 98.5, 100 KW @ 1180, CHR	ABC-C,$ 57.00*	(Mc-Guild)	Nationwide		
KMZQ-F, 100.5, 98 KW @ 1180, AC	,$ 43.00*	(Republic)	Olympic		
KOMP-F, 92.3, 100 KW @ 1520, AOR	,$ 41.00*	(Christal)	Lotus		
KRRI-F, 105.5, 120 W @ 1477, OLDIES	MBS,$ 20.00*	(Torbet)			(BOULDER CITY)
KXTZ-F, 94.1, 100 KW @ 1250, BTFL	,$ 51.00*	(Durpetti)	Parker		
KYRK-F, 97.1, 55 KW @ 1936, CHR/URBAN	,$ 30.00*	(MMR)	Anchor		
KRLV-F, 106.5, 100 KW @ ?? , AC	,$ NA	(Eastman)			

LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,604,700

MSA Rank/Pop: 2/11,300,000
ADI # 2
Average Person Ratings: 17.8
Market TSL: 23.5 hours

Stations: 44/44
Diaries: 3932/2246:1/49.3%
Sample Target: 3440
% Below Line: 0
% Not Listed: 8.5

1987 Revenue: $293,600,000
HH Inc.: $37,900
Retail $: 80.0 Bil
Pop per Station: 200,723
#1 Biller: KIIS A/F $29,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F	1115/7.1	7.5	6.6	7.0	5.7	7.1	1213/16745	14901/16.9	17.7	15.4			11.5	1668	19517	KPWR-F
2. KIIS A/F	1064/6.8	7.2	6.5	7.4	6.4	7.0	1298/21544	17865/20.2	22.3	20.6			8.1	1179	18100	KIIS A/F
3. KABC	916/5.8	10.7	13.5	12.7	11.2	10.7	996/11265	10266/11.6	10.7	11.2			4.9	703	8386	KABC
4. KOST-F	827/5.3	4.5	4.9	4.3	4.8	4.8	960/14418	12278/13.9	13.2	12.6			4.5	659	8675	KOST-F
5. KJOI-F	616/3.9	4.3	4.5	4.9	4.7	4.4	669/ 8343	7296/ 8.3	9.3	9.8			2.9	414	3979	KJOI-F
6. KLOS-F	572/3.6	3.8	3.0	2.9	2.8	3.3	805/11982	9176/10.4	9.6	9.0			5.5	796	10081	KLOS-F
7. KROQ-F	536/3.4	3.7	4.3	4.1	4.0	3.9	589/ 9660	8849/10.0	9.6	10.3			5.0	725	9327	KROQ-F
8. KBIG-F	523/3.3	4.0	4.3	3.7	3.8	3.8	652/10406	8380/ 9.5	11.2	11.0			2.0	292	4786	KBIG-F
9. KRTH-F	518/3.3	3.7	3.3	3.8	3.6	3.5	727/13315	9920/11.2	3.9	3.6			3.0	435	7087	KRTH-F
10. KFWB	511/3.3	4.2	2.6	3.0	4.2	3.3	542/12903	12023/13.6	15.3	14.9			2.6	382	8828	KFWB
11. KTNQ	472/3.0	3.0	2.3	3.1	2.3	2.9	481/ 4622	4401/ 5.0	4.6	4.8			1.5	219	2840	KTNQ
12. KLSX-F	468/3.0	3.6	3.0	3.3	3.6	3.2	504/ 8636	8099/ 9.2	9.5	9.3			3.8	557	7493	KLSX-F
13. KNX	467/3.0	3.2	2.8	3.0	3.3	3.0	616/13354	10320/11.7	11.9	11.5			3.5	501	7174	KNX
14. KLVE-F	437/2.8	2.5	2.8	3.0	3.2	2.8	457/ 4793	4469/ 5.1	5.1	6.8			1.3	194	3315	KLVE-F
15. KMPC	432/2.7	2.5	2.8	2.8	2.4	2.7	468/ 6167	5557/ 6.3	6.7	6.3			2.1	297	4125	KMPC
16. KIQQ-F	400/2.5	2.8	2.7	2.9	2.9	2.7	441/ 8010	7133/ 8.1	8.7	7.8			2.4	341	5048	KIQQ-F
17. KTWV-F	379/2.4	2.3	2.7	2.5	1.9	2.5	479/ 8214	6507/ 7.4	6.8	5.9			2.8	408	7178	KTWV-F
18. KZLA-F	378/2.4	2.1	2.5	1.9	1.7	2.2	425/ 5601	4756/ 5.4	5.8	4.7			2.7	388	4992	KZLA-F
19. KJLH-F	362/2.3	1.8	2.2	2.0	2.4	2.1	377/ 4771	4559/ 5.2	4.4	5.7			3.0	439	6150	KJLH-F
20. KNX-F	302/1.9	1.3	1.6	.9	1.1	1.4	408/ 7186	5655/ 6.4	4.9	4.6			1.7	246	3550	KNX-F
21. KWKW	277/1.8	1.0	1.2	1.6	1.9	1.4	277/ 2928	2914/ 3.3	1.9	3.7			.5	77	1775	KWKW
22. KDAY	256/1.7	1.5	1.5	1.8	1.6	1.6	269/ 3792	3680/ 4.2	4.3	4.2			1.7	251	3894	KDAY
23. KFAC-F	217/1.4	1.6	1.7	1.2	1.3	1.5	243/ 4884	4148/ 4.7	4.8	5.3			1.2	169	3102	KFAC-F
24. KRLA	198/1.3	1.1	1.2	1.5	1.3	1.3	222/ 3325	2773/ 3.1	4.4	4.4			1.4	201	3879	KRLA
25. KKGO-F	188/1.2	1.0	1.0	1.1	1.2	1.1	214/ 4143	3574/ 4.0	3.4	3.7			1.6	238	3061	KKGO-F

12+ FM SHARE (METRO): 67.31% (9633 of 14370) (WIN 87: 65.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPWR-F>	1. KIIS A/F	1. KIIS A/F	1. KIIS A/F	1. KIIS A/F	1. KABC >	1. KIIS A/F	1. KIIS A/F	1. KPWR-F	1. KPWR-F>	1. KABC
2. KIIS A/F	2. KPWR-F	2. KOST-F	2. KOST-F	2. KOST-F	2. KJOI-F	2. KABC	2. KOST-F	2. KIIS A/F	2. KABC	2. KFWB
3. KROQ-F	3. KLOS-F	3. KPWR-F	3. KRTH-F	3. KRTH-F	3. KFWB	3. KPWR-F	3. KABC	3. KOST-F	3. KOST-F	3. KNX
4. KDAY	4. KOST-F	4. KLOS-F	4. KLOS-F	4. KTNQ	4. KMPC	4. KFWB	4. KJOI-F	4. KBIG-F	4. KIIS A/F	4. KOST-F
5.	5. KROQ-F	5. KRTH-F	5. KLSX-F	5. KABC	KNX	5. KNX	5. KPWR-F	5. KROQ-F	5. KROQ-F	5. KMPC
6.	6. KLSX-F	6. KLSX-F	KTNQ	KLOS-F	6. KOST-F	6. KOST-F	6. KBIG-F	6. KLOS-F	6. KDAY	6. KPWR-F
7.	7. KRTH-F	7. WROQ-F	7. KLVE-F	7. KLSX-F	7. KBIG-F	7. KLOS-F	7. KLSX-F	7. KJOI-F	7. KTNQ	7. KJOI-F
8.	8. KLVE-F	8. KTNQ	KPWR-F	8. KLVE-F	8. KIQQ-F	8. KTNQ	8. KLOS-F	8. KABC	8. KLOS-F	8. KROQ-F
9.	9. KJLH-F	9. KLVE-F	KTWV-F	9. KBIG-F	9. KZLA-F	9. KJOI-F	9. KMPC	9. KLSX-F	9. KNX	9. KBIG-F
10.	KTNQ	KTWV-F	10. KBIG-F	KTWV-F	10. KIIS A/F	10. KMPC	10. KIQQ-F	10. KRTH-F	10. KBIG-F	10. KIIS A/F
					KRTH-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPWR-F	1. KIIS A/F	1. KIIS A/F>	1. KIIS A/F	1. KIIS A/F
2. KOST-F	2. KPWR-F	2. KOST-F	2. KOST-F	2. KOST-F
3. KIIS A/F	3. KOST-F>	3. KRTH-F	3. KPWR-F>	3. KBIG-F
4. KROQ-F>	4. KJLH-F	4. KBIG-F	4. KBIG-F	4. KRTH-F
5. KJLH-F	5. KLVE-F	5. KLVE-F	5. KRTH-F	5. KIQQ-F
6. KLOS-F	6. KROQ-F	6. KLSX-F	6. KIQQ-F	6. KLVE-F
7. KLVE-F	7. KBIG-F	7. KPWR-F	7. KLVE-F	7. KTWV-F
8. KIQQ-F	KLOS-F	KTWV-F	8. KJLH-F	KZLA-F
9. KDAY	9. KRTH-F	9. KJLH-F	9. KTNQ	9. KTNQ
10. KBIG-F	10. KLSX-F	10. KTNQ	10. KTWV-F	10. KABC

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPWR-F	1. KLOS-F	1. KLOS-F	1. KLOS-F	1. KLOS-F
2. KROQ-F	2. KIIS A/F	2. KLSX-F	2. KIIS A/F	2. KOST-F
3. KLOS-F	3. KPWR-F	3. KTNQ	3. KPWR-F	3. KIIS A/F
4. KIIS A/F	4. KROQ-F	4. KLVE-F	4. KLSX-F	4. KLSX-F
5. KNAC-F	5. KLSX-F>	5. KPWR-F	5. KOST-F	KTNQ
6. KLSX-F	6. KTNQ	6. KNX-F	6. KROQ-F	6. KRTH-F
7. KDAY	7. KRTH-F	7. KROQ-F	KRTH-F	7. KABC
8. KTWV-F	8. KLVE-F	8. KRTH-F	8. KTNQ	8. KPWR-F
9.	KNX-F	9. KOST-F	9. KTWV-F	9. KTWV-F
10.	10. KOST-F	10.	10. KABC	10. KLVE-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	1.0/2.9
KALI	1430	San Gabriel	1.1/2.5
KBRT	740	Avalon	.3/ .8
KFAC	1330	Los Angeles	.2/ .7
KFI	640	Los Angeles	1.2/5.0
KGFJ	1230	Los Angeles	.7/1.7
KGRB	900	West Covina	.4/ .7
KIEV	870	Glendale	.5/2.2
KKLA-F	99.5	Los Angeles	.6/1.8
KLAC	570	Los Angeles	1.2/4.3
KMAX-F	107.1	Arcadia	.5/1.4
KMPC-F	101.9	Glendale	.5/2.4
KNAC-F	105.5	Long Beach	1.1/2.9
KRTH	930	Los Angeles	.8/3.3
KSKQ	1540	Los Angeles	.9/2.2
KSKQ-F	97.9	Long Beach	.8/1.9
KWVE-F	107.9	San Clemente	.3/ .9
KYMS-F	106.3	Santa Ana	.3/ .7

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC-I,ABC-T,$360.00	(Katz)	Cap Cities/ABC
KALI,	1430,	5 KW (DA-2)	, SPANISH CONTEMP	,$ 77.00	(MMR)	United
KBRT,	740,	10 KW (DAYS,DA)	, RELIGION	,$ 50.00*	(---)	Crawford
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN,$100.00	(Roslin)	Heritage
KFI ,	640,	50 KW	, AC	MBS,$175.00*	(Christal)	Cox
KFWB,	980,	5 KW	, NEWS	UPI,NBC,$285.00	(Group W)	Westinghouse
KGFJ,	1230,	1 KW	, BLACK	SBN,SMN,$ NA	(---)	
KIEV,	870,	5 KW/1 KW (DA-N)	, TALK	,$100.00*	(---)	
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC-D,$135.00*	(Eastman)	Malrite
KMPC,	710,	50 KW/10 KW (DA-N)	, NOSTALGIA	,$200.00	(Durpetti)	Golden West
KNX ,	1070,	50 KW	, NEWS	CBS,$270.00	(CBS)	CBS
KRLA,	1110,	50 KW/10 KW (DA-2)	, OLDIES	,$130.00*	(MMR)	Greater Media
KRTH,	930,	5 KW (DA-N)	, OLDIES	US 1,$ NA	(Republic)	RKO
KSKQ,	1540,	50 KW/10 KW (DA-D)	, SPANISH CONTEMP	,$100.00*	(Caballero)	Spanish Broadcast
KTNQ,	1020,	50 KW (DA-2)	, SPANISH AC	,$160.00*	(Caballero)	H & G
KWKW,	1300,	5 KW/1 KW (DA-2)	, SPANISH	,$ 91.00	(Lotus)	Lotus

FM STATIONS

KACE,	103.9,	2 KW @ 390,	BLACK	APR,$ 70.00*	(---)	All Pro	
KBIG,	104.3,	105 KW @ 2890,	SOFT AC	,$260.00*	(CBS)	Bonneville	
KFAC,	92.3,	43 KW @ 2835,	CLASSICAL	,$215.00	(Mc-Guild)		
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR,$ 25.00	(---)		
KGIL,	94.3,	3 KW @ -180,	SOFT AC	,$ 45.00	(HNWH)	Buckley	(SAN FERNANDO)
KIIS,	102.7,	8 KW @ 2790,	CHR	,$500.00*	(Mc-Guild)	Gannett	
KIQQ,	100.3,	5 KW @ 3060,	SOFT AC	Trans,$250.00*	(HNWH)	Outlet	
KJLH,	102.3,	3 KW @ 300,	BLACK	,$110.00*	(Radio West)		(COMPTON)
KJOI,	98.7,	75 KW @ 1180,	BTFL/EZ	,$280.00*	(Banner)	Legacy	
KKGO,	105.1,	18 KW @ 2900,	JAZZ	APR,$ NA	(Torbet)		
KLOS,	95.5,	63 KW @ 3129,	AOR	ABC-R,$300.00*	(Katz)	Cap Cities/ABC	
KLSX,	97.1,	55 KW @ 770,	CLASSIC AOR	,$240.00*	(MMR)	Greater Media	
KLVE,	107.5,	30 KW @ 2800,	SPANISH AOR	,$170.00*	(Caballero)	H & G	
KNAC,	105.5,	2 KW @ 400,	AOR	ABC-F,$100.00*	(Masla)		(LONG BEACH)
KNX ,	93.1,	29 KW @ 3496,	SOFT AOR	CBS-R,$165.00*	(CBS)	CBS	
KOST,	103.5,	13 KW @ 3100,	AC	,$275.00*	(Christal)	Cox	
KSKQ,	97.9,	79 KW @ 420,	HISPANIC	,$103.00	(---)	Spanish Broadcast	(LONG BEACH)
KPWR,	105.9,	72 KW @ 770,	URBAN/CHR	,$300.00	(HNWH)	Emmis	
KROQ,	106.7,	5 KW @ 1388,	AOR	,$330.00*	(Torbet)	Infinity	
KRTH,	101.1,	51 KW @ 3130,	OLDIES	US 2,$280.00*	(Republic)	RKO	
KTWV,	94.7,	58 KW @ 2835,	JAZZ/AC	Source,$175.00*	(Banner)	Metropolitan	
KMPC,	101.9,	.7 KW @ 2848,	CONTEMP	,$150.00	(Durpetti)	Golden West	
KZLA,	93.9,	49 KW @ 720,	COUNTRY	,$145.00*	(Eastman)	Malrite	

LOUISVILLE

Arbitron Rank/Pop (12+): 45/797,800

MSA Rank/Pop: 48/971,000
ADI # 47
Average Person Ratings: 14.6
Market TSL: 19.3 hours

Stations: 18/17
Diaries: 1342/593:1/59.0%
Sample Target: 1200
% Below Line: 0.7
% Not Listed: 6.2

1987 Revenue: $22,300,000
HH Inc.: $30,919
Retail $: 6.2 Bil
Pop per Station: 46,812
#1 Biller: WHAS $6,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WHAS	205/17.7	16.1	13.0	16.2	14.8	15.8	279/3473	2599/32.7	32.3	33.9			14.1	189	2670	WHAS
2. WAMZ-F	194/16.7	14.3	16.6	15.4	15.8	15.8	291/3210	2100/26.4	22.8	23.4			15.7	210	2275	WAMZ-F
3. WQMF-F	107/ 9.2	8.8	8.8	7.9	8.8	8.7	154/2052	1443/18.1	17.8	18.0			10.8	144	1642	WQMF-F
4. WDJX-F	105/ 9.1	9.3	9.5	9.1	8.6	8.5	178/2433	1680/21.1	20.7	20.3			12.3	165	1997	WDJX-F
5. WVEZ-F	71/ 6.1	8.5	9.0	7.5	8.3	7.8	90/1444	1180/14.8	17.7	16.0			5.0	67	903	WVEZ-F
6. WAVG	67/ 5.8	3.8	4.9	4.5	5.2	4.8	72/1242	1171/14.7	12.2	16.2			3.5	47	877	WAVG
7. WLRS-F	61/ 5.3	6.3	5.9	6.5	5.7	6.0	63/1607	1434/18.0	20.7	19.8			7.6	101	2049	WLRS-F
8. WRKA-F	59/ 5.1	7.9	6.3	8.1	5.7	6.9	66/1134	1090/13.7	16.5	16.6			5.2	70	1570	WRKA-F
9. WJYL-F	55/ 7.9	4.1	6.1	5.7	5.1	6.0	57/ 668	630/ 7.9	8.2	9.2			9.8	131	1037	WJYL-F
10. WLOU	46/ 4.0	4.5	3.2	4.4	3.4	4.0	46/ 664	659/ 8.3	7.6	8.0			4.6	62	692	WLOU
11. WXVW	28/ 2.4	2.6	3.2	2.5	2.9	2.7	29/ 413	410/ 5.2	5.0	6.1			1.3	18	239	WXVW
12. WTMT	17/ 1.5	1.4	1.5	1.1	1.0	1.4	26/ 416	373/ 4.7	2.9	2.4			1.0	13	233	WTMT
WVEZ	17/ 1.5	.9	2.1	1.0	1.3	1.4	20/ 377	335/ 4.2	4.8	4.9			---	---	---	WVEZ
WCII	17/ 1.5	2.5	1.2	.3	1.0	1.4	20/ 390	349/ 4.4	6.0	4.6			.4	5	239	WCII
15.																

12+ FM SHARE (METRO): 61.91% (673 of 1089) (WIN 87: 64.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDJX-F>	1. WQMF-F	1. WAMZ-F	1. WAMZ-F	1. WAMZ-F	1. WHAS >	1. WHAS >	1. WAMZ-F>	1. WHAS	1. WHAS >	1. WAVG
2. WJYL-F	2. WAMZ-F	2. WHAS	2. WHAS >	2. WHAS >	2. WAMZ-F>	2. WAMZ-F>	2. WHAS	2. WAMZ-F>	2. WDJX-F	WHAS >
3. WLRS-F	3. WDJX-F	3. WQMF-F	3. WQMF-F	3. WQMF-F	3. WAVG	3. WDJX-F	3. WQMF-F	3. WQMF-F	3. WAMZ-F	3. WAMZ-F
WQMF-F	4. WHAS	4. WDJX-F	4. WRKA-F	4. WVEZ-F	4. WVEZ-F	4. WQMF-F	4. WVEZ-F	4. WDJX-F	4. WAVG	4. WLOU
5.	5. WLRS-F	5. WRKA-F	5. WVEZ-F	5. WDJX-F	5.	5. WAVG	5. WDJX-F	5. WVEZ-F	WQMF-F	5. WQMF-F
	6. WRKA-F					6. WRKA-F		6. WLRS-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAMZ-F	1. WAMZ-F	1. WRKA-F	1. WAMZ-F	1. WAMZ-F	1. WQMF-F>	1. WQMF-F>	1. WQMF-F	1. WAMZ-F	1. WAMZ-F
2. WDJX-F	2. WDJX-F	2. WAMZ-F	2. WHAS	2. WHAS >	2. WDJX-F	2. WAMZ-F	2. WHAS	2. WQMF-F	2. WHAS >
3. WQMF-F	3. WQMF-F	3. WHAS	3. WDJX-F	3. WRKA-F	3. WAMZ-F	3. WHAS	3. WAMZ-F>	3. WHAS >	3. WQMF-F>
4. WLRS-F	4. WRKA-F	4. WDJX-F	4. WRKA-F	4. WDJX-F	4. WLRS-F	4. WDJX-F	4. WLRS-F	4. WDJX-F	4.
5.	5. WHAS	5. WQMF-F	5. WVEZ-F	WVEZ-F	5.	5. WLRS-F	5. WDJX-F	5. WLRS-F	5.
			6. WQMF-F				WRKA-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIA	900	Louisville	.9/2.9
WLLV	1240	Louisville	.5/1.4
WXLN-F	103.9	Louisville	1.1/3.5
WKQQ-F	98.1	Lexington	.7/1.0

RADIO STATIONS

WVEZ,	790,	5 KW/1 KW (DA-2)	, AC	MBS,$ 30.00*	(Katz)	Federal
WAVG,	970,	5 KW (DA-2)	, MOR	NBC,NBC-T,US 2,$ 39.[illegible]*	(MMR)	
WCII,	1080,	10 KW/1 KW (DA-2)	, OLDIES	SMN,CBS,$ 35[illegible]	(Republic)	Great Trails
WDGS,	1290,	500 W/1 KW (DA-2)	, BLACK	NBN,$ 15[illegible]	(Masla)	
WFIA,	900,	1 KW/163 W	, RELIGION	,$ 14.00	(---)	
WHAS,	840,	50 KW	, MOR	ABC-I,$100.00*	(Christal)	Clear Channel
WLLV,	1240,	1 KW	, RELIGION	,$ 17.00	(Roslin)	
WLOU,	1350,	5 KW/500 W (DA-N)	, BLACK	SBN,$ 38.00*	(MMR)	Johnson
WTMT,	620,	500 W (DA-2)	, COUNTRY	,$ 16.00	(Masla)	
WXVW,	1450,	1 KW	, NOSTALGIA	SMN,$ 30.00*	(S. Katz)	
WAMZ-F,	97.5,	100 KW @ 505,	COUNTRY	,$ 78.00*	(Christal)	Clear Channel
WDJX-F,	99.7,	20 KW @ 720,	CHR	CBS-R,$ 60.00*	(Eastman)	Great Trails
WJYL-F,	101.7,	3 KW @ 300,	URBAN	,$ 38.00*	(Banner)	
WLRS-F,	102.3,	3 KW @ 300,	CHR	ABC-R,$ 48.00	(MMR)	
WQMF-F,	95.7,	34 KW @ 580,	AOR	Source,$ 62.00*	(Torbet)	
WRKA-F,	103.1,	3 KW @ 300,	AC	ABC-D,$ 64.00*	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 670,	SOFT AC	,$ 50.00*	(Katz)	Federal
WXLN-F,	103.9,	3 KW @ 300,	RELIGION	ABC-C,$ 18.00	(---)	

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McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 77/450,100

MSA Rank/Pop: McAllen - 125/371,500
ADI # 115 Brownsville - 168/259,900
Average Person Ratings: 17.8
Market TSL: 23.8 hours

Stations: 18/17
Diaries: 876/534:1/54.1%
Sample Target: 810
% Below Line: 0.4
% Not Listed: 9.8

1987 Revenue: $10,500,000
HH Inc.: $23,900
Retail $: 3.3 Bil
Pop per Station: 27,506
#1 Biller: KGBT $1,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. KGBT	161/19.4	15.2	11.2	17.6	16.8	15.9	171/1503	1423/30.4	27.8	28.7					KGBT
2. KBFM-F	93/11.2	14.0	15.6	11.0	10.8	13.0	108/1564	1402/30.0	31.5	28.9					KBFM-F
3. KIWW-F	74/ 8.9	8.6	7.6	11.0	8.1	9.0	78/1048	999/21.4	19.5	18.3					KIWW-F
4. KTXF-F	68/ 8.2	7.8	9.0	1.4	1.7	6.6	69/ 806	782/16.7	16.3	12.6					KTXF-F
5. KQXX-F	59/ 7.1	5.2	6.2	3.6	6.0	5.5	59/ 573	545/11.7	10.9	11.3					KQXX-F
6. KELT-F	47/ 5.7	7.0	7.8	6.9	6.3	6.9	51/ 854	777/16.6	19.0	15.2					KELT-F
7. KIRT	43/ 5.2	2.7	3.6	5.0	3.4	4.1	45/ 582	536/11.5	8.5	8.1					KIRT
8. KRIX-F	42/ 5.1	5.6	6.1	5.3	6.1	5.5	45/ 601	560/12.0	11.8	13.5					KRIX-F
9. KRGE	40/ 4.8	6.4	6.6	7.3	8.0	6.3	52/ 838	766/16.4	19.1	17.4					KRGE
KVLY-F	40/ 4.8	4.8	5.5	5.6	4.6	5.2	42/ 415	400/ 8.6	9.4	8.4					KVLY-F
11. KBOR	26/ 3.1	1.9	1.3	3.6	4.9	2.5	26/ 360	353/ 7.7	5.3	8.9					KBOR

12+ FM SHARE (METRO): 60.21% (451 of 749) (WIN 87: 57.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBFM-F>	1. KIWW-F	1. KGBT >	1. KGBT >	1. KGBT-F>	1. KGBT-F>	1. KGBT >	1. KGBT >	1. KGBT >	1. KBFM-F	1. KGBT >
2. KRGE >	2. KBFM-F	2. KIWW-F	2. KIWW-F	2. KIWW-F	2. KTXF-F	2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KQXX-F	2. KIWW-F
3.	3. KGBT	3. KBFM-F	3. KTXF-F	3. KTXF-F	KVLY-F	3. KIWW-F	3. KIWW-F	3. KIWW-F	3. KGBT	3. KVLY-F
4.	4. KRIX-F	4. KTXF-F	4. KELT-F	4. KELT-F	4. KQXX-F	4. KTXF-F	4. KTXF-F	4. KTXF-F	4. KIWW-F	4. KBFM-F
5.	5. KELT-F	5. KELT-F	5. KBFM-F	5. KBFM-F	5. KIRT	5. KQXX-F	5. KELT-F	5. KELT-F	5. KRIX-F	KRIX-F
	6. KQXX-F			6. KQXX-F				KRGE	6. KTXF-F	
	KTXF-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBFM-F	1. KBFM-F	1. KGBT	1. KGBT >	1. KGBT >	1. KRIX-F	1. KIWW-F	1. KIWW-F>	1. KIWW-F	1. KGBT
2. KIWW-F	2. KQXX-F	2. KELT-F	2. KBFM-F	2. KELT-F	2. KBFM-F>	2. KRIX-F	2. KTXF-F	2. KGBT	2. KIWW-F
3. KQXX-F	3. KIWW-F	3. KQXX-F	3. KIWW-F	KQXX-F	3. KIWW-F	3. KBFM-F	3. KGBT	3. KRIX-F	KTXF-F>
4. KTXF-F	4. KGBT	4. KBFM-F	KQXX-F	4. KIWW-F	4. KRGE	4. KGBT	4. KELT-F	4. KTXF-F	4. KELT-F
5.	5. KELT-F	KIWW-F	5. KELT-F	5. KBFM-F	5.	KTXF-F	KRIX-F	5. KBFM-F	KRIX-F
				KTXF-F					6. KIRT

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KITM-F	105.5	Mission	.4/2.6
KJAV-F	104.9	Alamo	2.3/3.5
KRIO	910	McAllen	.8/2.8
KURV	710	Edinburg	1.0/3.6
KTRH	740	Houston	.4/1.5

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, SPANISH		,$ 20.00*	(Lotus)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH		,$100.00*	(Katz)	Tichenor
KIRT, 1580, 1 KW/300 W	, SPANISH		,$ 24.00	(Caballero)	Gomez
KRGE, 1290, 5 KW (DA-2)	, CHR	US 1,	$ 35.00*	(Banner)	Daytona
KRIO, 910, 5 KW (DA-2)	, OLDIES (?)	APR,	$ 15.00*	(---)	
KURV, 710, 1 KW	, TALK	NBC,NBC-T,ABC-T,	$ 15.00	(Miller)	
KBFM-F, 104.1, 100 KW @ 990, CHR		ABC-F,	$ 65.00	(Christal)	Encore
KELT-F, 94.5, 100 KW @ 800, AC			,$ 48.00*	(Katz)	Tichenor
KIWW-F, 96.1, 100 KW @ 540, SPANISH			,$ 55.00*	(MMR)	
KQXX-F, 98.5, 100 KW @ 1400, SPANISH			,$ 26.00*	(Caballero)	Gomez
KRIX-F, 99.5, 100 KW @ 480, AOR			,$ 23.00*	(Banner)	Daytona
KTXF-F, 100.3, 100 KW @ 500, COUNTRY		ABC-E,	$ 37.00*	(Eastman)	
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ			,$ 28.00*	(HNWH)	Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 50/756,300

MSA Rank/Pop: 50/960,000
ADI # 41
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 19/19
Diaries: 1232/630:1/51.9%
Sample Target: 1090
% Below Line: 0
% Not Listed: 6.2

1987 Revenue: $24,000,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 40,874
#1 Biller: WMC-F, WRVR A/F $4,200,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	158/12.2	14.0	13.5	15.8	14.3	13.9	200/2516	1977/25.5	27.4	27.9			18.2	258	2632	WHRK-F
2. KRNB-F	137/10.6	8.4	9.2	8.8	10.2	9.3	182/1993	1558/20.1	19.4	19.5			9.8	138	2285	KRNB-F
3. WMC-F	136/10.5	9.1	11.2	11.6	10.9	10.6	225/3150	1988/25.6	21.2	24.9			10.5	149	2110	WMC-F
4. WGKX-F	121/ 9.3	9.0	9.6	8.4	8.1	9.1	197/2365	1440/18.5	19.1	19.4			8.6	121	1562	WGKX-F
5. WRVR-F	108/ 8.3	6.7	8.0	7.2	6.6	7.6	150/1922	1515/19.5	16.7	17.5			6.1	87	1300	WRVR-F
6. WEZI-F	85/ 5.6	6.2	5.7	5.6	6.7	6.0	88/1238	1125/14.5	13.3	13.6			4.3	61	903	WEZI-F
7. WDIA	73/ 5.6	5.7	5.3	7.1	4.3	5.9	97/1656	1236/15.9	15.5	15.0			7.0	99	1159	WDIA
8. WLOK	69/ 5.3	6.8	6.3	6.9	5.4	6.3	69/1015	998/12.9	12.7	10.9			5.2	74	1012	WLOK
9. WEGR-F	68/ 5.2	5.4	5.2	3.8	3.9	4.9	89/1442	1043/13.4	12.1	12.0			4.9	69	1028	WEGR-F
10. WHBQ	63/ 4.9	2.9	4.6	3.9	4.6	4.1	77/1247	886/11.4	8.8	10.8			5.5	78	941	WHBQ
11. KWLN-F	44/ 3.4	4.0	4.3	3.0	2.5	3.7	82/ 998	616/ 7.9	8.1	7.0			4.7	66	838	KWLN-F
12. WMC	35/ 2.7	3.9	3.3	3.2	4.9	3.3	41/ 817	660/ 8.5	9.2	12.8			2.6	37	438	WMC
13.																
14.																
15.																

12+ FM SHARE (METRO): 72.94% (887 of 1216) (WIN 87: 69.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRNB-F	1. WHRK-F	1. WHRK-F	1. WRVR-F	1. WRVR-F	1. WEZI-F	1. WMC-F	1. WRVR-F	1. WHRK-F	1. WHRK-F	1. KRNB-F
2. WHRK-F>	2. KRNB-F	2. WMC-F	2. WMC-F	2. WGKX-F	2. WGKX-F	2. WGKX-F	2. WMC-F	2. KRNB-F	2. KRNB-F>	2. WHRK-F
3. WMC-F	WMC-F	3. WRVR-F	3. WGKX-F	WMC-F	3. WHBQ	3. KRNB-F	3. WGKX-F	3. WMC-F	3. WMC-F	3. WRVR-F
4.	4. WRVR-F	4. KRNB-F	4. WHRK-F	4. WHRK-F>	4. WRVR-F	WHRK-F	4. WEZI-F	4. WGKX-F	4. WRVR-F	4. WHBQ
5.	5. WEGR-F	5. WGKX-F	5. KRNB-F	5. WLOK	5. WDIA	5. WRVR-F	5. WHRK-F	5. WRVR-F	5. WLOK	5. WEZI-F
	6. WGKX-F			6. KRNB-F	6. WLOK					WGKX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHRK-F	1. WMC-F	1. WMC-F	1. WMC-F	1. WMC-F	1. KRNB-F	1. WHRK-F	1. WEGR-F	1. WHRK-F	1. WRVR-F
2. KRNB-F>	2. WHRK-F	2. WRVR-F	2. WRVR-F	2. WRVR-F	2. WHRK-F	2. KRNB-F	2. WHRK-F	2. KRNB-F	2. WGKX-F
WMC-F	3. WRVR-F	3. WHRK-F	3. WHRK-F	3. WGKX-F	3. KWLN-F>	3. WEGR-F	3. WRVR-F	3. WEGR-F	3. WEGR-F
4. WRVR-F	4. KRNB-F>	4. KRNB-F	4. WGKX-F	4. WHRK-F>	4. WEGR-F	4. KWLN-F	4. KRNB-F	4. WRVR-F	WHRK-F
5. WDIA	5. WGKX-F	5. WGKX-F	5. KRNB-F	5. WEZI-F	5. WMC-F	5. WMC-F	WGKX-F	5. WGKX-F	5. WMC-F
				WLOK		6. WGKX-F	6. WMC-F	6. KWLN-F	6. KRNB-F
									7. WHBQ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH-F	107.1	Marion	2.3/4.0
KSUD	730	West Memphis	.6/1.7
KWAM	990	Memphis	1.0/3.4
WCRU	640	Collierville	.5/2.7
WREC	600	Memphis	2.0/7.1
WRVR	680	Memphis	.8/3.8
WXSS	1030	Memphis	1.9/4.5

RADIO STATIONS

KSUD, 730, 250 W/108 W	, GOSPEL	,$ 10.00	(---)		
KWAM, 990, 10 KW/87 W (DA-2)	, GOSPEL	,$ 20.00	(Republic)	Rivers	
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	SBN,APR,$ 40.00*	(Katz)	Adams	
WEZI, 1430, 2.5 KW (DAYS)	, BTFL/EZ	,$ 22.00	(Christal)		
WHBQ, 560, 5 KW/1 KW (DA-2)	, NEWS/TALK	US 1,US 2,NBC-T,$ 40.00*	(Republic)	RKO	
WLOK, 1340, 1 KW	, BLACK	SBN,NBN,$ 34.00*	(Masla)		
WMC, 790, 5 KW (DA-N)	, COUNTRY	NBC,ABC-I,$ 49.00*	(Banner)	Scripps-Howard	
WMQM, 1480, 5 KW (DAYS)	, RELIGION	,$ 7.00	(---)		
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 34.00*	(Mc-Guild)	New Market	
WRVR, 680, 10 KW/5 KW (DA-N)	, AC	Trans,$ NA	(Christal)	Viacom	
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK	,$ NA	(Bolton)		
KRNB-F, 101.1, 100 KW @ 347,	BLACK	ABC-F,$ 46.00*	(Republic)	Rivers	
WEGR-F, 102.7, 100 KW @ 900,	AOR	US 1,$ 50.00*	(Mc-Guild)	New Market	
WEZI-F, 94.3, 3 KW @ 300,	BTFL/EZ	,$ 42.00*	(Christal)		
WGKX-F, 105.9, 100 KW @ 762,	COUNTRY	,$ 63.00*	(HNWH)	Barnstable	
WHRK-F, 97.1, 100 KW @ 530,	BLACK	NBC,$ 75.00*	(Katz)	Adams	
WMC-F, 99.7, 100 KW @ 910,	CHR	ABC-C,$ 86.00*	(Banner)	Scripps-Howard	
WRVR-F, 104.5, 100 KW @ 750,	AC	,$ 80.00*	(Christal)	Viacom	
KWLN-F, 98.1, 100 KW @ 715,	AOR	,$ 23.00	(Torbet)		(OSCEOLA, AR)

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MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,581,300

MSA Rank/Pop: Miami - 22/1,784,600
ADI # 16 Fort Lauderdale - 4/1,159,400
Average Person Ratings: 19.6
Market TSL: 25.8 hours

Stations: 37/33
Diaries: 2738/948:1/46.2%
Sample Target: 2510
% Below Line: 2.4
% Not Listed: 7.2

1987 Revenue: $96,000,000
HH Inc.: $32,950
Retail $: 24.5 Bil
Pop per Station: 78,664
#1 Biller: WQBA A/F $8,100,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F	429/8.5	8.5	7.0	8.6	9.0	8.2	456/4390	4103/15.8	16.0	17.0			5.1	214	2325	WLYF-F
2. WEDR-F	252/5.0	5.3	3.9	4.1	5.0	4.6	253/2276	2235/ 8.6	8.5	8.9			6.2	262	2670	WEDR-F
3. WCMQ-F	232/4.6	5.3	4.2	4.8	4.6	4.6	232/2089	2089/ 8.0	8.3	7.7			3.5	146	1597	WCMQ-F
4. WMXJ-F	221/4.4	3.7	2.5	1.7	2.5	3.1	265/3670	3065/11.8	10.1	7.1			4.4	187	2676	WMXJ-F
5. WPOW-F	219/4.3	5.7	5.0	5.4	4.5	5.1	248/3693	3158/12.2	13.4	12.8			7.9	333	4504	WPOW-F
6. WQBA	215/4.2	5.4	6.5	5.1	5.6	5.3	215/1906	1900/ 7.3	8.3	8.1			4.2	178	1541	WQBA
7. WHYI-F	212/4.2	3.8	3.3	4.5	4.9	4.0	258/5169	4282/16.5	13.7	17.9			5.2	219	4131	WHYI-F
8. WIOD	206/4.1	3.6	2.9	3.6	3.1	3.6	227/3157	2775/10.7	12.8	10.6			2.6	111	1873	WIOD
9. WJQY-F	202/4.0	4.2	4.7	4.4	3.5	4.3	224/2803	2504/ 9.6	9.3	9.0			2.8	118	1808	WJQY-F
WKQS-F	202/4.0	3.0	3.1	2.8	4.2	3.2	209/2323	2064/ 8.0	8.3	9.8			3.4	143	2253	WKQS-F
11. WNWS	172/3.4	3.5	3.3	3.9	3.5	3.5	181/2512	2326/ 9.0	8.5	9.6			2.8	120	1761	WNWS
12. WLVE-F	165/3.3	2.8	3.2	3.7	2.4	3.3	175/2852	2630/10.1	9.5	8.6			3.5	147	2189	WLVE-F
13. WINZ	164/3.2	3.9	5.0	6.3	5.0	4.6	165/2448	2371/ 9.1	10.0	11.5			2.9	122	1725	WINZ
14. WAXY-F	158/3.1	4.2	4.5	3.5	3.0	3.8	179/3259	2924/11.3	11.4	11.7			4.2	179	2251	WAXY-F
15. WAQI	155/3.1	3.6	3.4	3.2	4.6	3.3	156/1591	1585/ 6.1	6.7	6.6			1.9	79	1032	WAQI
16. WGTR-F	153/3.0	3.4	3.2	2.6	2.2	3.1	191/2682	2319/ 8.9	7.6	6.1			6.0	251	2463	WGTR-F
17. WHQT-F	146/2.9	2.6	3.2	3.3	3.4	3.0	176/3461	2891/11.1	10.9	10.7			4.1	174	2800	WHQT-F
18. WTMI-F	142/2.8	2.5	2.5	3.3	3.5	2.8	158/2242	1978/ 7.6	6.7	8.5			2.3	97	1729	WTMI-F
19. WZTA-F	122/2.4	2.0	1.4	1.2	1.6	1.8	140/2450	2185/ 8.4	8.0	8.8			2.7	115	2231	WZTA-F
20. WQBA-F	113/2.2	2.1	2.1	2.3	1.9	2.2	113/1369	1362/ 5.2	5.3	5.9			2.6	108	1375	WQBA-F
21. WFTL	97/1.9	1.2	1.9	1.6	1.6	1.7	102/ 984	953/ 3.7	2.9	2.7			1.3	56	797	WFTL
22. WXDJ-F	96/1.9	2.1	.5	---	---	---	100/1332	1286/ 5.0	5.0	----			2.3	96	1211	WXDJ-F
23. WSHE-F	86/1.7	1.7	2.6	2.2	2.7	2.1	104/2201	1852/ 7.1	7.3	10.0			2.5	104	2042	WSHE-F
24. WEAT A/F	82/1.6	.9	1.1	.8	.5	1.1	249/2636	1078/ 4.2	2.8	1.3			---	---	---	WEAT A/F
25. WCMQ	80/1.6	1.7	1.5	1.2	1.4	1.5	80/ 951	951/ 3.7	3.3	2.8			.6	24	374	WCMQ

12+ FM SHARE (METRO): 68.84% (3241 of 4708) (WIN 87: 64.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPOW-F>	1. WEDR-F	1. WMXJ-F	1. WMXJ-F>	1. WMXJ-F>	1. WLYF-F>	1. WLYF-F	1. WLYF-F>	1. WLYF-F>	1. WEDR-F>	1. WNWS
2. WEDR-F	2. WGTR-F	2. WEDR-F	2. WEDR-F	2. WCMQ-F	2. WQBA	2. WIOD	2. WMXJ-F	2. WPOW-F	2. WPOW-F	2. WINZ >
WHYI-F	3. WMXJ-F	3. WLVE-F	3. WCMQ-F	3. WEDR-F	3. WCMQ-F	3. WQBA	3. WJQY-F	3. WQBA	3. WLYF-F	3. WEDR-F
4. WHQT-F>	4. WPOW-F	4. WHYI-F	WLVE-F	4. WJQY-F	4. WIOD	4. WAQI	4. WCMQ-F	4. WEDR-F	4. WHYI-F	4. WLYF-F
5.	5. WLVE-F	5. WAXY-F	5. WJQY-F	5. WKQS-F	5. WNWS	5. WZTA-F	5. WKQS-F	5. WMXJ-F	5. WCMQ-F	5. WKQS-F
6.	6. WHYI-F	6. WGTR-F	6. WAXY-F	6. WLVE-F	6. WJQY-F	6. WHYI-F	6. WQBA	6. WHYI-F	6. WNWS	6. WIOD
7.	7. WAXY-F	7. WJQY-F	7. WHYI-F	7. WAXY-F	7. WKQS-F	7. WEDR-F	7. WLVE-F	7. WJQY-F	7. WINZ	7. WMXJ-F
8.	8. WZTA-F	8. WCMQ-F	8. WKQS-F	WLYF-F	8. WINZ	8. WMXJ-F	8. WHYI-F	8. WKQS-F	8. WHQT-F	8. WAQI
9.	9. WHQT-F	9. WPOW-F	9. WGTR-F	9. WHYI-F	9. WAQI	9. WCMQ-F	9. WEDR-F	9. WCMQ-F	9. WIOD	9. WQBA
10.	10. WKQS-F	10. WKQS-F	WZTA-F	10. WGTR-F	WTMI-F	10. WINZ	WGTR-F	10. WIOD	10. WQBA	10. WHYI-F
										WPOW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPOW-F	1. WLVE-F	1. WLVE-F	1. WMXJ-F	1. WCMQ-F
2. WEDR-F	2. WEDR-F	2. WMXJ-F	2. WCMQ-F	2. WMXJ-F
3. WHYI-F	3. WMXJ-F	3. WAXY-F	WLVE-F	3. WLVE-F
4. WHQT-F	4. WPOW-F	4. WEDR-F	4. WEDR-F	4. WJQY-F
WLVE-F	5. WAXY-F	5. WHYI-F	5. WHYI-F	5. WEDR-F
6. WAXY-F	6. WHYI-F	6. WJQY-F	6. WAXY-F	6. WAXY-F
7. WMXJ-F	7. WJQY-F	7. WKQS-F	7. WJQY-F	WHYI-F
8. WJQY-F	8. WCMQ-F	WZTA-F	8. WPOW-F	8. WLYF-F
9. WCMQ-F	WKQS-F	9. WCMQ-F	9. WKQS-F	9. WKQS-F
WGTR-F	10. WGTR-F	10. WGTR-F	10. WLYF-F	10. WQBA
	WHQT-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGTR-F	1. WGTR-F	1. WGTR-F	1. WMXJ-F	1. WMXJ-F>
2. WPOW-F	2. WEDR-F>	WMXJ-F	2. WGTR-F	2. WKQS-F
3. WEDR-F>	3. WMXJ-F	3. WEDR-F	3. WEDR-F>	3. WEDR-F
4. WLVE-F	4. WPOW-F	WZTA-F	4. WPOW-F	4. WGTR-F
5. WIOD	5. WHYI-F	5. WHYI-F	5. WZTA-F	5. WJQY-F
WHQT-F	6. WZTA-F	6. WSHE-F	6. WAXY-F	6. WLYF-F
7. WHYI-F	7. WSHE-F	7. WXDJ-F	7. WHYI-F	WZTA-F
8. WAXY-F	8. WLVE-F	8. WKQS-F	WLVE-F	8. WAXY-F
WSHE-F	9. WHQT-F	9. WAXY-F	9. WJQY-F	9. WHYI-F
10.	10. WXDJ-F	10. WHQT-F	WKQS-F	WXDJ-F
		WLVE-F		

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXY	1520	Wilton Manors	.4/ .7
WKAT	1360	Miami Beach	.6/2.2
WMBM	1490	Miami Beach	1.0/1.6
WQAM	560	Miami	.6/2.5
WRBD	1470	Pompano Beach	.6/1.4
WRHC	1550	Coral Gables	1.5/3.1
WSUA	1260	Miami	.8/2.0
WVCG	1080	Coral Gables	.6/2.8
WRMF-F	97.9	West Palm Beach	.4/1.8
WYFX	1040	Boynton Beach	.4/1.0

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, SPANISH NEWS/TALK	,$ 61.00*	(Lotus)	
WCMQ,	1210,	25 KW/2.5 KW (DA-2)	, SPANISH MOR	,$ 51.00*	(MMR)	Spanish Broadcast
WINZ,	940,	50 KW/25 KW (DA-2)	, NEWS/TALK	CBS,$ 93.00*	(Katz)	Guy Gannett
WIOD,	610,	10 KW (DA-2)	, TALK	ABC-I,ABC-T,$ 96.00*	(Christal)	Cox
WKAT,	1360,	5 KW/1 KW	, OLDIES	MBS,$ 44.00	(S. Katz)	
WMBM,	1490,	1 KW	, GOSPEL	NBN,$ 38.00*	(Masla)	
WNWS,	790,	25 KW (DA-2)	, TALK/NEWS	ABC-E,$ 70.00*	(Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	, SPANISH NEWS/TALK	,$ 42.00*	(Lotus)	
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC,$ 48.00*	(HNWH)	Sunshine
WQBA,	1140,	50 KW/10 KW (DA-2)	, SPANISH NEWS/TALK	,$120.00*	(Eastman)	Susquehanna
WRBD,	1470,	5 KW/2.5 KW (DA-1)	, BLACK	NBN,$ 41.00	(Smith)	
WRHC,	1550,	10 KW/500 W (DA-2)	, SPANISH NEWS/TALK	,$ 50.00*	(Roslin)	
WSUA,	1260,	5 KW (DA-2)	, SPANISH AC	,$ 49.00	(Caballero)	
WVCG,	1080,	50 KW/20 KW (DA-2)	, RELIGION	,$ 34.00*	(MMR)	Statewide
WFTL,	1400,	1 KW	, NOSTALGIA	APR,$ 30.00	(Southern)	
WWNN,	980,	5 KW/1 KW	, TALK	,$ NA	(---)	(POMPANO BEACH)

FM STATIONS

WAXY,	105.9,	100 KW @ 1049,	AC	US 1,$122.00*	(Republic)	RKO
WCMQ,	92.3,	41 KW @ 281,	SPANISH AC	,$ 75.00*	(MMR)	Spanish Broadcast
WEDR,	98.1,	70 KW @ 175,	BLACK	SBN,$ 65.00*	(HNWH)	Rivers
WGTR,	97.3,	98 KW @ 790,	AOR	,$ 79.00*	(Christal)	Cox
WHQT,	105.1,	100 KW @ 600,	CHR/URBAN	,$105.00*	(MMR)	EZ
WHYI,	100.7,	100 KW @ 1000,	CHR	,$140.00*	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 1025,	SOFT AC	,$125.00*	(Masla)	Amaturo
WKQS,	99.9,	100 KW @ 986,	COUNTRY	US 2,$ 70.00*	(HNWH)	Sunshine
WLVE,	93.9,	96 KW @ 1006,	AC/JAZZ	,$ 90.00*	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	,$115.00*	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	,$ 80.00*	(Durpetti)	Sconnix
WPOW,	96.3,	100 KW @ 1006,	CHR/URBAN	ABC-C,$ 70.00*	(HNWH)	Beasley
WQBA,	107.5,	100 KW @ 500,	SPANISH CHR	,$ 60.00*	(Eastman)	Susquehanna
WSHE,	103.5,	100 KW @ 600,	AOR	,$147.00*	(Eastman)	TK
WTHM,	98.3,	1.5 KW @ 475,	BLACK	UPI,$ 40.00*	(Roslin)	
WTMI,	93.1,	96 KW @ 1006,	CLASSICAL	,$ 68.00*	(CMBS)	Tanger
WZTA,	94.9,	96 KW @ 1010,	AOR	,$ 70.00*	(Katz)	Guy Gannett
WXDJ,	95.7,	100 KW @ ?? ,	JAZZ/NEW AGE	,$ NA	(---)	

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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,302,100

MSA Rank/Pop: 32/1,400,000
ADI # 30
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 26/23
Diaries: 1531/848:1/60.5%
Sample Target: 1420
% Below Line: 1.0
% Not Listed: 7.6

1987 Revenue: $32,600,000
HH Inc.: $34,659
Retail $: 8.7 Bil
Pop per Station: 56,430
#1 Biller: WTMJ $6,300,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	266/12.1	12.9	15.1	16.1	14.3	14.1	302/3908	3189/24.6	28.1	25.4			10.2	240	3305	WTMJ
2. WKTI-F	227/10.4	9.5	7.5	9.2	10.1	9.2	253/4012	3569/27.5	25.3	26.4			10.6	249	3557	WKTI-F
3. WOKY	173/ 7.9	6.8	6.9	5.7	6.7	6.8	180/1695	1517/11.7	13.1	14.1			7.3	171	1766	WOKY
4. WEZW-F	166/ 7.6	8.4	7.1	7.0	6.6	7.5	180/2264	2013/15.5	16.8	15.9			6.7	157	2166	WEZW-F
5. WMIL-F	164/ 7.5	6.7	5.5	6.7	5.4	6.6	208/2620	2048/15.8	13.4	12.3			6.0	140	1806	WMIL-F
6. WLUM-F	145/ 6.6	5.9	6.7	5.6	5.0	6.2	150/1676	1592/12.3	13.9	12.9			10.1	238	2685	WLUM-F
7. WKLH-F	129/ 5.9	8.3	5.9	8.8	8.5	7.2	161/2462	2007/15.5	17.2	17.4			7.8	184	2345	WKLH-F
8. WLZR A/F	128/ 5.8	2.4	2.9	2.8	2.6	3.5	141/1880	1617/12.5	9.6	7.8			6.4	150	2262	WLZR A/F
9. WQFM-F	90/ 4.1	5.4	7.6	6.6	6.7	5.9	115/2028	1586/12.2	14.6	16.5			6.0	140	2560	WQFM-F
10. WLTQ-F	75/ 3.4	5.0	4.0	3.5	3.5	4.0	83/1459	1341/10.3	11.4	9.3			2.3	54	726	WLTQ-F
11. WFMR-F	72/ 3.3	1.9	1.6	1.4	1.6	2.1	78/ 934	889/ 6.8	5.4	4.7			2.1	50	853	WFMR-F
12. WISN	66/ 3.0	2.3	3.3	2.8	3.4	2.9	68/1428	1314/10.1	9.8	11.3			2.1	50	975	WISN
13. WMYX-F	65/ 3.0	4.8	4.4	3.8	3.5	4.0	96/1628	1304/10.0	11.6	11.5			3.1	72	1324	WMYX-F
14. WEMP	47/ 2.1	2.2	2.4	2.1	2.3	2.2	51/1159	1017/ 7.8	7.8	7.1			3.0	70	758	WEMP
15. WBZN-F	44/ 2.0	1.3	2.0	1.6	2.7	1.7	57/ 862	752/ 5.8	4.5	10.0			2.1	49	552	WBZN-F
16. WZTR-F	43/ 2.0	2.0	1.2	1.9	1.7	1.8	52/1360	1216/ 9.4	6.3	5.8			.9	21	444	WZTR-F
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 67.83% (1375 of 2027) (WIN 87: 62.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKTI-F>	1. WKTI-F	1. WKTI-F>	1. WKTI-F	1. WKTI-F	1. WTMJ >	1. WTMJ	1. WTMJ	1. WTMJ	1. WLUM-F	1. WMIL-F
2. WLUM-F>	2. WKLH-F	2. WKLH-F	2. WKLH-F	2. WKLH-F	2. WOKY	2. WKTI-F>	2. WOKY	2. WKTI-F>	2. WTMJ	2. WLUM-F
3. WLZR-F+>	3. WLZR-F+	3. WLUM-F	3. WTMJ	WMIL-F	3. WEZW-F>	3. WOKY	3. WEZW-F	3. WEZW-F	3. WKTI-F>	3. WKTI-F
4. WQFM-F>	4. WLUM-F	4. WLZR-F+	4. WMIL-F	4. WTMJ	4. WMIL-F	4. WMIL-F	4. WMIL-F	4. WLUM-F	4. WLZR-F	WTMJ
5.	5. WQFM-F	5. WMIL-F	5. WLTQ-F	5. WEZW-F	5. WFMR-F	5. WKLH-F	5. WKTI-F	5. WLZR-F+	5. WMIL-F	5. WISN
6.	6. WMIL-F	6. WQFM-F	6. WLUM-F	6. WLTQ-F	6. WISN	6. WEZW-F	6. WKLH-F	6. WKLH-F	6. WKLH-F	WKLH-F
7.	7. WMYX-F	7. WTMJ	7. WQFM-F	7. WLUM-F	7. WKTI-F	7. WLUM-F	7. WLZR-F	7. WOKY	7. WOKY	7. WOKY
8.	8.	8.	8.	8.	8.	8.	8.	8.	8. WEZW-F	8. WEZW-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKTI-F>	1. WKTI-F>	1. WKTI-F>	1. WKTI-F>	1. WKTI-F
2. WLUM-F	2. WLUM-F	2. WLUM-F	2. WLUM-F	2. WMIL-F
3. WLZR-F+>	3. WKLH-F	3. WKLH-F	3. WLTQ-F	3. WLTQ-F
4. WQFM-F	4. WLZR-F	4. WLTQ-F	WMIL-F	4. WEZW-F
5. WKLH-F	WMIL-F	WMIL-F	5. WKLH-F	5. WTMJ
WMYX-F	6. WLTQ-F	6. WQFM-F	6. WEZW-F	6. WLUM-F
7. WMIL-F	7. WMYX-F	7. WMYX-F	WLZR-F	7. WOKY
8.	WQFM-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLZR-F+>	1. WLZR-F+	1. WKLH-F>	1. WKLH-F	1. WKLH-F
2. WLUM-F	2. WKLH-F	2. WQFM-F	2. WLZR-F+	2. WTMJ
3. WQFM-F	3. WQFM-F	3. WKTI-F	3. WKTI-F	3. WKTI-F
4. WKTI-F	4. WLUM-F	4. WLZR-F+	4. WQFM-F	4. WMIL-F
5. WKLH-F	5. WKTI-F>	5. WLUM-F	5. WLUM-F	5. WQFM-F
6. WMIL-F	6. WMIL-F	WMIL-F	6. WTMJ	6. WEZW-F
WMYX-F	7. WMYX-F	7. WMYX-F	7. WMIL-F	7. WLZR-F+
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBKV	1470	West Bend	.9/1.0
WLUM	1590	West Allis	.3/1.3
WMVP	1290	Greenfield	.5/1.6
WNOV	860	Milwaukee	1.1/3.9
WRJN	1400	Racine	.9/2.2
WTKM-F	104.9	Hartford	1.0/2.0
WBBM	780	Chicago	.4/3.1
WGN	720	Chicago	.4/2.0
WJZQ-F	95.1	Kenosha	.3/1.6

RADIO STATIONS

AM STATIONS

WLUM,	1590,	1 KW (DAYS,DA)	, BLACK	CBS-R,$ 20.00	(Masla)	All Pro	
WEMP,	1250,	5 KW (DA-2)	, OLDIES	MBS,Trans,$ 40.00*	(Banner)	Heritage	
WISN,	1130,	50 KW/10 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,$ 55.00*	(Katz)	Hearst	
WLZR,	1340,	1 KW	, AOR	ABC-F,$ NA	(Republic)	Taft	
WMVP,	1290,	5 KW (DA-2)	, AC	SMN,$ NA	(Durpetti)	Fairwest	
WNOV,	860,	250 W (DAYS,DA)	, BLACK	NBN,$ 20.00	(---)		
WOKY,	920,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 57.00*	(CBS)	Sundance	
WTMJ,	620,	5 KW (DA-N)	, MOR	NBC,$108.00*	(Christal)	Milw. Journal	
WYLO,	540,	250 W/150 W (DA-1)	, RELIGION/ETHNIC	,$ 18.00	(---)	Universal	(JACKSON)

FM STATIONS

WZTR,	95.7,	34 KW @ 610,	AC ? ?	US 1,$ 40.00*	(Durpetti)	Fairwest	
WEZW,	103.7,	20 KW @ 840,	BTFL/EZ	,$ 73.00*	(MMR)	Multimedia	
WFMR,	98.3,	3 KW @ 300,	CLASSICAL	,$ 44.00*	(CMBS)		
WKLH,	96.5,	22 KW @ 810,	CLASSIC AOR	,$ 80.00*	(Mc-Guild)	Saga	
WKTI,	94.5,	16 KW @ 911,	CHR	Source,$ 80.00*	(Christal)	Milw. Journal	
WBZN,	100.7,	50 KW @ 500,	JAZZ/NEW AGE	ABC-C,$ 40.00*	(Torbet)	SRO	(RACINE)
WLTQ,	97.3,	16 KW @ 980,	SOFT AC	,$ 52.00*	(Katz)	Hearst	
WLUM,	102.1,	50 KW @ 500,	BLACK	CBS-R,$ 44.00*	(Masla)	All Pro	
WLZR,	102.9,	50 KW @ 440,	AOR	ABC-F,$ 45.00*	(Republic)	Taft	
WMIL,	106.1,	13 KW @ 976,	COUNTRY	,$ 70.00*	(CBS)	Sundance	
WMYX,	99.1,	50 KW @ 486,	AC	MBS,$ 67.00*	(Banner)	Heritage	
WQFM,	93.3,	14 KW @ 940,	AOR	ABC-R,$ 77.00	(Eastman)	Shamrock-Lynett	

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MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,876,700

MSA Rank/Pop: 14/2,340,000
ADI # 13
Average Person Ratings: 16.4
Market TSL: 21.5 hours

Stations: 19/18
Diaries: 2179/889:1/64.2%
Sample Target: 1660
% Below Line: 0.1
% Not Listed: 13.2

1987 Revenue: $63,000,000
HH Inc.: $38,799
Retail $: 18.4 Bil
Pop per Station: 107,583
#1 Biller: WCCO $19,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WCCO	573/16.9	19.4	19.3	16.3	17.6	18.0	741/9647	6767/34.9	38.3	33.1			17.2	618	7415	WCCO
2. KSTP-F	300/ 9.4	8.3	8.7	8.5	9.5	8.7	347/4909	4103/21.2	22.0	22.2			8.7	314	3600	KSTP-F
3. WLOL-F	265/ 8.3	8.0	7.0	10.0	8.2	8.3	303/5102	4570/23.6	23.8	23.0			8.9	322	5331	WLOL-F
4. KQRS A/F	249/ 7.9	10.2	8.6	8.0	9.6	8.7	285/4496	3699/19.1	21.9	21.9			12.4	444	4805	KQRS A/F
5. KEEY-F	234/ 7.4	6.3	6.6	5.8	6.1	6.2	294/3552	2941/15.2	16.2	13.8			5.6	202	2337	KEEY-F
6. WLTE-F	186/ 5.9	4.7	5.2	3.8	3.6	4.9	253/3709	2852/14.7	13.5	12.2			5.0	181	2231	WLTE-F
7. WAYL-F	176/ 5.5	5.8	5.4	6.5	5.8	5.8	220/2745	2189/11.3	12.6	12.6			4.3	155	2251	WAYL-F
8. KDWB-F	161/ 5.1	5.2	6.5	6.8	7.0	5.9	188/3966	3442/17.8	18.1	20.5			5.7	204	3680	KDWB-F
9. KSTP	133/ 4.2	2.6	2.7	2.7	4.5	3.0	144/2097	1851/ 9.6	7.6	11.3			3.6	129	2123	KSTP
10. KTCZ-F	129/ 4.1	4.0	3.9	4.4	3.2	4.1	129/2105	2065/10.7	9.4	9.2			2.9	105	1679	KTCZ-F
11. KJJO-F	126/ 4.0	6.6	5.4	5.9	2.7	5.5	202/2823	2057/10.6	12.6	10.8			6.6	238	2524	KJJO-F
12. KDWB	66/ 2.1	2.0	2.2	2.1	1.7	2.1	76/1519	1325/ 6.8	7.7	7.0			1.5	53	900	KDWB
13. WDGY	61/ 1.9	2.0	1.6	1.8	2.3	1.8	81/1496	1117/ 5.8	5.5	7.4			1.0	35	820	WDGY
14. KMGK-F	54/ 1.7	2.2	2.3	2.1	3.3	2.1	82/1615	1199/ 6.2	7.9	8.3			1.1	41	958	KMGK-F
15. KLBB	53/ 1.7	1.2	.7	1.4	1.3	1.3	54/ 654	636/ 3.3	2.6	3.5			.8	28	390	KLBB
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 67.84% (1871 of 2758) (WIN 87: 66.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDWB-F	1. KQRS-F+	1. KSTP-F	1. KSTP-F>	1. KSTP-F	1. WCCO >	1. WCCO >	1. WCCO >	1. WCCO >	1. WLOL-F	1. WCCO >
2. WLOL-F	2. WLOL-F	2. KQRS-F+	2. WCCO	2. WCCO	2. KSTP-F	2. KSTP-F	2. KSTP-F	2. KSTP-F	2. WCCO	2. KSTP
3. KJJO-F>	3. KSTP-F	3. WLOL-F	3. KQRS-F+	3. KEEY-F	WAYL-F	3. WLOL-F	3. KQRS-F	3. WLOL-F	3. KDWB-F	3. KSTP-F
4.	4. KEEY-F	4. KEEY-F	4. KEEY-F	4. KQRS-F+	4. KEEY-F	4. KQRS-F>	4. KEEY-F	4. KEEY-F	4. KJJO-F	4. KEEY-F>
5.	5. WLTE-F	5. WCCO	5. WLTE-F	5. WLTE-F	5. KSTP	5. KEEY-F	5. WLOL-F	5. KQRS-F	5. KEEY-F	5. KQRS-F
6.	6. KTCZ-F	6. WLTE-F	6. WLOL-F	6. WLOL-F	6. WLTE-F	6. WLTE-F	6. WLTE-F	6. WAYL-F	KSTP-F	6. WLTE-F
7.	7. KDWB-F	7. KTCZ-F	7. KTCZ-F	7. KTCZ-F	7.	7. KDWB-F	7. WAYL-F	WLTE-F	7. KSTP	7. WLOL-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8. KQRS-F	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WLOL-F>	1. WLOL-F	1. KSTP-F	1. KSTP-F	1. KSTP-F>
2. KDWB-F	2. KSTP-F>	2. WLOL-F	2. WLOL-F	2. WCCO
3. KSTP-F	3. WLTE-F	3. WLTE-F	3. WLTE-F	3. WLTE-F
4. KQRS-F+	4. KQRS-F+	4. KTCZ-F	4. KEEY-F	4. WLOL-F
5. KEEY-F	5. KTCZ-F	5. KQRS-F+	5. WCCO	5. KEEY-F
WLTE-F	6. KDWB-F	6. KEEY-F	6. KQRS-F+	6. KTCZ-F
7. KJJO-F	KEEY-F	7. WCCO	7. KTCZ-F	WAYL-F
8.	8.	8.	8. KDWB-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQRS-F+>	1. KQRS-F+>	1. KQRS-F+>	1. KQRS-F+>	1. WCCO
2. WLOL-F	2. KEEY-F	2. KSTP-F	2. KSTP-F	2. KQRS-F+
3. KJJO-F	WLOL-F	3. KEEY-F	3. KEEY-F	3. KSTP-F
4. KDWB-F	4. KSTP-F	4. KTCZ-F	4. WCCO	4. KEEY-F>
5. KEEY-F	KTCZ-F	5. WCCO	5. WLOL-F	5. KTCZ-F
6. KTCZ-F	6. KJJO-F	WLTE-F	6. KTCZ-F	6. WLTE-F
7. KSTP-F	7. KDWB-F	7. WLOL-F	7. WLTE-F	7. KSTP
8.	8.	8.	8.	8. WLOL-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJJO	950	St. Louis Park	.1/ .7
WAYL	93.7	Minneapolis	.5/2.2
KDHL	920	Fairbault	.3/ .9

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2)	, OLDIES		,$ NA	(Banner)	Legacy
KLBB,	1400,	1 KW	, NOSTALGIA	CNN,ABC-D,	$ 35.00*	(Roslin)	
WAYL,	980,	5 KW (DA-1)	, BTFL/EZ		,$ 28.00*	(Republic)	Entercom
KSNE,	1280,	5 KW (DA-N)	, MOR (?)	SMN,	$ 22.00*	(Roslin)	
KSTP,	1500,	50 KW (DA-N)	, NEWS/TALK	ABC-I,NBC-T,ABC-T,	$ 50.00*	(Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS)	, JAZZ		,$ 25.00*	(Durpetti)	Parker
KUXL,	1570,	2.5 KW/300 W	, RELIGION		,$ 20.00*	(---)	Universal
WCCO,	830,	50 KW	, MOR	CBS,	$220.00	(CBS)	
WDGY,	1130,	50 KW/25 KW (DA-2)	, COUNTRY	MBS,	$ 52.00*	(Katz)	Malrite
WMIN,	1010,	250 W (DAYS,DA)	, COUNTRY		,$16.00	(---)	

FM STATIONS

KDWB ,	101.3,	50 KW @ 822,	CHR		,$ 84.00*	(Banner)	Legacy
KEEY ,	102.1,	100 KW @ 1066,	COUNTRY		,$104.00*	(Katz)	Malrite
KJJO+,	104.1,	100 KW @ 1050,	AOR	CBS-R,	$ 48.00*	(Republic)	Park
KMGK ,	107.9,	100 KW @ 1080,	SOFT AC	Trans,	$ 44.00*	(Republic)	Sunbelt
KQRS+,	92.5,	50 KW @ 822,	AOR	ABC-R,	$106.00*	(Katz)	Cap Cities/ABC
KSTP ,	94.5,	100 KW @ 1250,	AC		,$180.00*	(Mc-Guild)	Hubbard
KTCZ ,	97.1,	100 KW @ 285,	JAZZ/NEW AGE		,$ 55.00*	(Durpetti)	Parker
WAYL ,	93.7,	50 KW @ 822,	BTFL/EZ		,$ 70.00*	(Durpetti)	Entercom
WLOL ,	99.5,	50 KW @ 844,	CHR		,$120.00*	(HNWH)	Emmis
WLTE ,	102.9,	100 KW @ 1304,	AC		,$ 59.00*	(CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 48/763,800

MSA Rank/Pop: 53/946,000
ADI # 32
Average Person Ratings: 15.3
Market TSL: 20.5 hours

Stations: 22/22
Diaries: 1165/675:1/54.1%
Sample Target: 1080
% Below Line: 0
% Not Listed: 8.3

1987 Revenue: $30,300,000
HH Inc.: $32,753
Retail $: 6.7 Bil
Pop per Station: 35,736
#1 Biller: WSM A/F $6,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WSM-F	147/12.2	9.1	10.2	11.8	10.5	10.8	266/2924	1620/20.6	22.1	21.1			11.5	168	1399	WSM-F
2. WYHY-F	132/11.0	10.4	10.7	9.1	7.3	10.3	227/2772	1715/21.8	22.3	19.1			14.7	216	2131	WYHY-F
3. WSIX-F	123/10.2	10.5	5.1	5.3	5.7	7.8	202/2311	1455/18.5	18.5	12.9			9.5	139	1633	WSIX-F
4. WZEZ-F	122/10.1	10.2	7.8	8.1	10.3	9.1	140/1377	1054/13.4	15.7	17.2			5.5	80	967	WZEZ-F
5. WKDF-F	102/ 8.5	11.3	12.5	15.6	14.4	12.0	213/2942	1603/20.4	20.8	22.8			13.3	195	2031	WKDE-F
6. WLAC-F	72/ 6.0	7.0	6.5	8.1	7.9	6.9	110/1864	1076/13.7	15.7	19.9			5.3	78	987	WLAC-F
7. WSM	68/ 5.6	3.9	5.5	5.3	7.0	5.1	122/1986	943/12.0	13.4	15.6			3.8	56	1040	WSM
8. WGFX-F	66/ 5.5	6.4	6.4	5.5	5.5	6.0	93/1521	1025/13.0	16.5	18.0			5.5	81	1229	WGFX-F
9. WQQK-F	65/ 5.4	6.5	7.6	7.5	5.8	6.8	67/ 915	838/10.7	10.9	11.8			8.5	125	1470	WQQK-F
10. WVOL	37/ 3.1	2.2	2.6	2.6	3.5	2.6	38/ 531	501/ 6.4	6.1	8.0			1.7	25	443	WVOL
11. WRMX-F	35/ 2.9	3.3	4.1	2.6	3.7	3.2	38/ 837	669/ 8.5	8.5	8.3			2.1	31	548	WRMX-F
12. WLAC	34/ 2.8	4.1	2.9	3.8	3.5	3.4	37/ 718	626/ 8.0	8.2	9.6			2.6	38	576	WLAC

12+ FM SHARE (METRO): 80.54% (890 of 1105) (WIN 87: 80.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYHY-F	1. WKDF-F	1. WSIX-F	1. WSIX-F	1. WSM-F	1. WZEZ-F	1. WSIX-F	1. WSM-F	1. WYHY-F	1. WYHY-F>	1. WSM-F>
2. WKDF-F>	2. WYHY-F	2. WSM-F	2. WSM-F	2. WSIX-F>	2. WSM-F	2. WSM-F>	2. WZEZ-F	2. WSM-F	2. WKDF-F	2. WSM
3. WQQK-F	3. WGFX-F	3. WKDF-F	3. WKDF-F	3. WZEZ-F	3. WSIX-F	3. WKDF-F	3. WSIX-F	3. WZEZ-F	WSM-F	3. WYHY-F
4. WGFX-F	4. WSIX-F	4. WYHY-F	4. WLAC-F	4. WKDF-F	4. WSM	4. WYHY-F	4. WYHY-F	4. WSIX-F	4. WQQK-F	4. WWRB-F
5.	WSM-F	5. WLAC-F	5. WGFX-F	5. WLAC-F	5.	5. WZEZ-F	5. WLAC-F	5. WKDF-F	5. WZEZ-F	5. WLAC-F
	6. WLAC-F	6. WGFX-F	6. WYHY-F	6. WGFX-F			6. WKDF-F	6. WLAC-F	6. WLAC-F	WSIX-F
										7. WKDF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYHY-F>	1. WYHY-F	1. WLAC-F	1. WSM-F	1. WSM-F	1. WKDF-F>	1. WKDF-F>	1. WKDF-F	1. WKDF-F	1. WSIX-F
2. WKDF-F	2. WLAC-F	2. WSIX-F	2. WSIX-F	2. WSIX-F	2. WYHY-F	2. WGFX-F>	2. WGFX-F>	2. WSIX-F	2. WSM-F
WLAC-F	3. WKDF-F	WSM-F	3. WLAC-F	3. WLAC-F	3. WSM-F	3. WYHY-F	3. WWRB-F+	3. WSM-F	3. WKDF-F
4. WQQK-F	WSIX-F	4. WGFX-F	4. WYHY-F	4. WZEZ-F	4. WGFX-F	4. WSM-F	4. WSIX-F	4. WGFX-F	4. WZEZ-F
WSIX-F	5. WSM-F	5. WYHY-F	5. WKDF-F	5. WYHY-F	WSIX-F	5. WSIX-F	WSM-F	5. WYHY-F	5. WGFX-F
	6. WQQK-F	6. WKDF-F		6. WGFX-F					
	7. WGFX-F			WKDF-F					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMB	1160	Nashville	1.0/2.5
WDBL-F	94.3	Springfield	.4/1.7
WDKN	1260	Dickson	.9/ .8
WQZQ-F	102.3	Dickson	.2/ .5
WGNS	1450	Murfreesboro	.3/1.4
WKDA	1240	Nashville	1.2/2.7
WMDB	880	Nashville	1.4/3.0
WNAH	1360	Nashville	.7/1.0
WSIX	980	Nashville	.7/2.8
WWRB-F	100.1	Franklin	1.5/3.5

RADIO STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS,$ 20.00*	(Roslin)		
WKDA, 1240, 1 KW	, OLDIES	ABC-R,ABC-I,$ 24.00*	(Katz)	Dick	
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK	CBS,$ 51.00*	(Durpetti)	Fairmont	
WMDB, 880, 2.5 KW (DAYS,DA)	, BLACK	,$ 20.00	(---)		
WNAH, 1360, 1 KW (DAYS)	, RELIGION	,$ 16.00	(---)		
WNKZ, 1430, 5 KW/1 KW (DA-N)	, AC	,$ NA	(Republic)		
WNQM, 1300, 5 KW (DA-N)	, RELIGION	,$ 10.00	(---)		
WSIX, 980, 5 KW (DA-N)	, MOR	APR,$ 33.00*	(Mc-Guild)	Hicks	
WSM , 650, 50 KW	, COUNTRY	NBC,$ 57.00*	(Christal)		
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 30.00*	(Republic)		
WWGM, 1560, 10 KW (DAYS,DA)	, RELIGION	,$ 13.00	(---)		
WKDF-F, 103.3, 100 KW @ 1220, AOR		ABC-R,ABC-E,$ 99.00*	(Katz)	Dick	
WLAC-F, 105.9, 100 KW @ 1229, AC		,$109.00*	(Durpetti)	Fairmont	
WQQK-F, 92.1, 1.5 KW @ 430, BLACK		,$ 45.00*	(Republic)		
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY		,$ 60.00*	(Mc-Guild)	Hicks	
WSM-F , 95.5, 100 KW @ 1280, COUNTRY		,$106.00*	(Christal)	Gaylord	
WRMX-F, 96.3, 100 KW @ 840, AC		,$ 52.00*	(Torbet)	Signature	(MURFREESBORO)
WGFX-F, 104.5, 100 KW @ 1050, CLASSIC ROCK		ABC-F,$ 46.00*	(Banner)	Capitol-Johnson	(GALLATIN)
WYHY-F, 107.5, 100 KW @ 780, CHR		US 2,$ 60.00*	(Eastman)	Jacor	(LEBANON)
WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ		,$ 64.00*	(Durpetti)	South Central	(FRANKLIN)
WWRB-F, 100.1, 3 KW @ ?? , AOR/CHR		CBS-R,$ 30.00*	(Republic)		

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NASSAU - SUFFOLK

Arbitron Rank/Pop (12+): 12/2,279,700

MSA Rank/Pop: 10/2,655,700
New York ADI
Average Person Ratings: 17.6
Market TSL: 23.3 hours

Stations: 43/16
Diaries: 1872/1199:1/50.3%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1987 Revenue: NA
HH Inc.: $48,900
Retail $: 21.5 Bil
Pop per Station: NA
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA* 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WALK A/F	276/7.0	6.1	6.3	4.6	5.8	6.0	----	2899/12.9	14.5	13.0			4.5	175	2350	WALK A/F
2. WHLI	200/5.1	5.2	3.5	3.0	3.6	4.2	----	1144/ 5.1	5.0	5.3			2.3	88	607	WHLI
3. WBLI-F	186/4.7	4.9	5.1	5.1	5.7	5.0	----	2802/12.5	13.0	13.5			5.1	200	3366	WBLI-F
4. WBAB-F	182/4.6	5.5	5.1	5.9	4.3	5.3	----	2766/12.3	12.7	11.7			7.0	273	3008	WBAB-F
5. WQHT-F	144/3.7	3.0	3.6	3.4	3.6	3.4	----	2162/ 9.6	9.6	10.2			6.0	232	3269	WQHT-F
6. WKJY-F	111/2.8	1.5	2.3	2.1	1.8	2.2	----	1307/ 5.8	4.5	5.0			1.4	54	963	WKJY-F
7. WGSM	77/2.0	2.4	2.3	2.2	3.0	2.2	----	503/ 2.2	3.0	3.2			1.0	39	349	WGSM
8. WDRE-F	69/1.8	1.6	1.8	3.3	2.2	2.1	----	949/ 4.2	4.9	5.7			2.7	105	1313	WDRE-F
9. WCTO-F	59/1.5	2.7	1.8	2.3	2.8	2.1	----	781/12.5	6.7	5.8			.9	34	859	WCTO-F
10. WBAZ	28/ .7	.4	.4	---	---	0.5	----	318/ 1.4	1.2	---			---	---	---	WBAZ
11. WBAB	13/ .3	---	.3	.6	.3	0.4	----	350/ 1.6	---	2.4			.2	7	179	WBAB
WLNG A/F	13/ .3	.4	.4	---	.3	0.4	----	223/ 1.0	.8	.9			---	---	---	WLNG A/F
WRCN-F	13/ .3	.7	.8	.6	.6	0.6	----	376/ 1.7	2.1	2.2			1.2	---	---	WRCN-F
14. WWHB-F	12/ .3	.5	---	---	---	0.4	----	236/ 1.1	1.0	---			---	---	---	WWHB-F

*This market's metro and TSA are the same
NOTE: Only Nassau-Suffolk stations are listed in the rankers

12+ FM SHARE (METRO): NA (WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQHT-F>	1. WBAB-F>	1. WALK-F+	1. WALK-F+>	1. WALK-F+>	1. WALK-F+	1. WALK-F>	1. WALK-F	1. WALK-F	1. WQHT-F	1. WALK-F>
2. WBLI-F>	2. WQHT-F	2. WBAB-F	2. WBLI-F>	2. WBLI-F	2. WHLI >	2. WBLI-F	2. WBLI-F	2. WBAB-F	2. WBAB-F	2. WBAB-F>
3. WBAB-F	3. WALK-F+	3. WBLI-F	3. WBAB-F	3. WBAB-F	3. WBLI-F	3. WBAB-F	3. WBAB-F	3. WQHT-F	3. WBLI-F	3. WBLI-F
4.	4. WBLI-F	4. WQHT-F	4. WKJY-F	4. WKJY-F	4. WGSM	4. WHLI	4. WKJY-F	4. WHLI	4. WDRE-F	4.
5.	5. WDRE-F	5. WKJY-F	5.	5. WHLI	5. WKJY-F	5. WKJY-F	5. WHLI	5. WBLI-F	5. WALK-F	5.
	6. WKJY-F				6. WCTO-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQHT-F>	1. WBAB-F	1. WALK-F	1. WALK-F+	1. WALK-F+>	1. WBAB-F>	1. WBAB-F>	1. WBAB-F>	1. WBAB-F	1. WALK-F+>
2. WBAB-F	2. WQHT-F	2. WBAB-F	2. WBLI-F	2. WBLI-F	2. WQHT-F	2. WDRE-F	2. WALK-F+	2. WALK-F+	2. WBLI-F
3. WBLI-F>	3. WBLI-F	WKJY-F	3. WBAB-F	3. WKJY-F	3. WDRE-F>	3. WALK-F+	3. WBLI-F	3. WBLI-F	3. WBAB-F>
4. WDRE-F	4. WALK-F+	4. WBLI-F	4. WQHT-F	4. WBAB-F	4. WALK-F+	4. WQHT-F	4. WDRE-F	4. WDRE-F	4. WKJY-F
5. WALK-F+	5. WKJY-F	5.	5. WKJY-F	WHLI	5. WBLI-F	5. WBLI-F	5. WQHT-F	WQHT-F	5. WDRE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

See New York for more about the following:

WABC	2.6/ 8.4	WMCA	1.1/ 2.9	WPIX-F	1.0/ 3.9
WBLS-F	1.1/ 2.9	WNBC	1.5/ 6.5	WQXR	.1/ 1.0
WCBS	3.8/14.3	WNCN-F	1.2/ 3.1	WQXR-F	1.3/ 4.0
WCBS-F	4.2/12.5	WNEW	1.3/ 3.0	WRKS-F	1.1/ 3.6
WFAN	.8/ 3.6	WNEW-F	3.2/10.2	WWPR	3.9/14.5
WHTZ-F	6.5/18.6	WNSR-F	2.6/ 8.2	WXRK-F	4.0/11.2
WINS	2.8/13.2	WOR	4.2/ 9.6	WYNY-F	2.1/ 6.6
WLTW	2.4/ 7.8	WPAT-F	2.7/ 6.1		

WEZN-F	99.9	Bridgeport	1.5/3.3
WJAZ-F	96.7	Stamford	.7/2.5
WPLR-F	99.1	New Haven	.5/1.9
WRTN-F	93.5	New Rochelle	.4/1.1

RADIO STATIONS

WBAB, 1240, 1 KW	, TALK	,$ 32.00*	(MMR)	Noble	
WGSM, 740, 25 KW (DAYS)	, MOR	,$ 55.00*	(Roslin)	Greater Media	
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,$ 65.00	(Roslin)	Barnstable	
WLIX, 540, 250 W (DAYS)	, RELIGION	UPI,$ 28.00	(---)		
WALK-F+, 97.5, 45 KW @ 530, AC		,$118.00*	(Durpetti)	American	
WBAB-F , 102.3, 3 KW @ 268, AOR		,$125.00	(MMR)	Noble	
WBLI-F , 106.1, 10 KW @ 500, CHR		,$115.00*	(Masla)	Beck-Ross	
WCTO-F , 94.3, 3 KW @ 300, BTFL/EZ		,$ 84.00	(Roslin)	Greater Media	
WKJY-F , 98.3, 3 KW @ 300, BTFL/EZ		Trans,$ 69.00	(Roslin)	Barnstable	
WDRE-F , 92.7, 3 KW @ 300, AOR (?)		,$ 80.00	(Masla)		
WRCN-F , 103.9, 1.5 KW @ 466, AOR		,$ 50.00*	(---)		(RIVERHEAD)
WSBH-F , 95.3, 2.6 KW @ 400, AC		,$ 22.00	(Katz)	Faircom	(SOUTHAMPTON)

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NEW ORLEANS

Arbitron Rank/Pop (12+): 31/1,103,100

MSA Rank/Pop: 34/1,360,000
ADI # 35
Average Person Ratings: 17.8
Market TSL: 24.0 hours

Stations: 24/20
Diaries: 1542/712:1/49.9%
Sample Target: 1500
% Below Line: 2.5
% Not Listed: 8.7

1987 Revenue: $25,900,000
HH Inc.: $29,286
Retail $: 8.8 Bil
Pop per Station: 54,875
#1 Biller: WEZB-F $4,600,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WQUE A/F	293/15.0	15.6	12.4	15.2	14.6	14.6	383/3812	3097/28.2	30.7	28.5			19.1	358	3991	WQUE A/F
2. WYLD-F	210/10.8	9.0	11.5	12.2	12.2	10.9	26/ 458	356/ 3.2	17.0	18.8			14.2	267	2476	WYLD-F
3. WEZB-F	172/ 8.8	10.0	9.7	9.6	9.4	9.5	199/3105	2465/22.5	26.5	23.9			10.4	195	3026	WEZB-F
4. WBYU-F	154/ 7.9	9.9	7.7	9.4	7.4	8.7	182/1929	1522/13.9	15.9	15.2			5.1	96	1434	WBYU-F
5. WWL	119/ 6.1	5.1	5.8	4.3	5.9	5.3	154/2649	1935/17.6	17.8	16.2			5.4	101	1417	WWL
6. WLTS-F	115/ 5.9	7.3	8.1	5.9	6.7	6.8	141/1828	1385/14.2	17.6	15.8			4.7	88	1111	WLTS-F
7. WRNO-F	107/ 5.5	5.6	5.2	4.9	6.1	5.3	133/2015	1482/13.5	15.4	15.3			7.6	142	2147	WRNO-F
8. WNOE-F	98/ 5.0	4.7	4.8	4.9	3.8	4.9	148/1966	1269/11.6	11.7	11.2			4.9	91	1336	WNOE-F
9. WLMG-F	95/ 4.9	2.8	3.5	4.8	4.2	4.0	109/1692	1394/12.7	10.2	11.3			4.4	83	1407	WLMG-F
10. WBOK	82/ 4.2	4.4	4.5	6.2	5.1	4.8	88/ 756	675/ 6.2	7.5	8.3			2.3	44	943	WBOK
11. WCKW-F	78/ 4.0	3.1	4.6	2.8	2.8	3.6	111/1279	803/ 7.3	8.3	6.0			4.3	81	1085	WCKW-F
12. WSMB	72/ 3.7	3.1	3.8	2.4	3.2	3.3	75/ 583	558/ 5.1	5.3	6.1			3.5	65	814	WSMB
13. WTIX	33/ 1.7	2.0	2.2	3.1	2.4	2.3	61/1258	710/ 6.5	6.9	7.0			1.3	24	658	WTIX
14. WWIW	31/ 1.6	1.9	2.1	2.3	1.5	2.0	31/ 493	487/ 4.4	4.6	4.3			2.1	39	773	WWIW
15.																
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 76.23% (1360 of 1784) (WIN 87: 73.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQUE-F+>	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+	1. WBYU-F>	1. WQUE-F>	1. WQUE-F>	1. WQUE-F>	1. WQUE-F>	1. WSMB >
2. WCKW-F>	2. WYLD-F>	2. WYLD-F>	2. WYLD-F	2. WYLD-F	2. WWL	2. WWL	2. WBYU-F	2. WEZB-F	2. WYLD-F>	2. WYLD-F
3. WYLD-F	3. WEZB-F	3. WEZB-F	3. WLTS-F	3. WLTS-F	3. WBOK	3. WEZB-F	3. WLTS-F	3. WYLD-F	3. WEZB-F	3. WWWL
4.	4. WRNO-F	4. WLTS-F	4. WLMG-F	4. WLMG-F	4. WSMB	4. WYLD-F	4. WYLD-F	4. WBYU-F	4. WBYU-F	4. WQUE-F
5.	5. WCKW-F	5. WRNO-F	5. WRNO-F	5. WRNO-F	5. WNOE-F	5. WBYU-F	5. WLMG-F	5. WRNO-F	5. WRNO-F	5. WBOK
6.	6. WLTS	6. WCMG-F	6. WEZB-F	6. WNOE-F	6. WYLD-F	6. WLTS-F	6. WWL	6. WLTS-F	6. WBOK	6. WBYU-F
7.	7.	7. WCKW-F	7. WNOE-F	7. WEZB-F	7. WQUE-F	7.	WEZB-F	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQUE-F*	1. WQUE-F+	1. WQUE-F+	1. WQUE-F+>	1. WQUE-F+>
2. WYLD-F	2. WYLD-F>	2. WYLD-F	2. WYLD-F	2. WLTS-F
3. WEZB-F>	3. WEZB-F	3. WLMG-F	3. WLTS-F	3. WYLD-F>
4. WCKW-F	4. WLTS-F	WLTS-F	4. WEZB-F	4. WLMG-F
5. WRNO-F	5. WLMG-F	5. WEZB-F	5. WLMG-F	5. WNOE-F
6. WLTS-F	6. WRNO-F	6. WRNO-F	6. WRNO-F	6. WEZB-F
7.	7. WCKW-F	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUE-F+	1. WQUE-F+	1. WYLD-F	1. WQUE-F+	1. WYLD-F
2. WEZB-F	2. WYLD-F	2. WQUE-F+	2. WYLD-F>	2. WQUE-F+
3. WRNO-F	3. WRNO-F	3. WCKW-F	3. WRNO-F	3. WWL
WYLD-F	4. WCKW-F	WRNO-F	4. WCKW-F	4. WLMG-F
5. WCKW-F	5. WEZB-F	5. WEZB-F	WEZB-F	WRNO-F
6.	6.	WLMG-F	6. WLTS-F	6. WCKW-F
7.	7.	7. WWL	7. WLMG-F	7. WLTS-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNOE	1060	New Orleans	1.1/3.0
WSHO	800	New Orleans	.4/1.3
WVOG	600	New Orleans	.5/1.1
WYAT	990	New Orleans	.9/3.3
WYLD	940	New Orleans	1.0/3.2
KHAA-F	106.7	Port Sulphur	1.3/1.8
WFMF-F	102.5	Baton Rouge	.4/1.8
WGGZ-F	98.1	Baton Rouge	.4/1.0
WKJN-F	103.3	Hammond	.4/2.4

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN,$ 31.00*	(Repubic)	Willis	
WQUE, 1280, 5 KW (DA-1)	, BLACK	SMN,$ 21.00*	(HNWH)	Clear Channel	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E,$ 30.00*	(Mc-Guild)	Noe	
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	APR,$ 25.00*	(---)		
WSMB, 1350, 5 KW (DA-N)	, TALK	ABC-I,MBS,$ 32.00*	(Smith)		
WTIX, 690, 10 KW/5 KW (DA-2)	, AC	NBC,MBS,$ 40.00*	(Mc-Guild)	Price	
WVOG, 600, 1 KW (DAYS)	, RELIGION	,$ 10.00	(---)		
WWIW, 1450, 1 KW	, NOSTALGIA	SMN,$ 27.00*	(Target)		
WWL , 870, 50 KW	, NEWS/TALK	CBS,$ 70.00*	(Katz)	Loyola University	
WYAT, 990, 250 W	, OLDIES	CBS-R,$ 22.00*	(Durpetti)		
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	,$ 27.00*	(Banner)	Inter-Urban	

FM STATIONS

WLMG, 101.9, 100 KW @ 825, AC		,$ 46.00*	(Katz)	Loyola University	
WBYU, 95.7, 100 KW @ 600, BTFL/EZ		,$ 58.00*	(Christal)	Stoner	
WCKW, 92.3, 100 KW @ 440, CLASSIC AOR		ABC-D,$ 30.00*	(Republic)		(LAPLACE)
WEZB, 97.1, 100 KW @ 511, CHR		US 1,$100.00*	(MMR)	EZ	
WNOE, 101.1, 100 KW @ 440, COUNTRY		ABC-E,$ 50.00*	(Mc-Guild)	Noe	
WQUE, 93.3, 100 KW @ 512, CHR/URBAN		,$ 69.00*	(HNWH)	Clear Channel	
WRNO, 99.5, 100 KW @ 1049, AGR		ABC-R,ABC-F,$ 55.00*	(MMR)		
WYLD, 98.5, 100 KW @ 480, BLACK		,$ 70.00*	(Banner)	Inter-Urban	
WLTS, 105.3, 100 KW @ 902, AC		CBS-R,$ 57.00*	(Durpetti)		

NEW YORK

Arbitron Rank/Pop (12+): 1/13,958,100

MSA Rank/Pop: 1/15,300,000
ADI # 1
Average Person Ratings: 18.9
Market TSL: 24.5 hours

Stations: 46/45
Diaries: 5868/2395:1/46.5%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 9.7

1987 Revenue: $275,000,000
HH Inc.: $37,400
Retail $: 100.1 Bil
Pop per Station: 312,302
#1 Biller: WINS $23,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WHTZ-F	1654/6.2	6.0	6.2	5.8	5.1	6.1	1738/25965	25003/17.8	17.4	16.0			7.5	1981	28082	WHTZ-F
2. WINS	1311/4.9	5.0	4.5	4.5	5.4	4.7	1320/26684	26308/18.7	19.5	20.3			4.6	1216	20769	WINS
3. WPAT-F	1246/4.7	4.4	4.6	4.8	4.3	4.6	1316/14716	13996/10.0	10.1	10.1			4.5	1173	10895	WPAT-F
4. WQHT-F	1214/4.6	3.7	4.3	4.4	3.5	4.3	1235/16860	16335/11.6	10.3	9.3			5.6	1464	17058	WQHT-F
5. WLTW-F	1213/4.6	4.7	4.3	4.1	4.0	4.4	1216/15993	15740/11.2	12.3	11.6			2.4	638	10183	WLTW-F
6. WBLS-F	1211/4.6	4.1	4.8	4.6	4.7	4.5	1241/14281	13905/ 9.9	9.8	11.4			5.7	1496	15856	WBLS-F
7. WCBS-F	1150/4.3	3.6	3.8	3.7	3.9	3.9	1191/17442	16440/11.7	11.3	12.2			3.1	827	10900	WCBS-F
8. WWPR-F	1079/4.1	4.7	4.8	4.8	4.8	4.6	1134/23110	21810/15.5	16.4	17.8			3.7	982	19292	WWPR-F
9. WRKS-F	1059/4.0	4.6	4.6	4.4	4.8	4.4	1096/13320	12802/ 9.1	9.4	10.9			6.3	1664	16365	WRKS-F
10. WOR	1041/3.9	4.5	4.5	4.4	5.6	4.3	1146/16145	14584/10.4	11.2	13.3			4.0	1053	12341	WOR
11. WNEW-F	927/3.5	3.3	4.0	3.5	3.6	3.6	993/15696	14855/10.6	9.5	10.1			4.2	1109	14877	WNEW-F
12. WXRK-F	921/3.5	2.8	3.7	3.3	2.9	3.3	991/16820	15518/11.0	10.4	9.5			4.2	1111	13788	WXRK-F
13. WCBS	906/3.4	3.2	3.1	3.3	3.4	3.3	1027/21568	18629/13.3	12.4	13.6			3.2	845	14709	WCBS
14. WYNY-F	794/3.0	2.7	1.9	1.6	1.6	2.3	892/11808	10572/ 7.5	7.1	7.4			1.8	472	6903	WYNY-F
15. WNSR-F	750/2.8	2.9	2.8	2.5	3.2	2.8	757/13517	13116/ 9.3	9.6	9.5			2.1	563	8729	WNSR-F
16. WABC	703/2.6	2.4	2.9	2.9	3.0	2.7	842/14662	12256/ 8.7	9.4	10.3			2.9	756	11094	WABC
17. WNEW	431/1.6	2.0	1.9	1.8	1.6	1.8	449/ 6806	6444/ 4.6	5.7	5.1			1.2	312	5355	WNEW
18. WNCN-F	428/1.6	1.3	1.4	1.6	1.8	1.5	461/ 7650	7219/ 5.1	4.9	5.1			1.2	328	6151	WNCN-F
19. WQXR-F	382/1.4	1.2	1.5	1.3	1.4	1.4	403/ 6623	6308/ 4.5	.9	.9			1.8	481	6574	WQXR-F
20. WADO	380/1.4	2.4	1.8	1.6	2.0	1.8	380/ 3491	3461/ 2.5	3.5	3.4			.8	210	4480	WADO
21. WPAT	359/1.4	1.6	1.5	1.5	1.4	1.5	363/ 5668	5573/ 4.0	5.1	4.5			1.2	313	3637	WPAT
22. WPIX-F	341/1.3	1.4	1.6	1.4	1.8	1.4	354/ 7370	7089/ 5.0	5.4	6.8			.7	186	4101	WPIX-F
23. WSKQ	336/1.3	1.2	.8	2.0	1.2	1.3	336/ 3110	3110/ 2.2	2.1	2.6			.8	212	3178	WSKQ
24. WKDM	321/1.2	1.2	.6	1.2	.9	1.1	321/ 2738	2738/ 1.9	2.2	1.9			.5	139	1757	WKDM
25. WALK-F	282/1.1	.9	1.0	.7	.9	.9	313/ 3511	3081/ 2.2	2.4	2.1			.7	186	2722	WALK-F

12+ FM SHARE (METRO): 65.71% (15744 of 23959) (WIN 87: 62.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WCBS-F	1. WCBS-F	1. WPAT-F	1. WINS	1. WLTW-F	1. WHTZ-F	1. WBLS-F	1. WBLS-F
2. WQHT-F	2. WQHT-F	2. WCBS-F	2. WLTW-F	2. WLTW-F	2. WINS	2. WHTZ-F	2. WPAT-F	2. WQHT-F	2. WRKS-F	2. WINS
3. WRKS-F	3. WBLS-F	3. WBLS-F	3. WHTZ-F	3. WBLS-F	3. WOR	3. WCBS	3. WHTZ-F	3. WLTW-F	3. WQHT-F	3. WCBS
4. WWPR-F	WXRK-F	4. WLTW-F	4. WBLS-F	WHTZ-F	4. WLTW-F	4. WXRK-F	4. WCBS-F	4. WPAT-F	4. WHTZ-F	4. WABC
5. WBLS-F	5. WNEW-F	WQHT-F	5. WNEW-F	5. WNEW-F	5. WCBS	5. WOR	5. WQHT-F	5. WABC	5. WCBS-F	5. WCBS-F
6.	6. WWPR-F	WXRK-F	6. WXRK-F	6. WXRK-F	6. WCBS-F	6. WWPR-F	6. WNEW-F	6. WWPR-F	6. WLTW-F	6. WOR
7.	7. WRKS-F	7. WNEW-F	7. WNSR-F	7. WINS	7. WABC	7. WCBS-F	7. WNSR-F	7. WCBS-F	7. WWPR-F	7. WRKS-F
8.	8. WLTW-F	8. WWPR-F	WWPR-F	WWPR-F	8. WYNY	8. WPAT-F	8. WOR	8. WRKS-F	8. WINS	8. WPAT-F
9.	9. WNSR-F	9. WRKS-F	9. WINS	9. WNSR-F	9. WNEW	9. WBLS-F	9. WYNY-F	9. WNEW-F	9. WNEW-F	9. WMCA
10.	10. WCBS-F	10. WNSR-F	10. WQHT-F	10. WYNY-F	10. WBLS-F WHTZ-F	10. WLTW-F	10. WINS	10. WBLS-F	10. WPAT-F	10. WLTW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WHTZ-F	1. WLTW-F
2. WQHT-F	2. WQHT-F	2. WLTW-F	2. WLTW-F	2. WHTZ-F
3. WWPR-F	3. WWPR-F	3. WBLS-F	3. WBLS-F	3. WCBS-F
4. WRKS-F	4. WBLS-F	4. WWPR-F	4. WWPR-F	4. WBLS-F
5. WBLS-F	5. WLTW-F	5. WNSR-F	5. WQHT-F	5. WNSR-F
6. WLTW-F	6. WNSR-F	6. WNEW-F	6. WCBS-F	WWPR-F
7. WNEW-F	7. WNEW-F	7. WQHT-F	7. WNSR-F	7. WINS
8. WXRK-F	8. WRKS-F	8. WXRK-F	8. WRKS-F	8. WPAT-F
9. WNSR-F	9. WXRK-F	9. WCBS-F	9. WINS	WYNY-F
10. WPIX-F	10. WCBS-F	10. WYNY-F	10. WNEW-F	10. WQHT

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXRK-F	1. WXRK-F>	1. WXRK-F	1. WCBS-F	1. WCBS-F>
2. WRKS-F	2. WNEW-F	2. WNEW-F	WXRK-F	2. WXRK-F
3. WQHT-F	3. WBLS-F	3. WBLS-F	3. WNEW-F	3. WNEW-F
4. WNEW-F	4. WQHT-F	4. WCBS-F	4. WBLS-F	4. WBLS-F
5. WHTZ-F	5. WRKS-F	5. WQHT-F	5. WHTZ-F	5. WLTW-F
6. WBLS-F	6. WHTZ-F	6. WHTZ-F	6. WRKS-F	6. WHTZ-F
7. WWPR-F	7. WCBS-F	7. WWPR-F	7. WQHT-F	7. WINS
8. WCBS-F	8. WWPR-F	8. WRKS-F	8. WWPR-F	8. WYNY-F
9. WBAB-F	9. WNSR-F	9. WINS	9. WLTW-F	9. WQHT-F
10. WDRE-F	10. WYNY-F	10. WNSR-F	10. WYNY	10. WRKS-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALK A/F	1370	Patchogue	---/ .2
WBAB-F	102.3	Babylon	.8/2.3
WBLI	106.1	Babylon	.7/2.1
WCTC	1450	New Brunswick	.3/ .8
WDRE-F	92.7	Garden City	.8/2.0
WEVD-F	97.9	New York	.3/1.8
WFAN	1050	New York	1.0/3.7
WFME-F	94.7	Newark	.5/1.4
WGSM	740	Huntington	.4/ .5
WHLI	1100	Hempstead	1.0/1.1
WHUD-F	100.7	Peekskill	.6/1.2
WJIT	1480	New York	.6/1.1
WKJY-F	98.3	Hempstead	.5/1.2
WLIB	1190	New York	.7/1.9
WMCA	570	New York	.9/3.4
WMGQ-F	98.3	New Brunswick	.3/ .7
WNBC	660	New York	1.0/4.6
WNJR	1430	Newark	.5/1.4
WQXR	1560	New York	.3/1.3
WWDJ	970	Hackensack	.5/1.2
WWRL	1600	New York	1.1/2.2
WEZN-F	99.9	Bridgeport	.4/1.1

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I,	$210.00*	(Banner)	Cap Cities/ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH		$150.00	(---)	
WCBS, 880, 50 KW	, NEWS	CBS,	$375.00	(CBS)	CBS
WFAN, 1050, 50 KW (DA-1)	, SPORTS	MBS,	$200.00	(Eastman)	Emmis
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-D,	$360.00*	(Group W)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH AC		$121.00	(Caballero)	Infinity
WKDM, 1380, 5 KW (DA-1)	, SPANISH CONTEMP		$100.00*	(MMR)	United
WLIB, 1190, 10 KW (DAYS,DA)	, BLACK NEWS/TALK	SBN,	$100.00	(Mc-Guild)	Inner City
WMCA, 570, 5 KW (DA-1)	, TALK	MBS,APR,	$120.00	(CBS)	Federal
WNBC, 660, 50 KW	, AC	NBC,	$260.00*	(HNWH)	NBC
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA		$244.00	(Katz)	Metropolitan
WOR , 710, 50 KW (DA-1)	, TALK	US 2,ABC-E,	$325.00	(Republic)	RKO
WNYM, 1330, 5 KW (DA-1)	, RELIGION		$ 30.00	(---)	Salem
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ		$ NA	(Katz)	Park
WSKQ, 620, 5 KW (DA-2)	, SPANISH CONTEMP		$140.00*	(Caballero)	Spanish Broadcast
WWDJ, 970, 5 KW (DA-2)	, RELIGION		$ 40.00	(---)	
WWRL, 1600, 5 KW (DA-2)	, BLACK GOSPEL	NBN,	$ 90.000	(---)	Unity

FM STATIONS

WBLS, 107.5, 5.4 KW @ 1241, BLACK	ABC-F,	$350.00	(Mc-Guild)	Inner City	
WCBS, 101.1, 4.6 KW @ 1300, OLDIES/AC	CBS-R,	$300.00*	(CBS)	CBS	
WEVD, 97.9, 7.6 KW @ 1220, BIG BAND/ETHNIC		$ 70.00	(Groskin)		(NEWARK)
WFME, 94.7, 38 KW @ 570, RELIGION		$ NA	(---)	Family	
WHTZ, 100.3, 7.8 KW @ 1220, CHR		$410.00*	(Christal)	Malrite	(PEEKSKILL)
WHUD, 100.7, 50 KW @ 500, BTFL/EZ		$ 75.00*	(Masla)		
WLTW, 106.7, 7.6 KW @ 1220, SOFT AC		$425.00	(MMR)	Viacom	
WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL	APR,	$150.00	(CMBS)	GAF	
WNEW, 102.7, 7.8 KW @ 1220, AOR	Source,	$310.00*	(Katz)	Metropolitan	
WNSR, 105.1, 7.8 KW @ 1220, AC		$330.00	(Mc-Guild)	Bonneville	
WPAT, 93.1, 5.3 KW @ 1420, BTFL/EZ		$250.00	(Katz)	Park	
WPIX, 101.9, 5.3 KW @ 1420, AC		$180.00	(Christal)	Tribune Co.	
WWPR, 95.5, 7.2 KW @ 1335, CHR	ABC-R,	$450.00*	(Banner)	Cap Cities/ABC	
WQHT, 103.5, 5.8 KW @ 1390, URBAN/CHR		$270.00	(Eastman)	Emmis	
WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL		$175.00	(Mc-Guild)	New York Times	
WRKS, 98.7, 7.8 KW @ 1250, URBAN	US 1,	$300.00*	(Republic)	RKO	
WXRK, 92.3, 5.4 KW @ 1200, CLASSIC AOR	ABC-R,	$450.00	(Torbet)	Infinity	
WYNY, 97.1, 7.2 KW @ 1300, COUNTRY		$270.00*	(HNWH)	NBC	

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NORFOLK

Arbitron Rank/Pop (12+): 33/1,076,000

MSA Rank/Pop: 33/1,330,000
ADI # 43
Average Person Ratings: 16.7
Market TSL: 22.0 hours

Stations: 24/23
Diaries: 1377/790:1/57.7%
Sample Target: 1230
% Below Line: 0.5
% Not Listed: 7.6

1987 Revenue: $30,400,000
HH Inc.: $34,450
Retail $: 8.2 Bil
Pop per Station: 47,313
#1 Biller: WNOR A/F $4,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WFOG-F	185/10.2	7.5	8.7	8.1	9.3	8.6	207/1861	1641/15.1	15.1	15.9			5.5	116	1392	WFOG-F
2. WNVZ-F	181/10.0	8.9	8.0	9.2	9.6	9.0	199/2922	2631/24.2	23.8	24.8			11.7	246	3260	WNVZ-F
3. WCMS A/F	177/ 9.7	9.9	8.1	11.0	9.3	9.7	212/2243	1813/16.7	15.9	15.7			8.2	171	2220	WCMS A/F
4. WNOR A/F	170/ 9.3	9.2	12.5	11.2	10.2	10.6	186/1868	1704/15.7	17.4	17.9			14.3	300	2499	WNOR A/F
5. WOWI-F	119/ 6.6	6.2	6.3	6.2	8.1	6.3	132/1897	1670/15.3	14.0	18.8			8.6	181	1828	WOWI-F
6. WMYK-F	113/ 6.2	6.6	7.3	5.7	4.6	6.5	144/1980	1576/14.5	15.6	13.7			8.7	183	2341	WMYK-F
7. WGH-F	107/ 5.9	6.5	5.0	4.9	5.1	5.6	135/1965	1578/14.5	17.2	15.2			6.1	127	1778	WGH-F
8. WWDE-F	93/ 5.1	6.6	5.8	5.7	5.6	5.8	105/1499	1339/12.3	14.8	14.3			6.2	130	1541	WWDE-F
9. WLTY-F	78/ 4.3	4.5	4.8	4.6	5.5	4.6	91/1451	1177/10.8	12.3	13.9			2.3	48	803	WLTY-F
10. WPCE	71/ 3.9	3.1	2.6	1.9	3.7	2.9	72/ 839	910/ 7.4	6.0	7.6			1.8	37	735	WPCE
11. WJQI-F	65/ 3.6	4.5	3.5	4.2	1.9	4.0	67/1041	1002/ 9.2	9.5	4.2			2.2	46	668	WJQI-F
12. WTAR	63/ 3.5	3.2	5.7	4.5	5.2	4.2	64/1190	1138/10.5	9.9	12.8			2.0	41	1080	WTAR
13. WRAP	48/ 2.6	3.5	4.0	3.8	4.7	3.5	50/ 927	901/ 8.3	9.4	12.0			4.2	88	651	WRAP
14. WSKX-F	42/ 2.3	2.6	2.0	2.8	1.0	2.4	103/1242	637/ 5.9	6.2	3.3			1.6	34	577	WSKY-F
15. WKEZ-F	40/ 2.2	.8	.6	1.0	1.1	1.2	64/ 628	408/ 3.7	1.7	2.8			1.4	30	416	WKEZ-F
16. WNIS	33/ 1.8	2.4	2.2	1.8	1.8	2.1	35/ 599	594/ 5.5	6.1	4.6			2.7	56	488	WNIS
17. WXRI-F	30/ 1.7	2.4	1.0	1.8	1.3	1.7	30/ 491	455/ 4.2	6.7	4.5			2.7	56	909	WXRI-F
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 83.89% (1406 of 1676) (WIN 87: 81.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNVZ-F>	1. WNOR-F+>	1. WNOR-F+	1. WCMS-F+	1. WCMS-F+	1. NOT	1. WCMS-F+	1. WFOG-F	1. WNVZ-F	1. WNVZ-F	1. WFOG-F>
2. WGH-F	2. WNVZ-F	2. WNVZ-F	2. WNOR-F+	2. WNOR-F+	2. AVAIL-	2. WFOG-F	2. WCMS-F+	2. WCMS-F+	2. WNOR-F	2. WPCE
3. WMYK-F	3. WMYK-F	3. WOWI-F	3. WNVZ-F	3. WNVZ-F	3. ABLE	3. WNVZ-F	3. WNOR-F	3. WNOR-F	3. WOWI-F	3. WNOR-F
4. WNOR-F+	4. WGH-F	4. WCMS-F+	4. WOWI-F	4. WWDE-F	4.	4. WNOR-F+	4. WNVZ-F	4. WFOG-F	4. WMYK-F	4. WCMS-F
5. WOWI-F	5. WOWI-F>	5. WMYK-F	WWDE-F	5. WFOG-F	5.	5. WWDE-F	5. WWDE-F	5. WGH-F	5. WGH-F	WNVZ-F
6.	6. WCMS-F+	6. WGH-F	6. WJQI-F+	WOWI-F	6.	6. WOWI-F	6. WGH-F	6. WMYK-F	6. WFOG-F>	6. WMYK-F
7.	7. WLTY-F	7. WWDE-F	WLTY-F	7. WJQI-F	7.	7. WMYK-F	7. WLTY-F	7. WOWI-F	7.	7. WRAP
8.	8. WWDE-F	8.	8.	8. WLTY-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNVZ-F	1. WNVZ-F	1. WNVZ-F	1. WNVZ-F	1. WCMS-F+
2. WOWI-F	2. WOWI-F	2. WMYK-F	2. WOWI-F	2. WNVZ-F
3. WGH-F	3. WMYK-F	3. WCMS-F	3. WWDE-F	WWDE-F
4. WMYK-F	4. WGH-F	4. WNOR-F+	4. WCMS-F	4. WFOG-F
5. WNOR-F+	5. WNOR-F+	5. WOWI-F	5. WMYK-F	5. WLTY-F
6. WLTY-F	6. WLTY-F	6. WGH-F	6. WLTY-F	WMYK-F
7.	7. WWDE-F	WLTY-F	7. WJQI-F+	WOWI-F
8.	8.	8. WJQI-F+	8. WGH-F	8.
9.	9.	9.	WNOR-F+	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNOR-F+>	1. NOT	1. WNOR-F+>	1. WNOR-F+>	1. WNOR-F+
2. WGH-F	2. AVAIL-	2. WOWI-F	2. WCMS-F+	2. WCMS-F+>
3. WMYK-F	3. ABLE	3. WCMS-F	WNUZ-F	3. WOWI-F
4. WNVZ-F>	4.	4. WNVZ-F	4. WMYK-F	4. WNVZ-F
5. WOWI-F	5.	5. WGH-F	5. WGH-F	5. WWDE-F
6. WCMS-F+	6.	WMYK-F	WOWI-F>	6. WFOG-F
7.	7.	WOFM-F	7. WWDE-F	7. WTAR
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	.7/1.9
WOFM-F	92.1	Moyock	1.3/3.1
WTJZ	1270	Newport News	.7/1.9
WZAM	1110	Norfolk	.3/1.3
WQSF-F	96.5	Williamsburg	.4/1.4

RADIO STATIONS

AM STATIONS

WCMS, 1050,	5 KW (DAYS)	, COUNTRY	ABC-E,$ NA	(Katz)		
WJOI, 1600,	5 KW (DAYS)	, NOSTALGIA (?)	,$ 17.00	(Masla)		
WGH , 1310,	5 KW (DA-N)	, CHR	ABC-F,$ 25.00*	(Banner)		
WLPM, 1450,	1 KW	, ? ?	,$ 15.00	(MMR)		
WNIS, 850,	5 KW/1 KW (DA-N)	, NEWS/TALK	ABC-T,NBC-T,$ 41.00*	(Roslin)	Sinclair	
WPCE, 1400,	1 KW	, GOSPEL	SBN,$ 20.00	(Mc-Guild)	Willis	
WPEX, 1490,	1 KW (DA-1)	, OLDIES	,$ 18.00	(---)		
WPMH, 1010,	5 KW (DAYS,DA)	, RELIGION	MBS,$ 10.00	(Keystone)		
WRAP, 1350,	5 KW (DA-2)	, BLACK	NBN,$ 40.00	(Masla)		
WTAR, 790,	5 KW (DA-N)	, OLDIES/MOR	CBS,$ 51.00*	(Christal)	Landmark	
WTJZ, 1270,	1 KW (DA-N)	, RELIGION (?)	,$ 15.00	(Republic)		
WZAM, 1110,	50 KW (DAYS,DA)	, GOSPEL	NBN,$ 20.00	(Durpetti)		

FM STATIONS

WCMS, 100.5,	50 KW @ 509,	COUNTRY	ABC-E,$ 90.00*	(Katz)		
WFOG, 92.9,	50 KW @ 480,	BTFL/EZ	,$ 75.00*	(MMR)	JAG	
WGH , 97.3,	74 KW @ 420,	CHR	ABC-E,$ 44.00	(Banner)	Susquehanna	
WKEZ, 94.1,	50 KW @ 500,	COUNTRY	US 2,$ 40.00	(Roslin)	Eure	
WLTY, 95.7,	40 KW @ 881,	AC	,$ 79.00*	(Christal)	Landmark	
WMYK, 93.7,	100 KW @ 940,	URBAN	,$ 60.00	(Durpetti)		(ELIZABETH CITY)
WNOR, 98.7,	50 KW @ 549,	AOR	Source,$ 88.00*	(Mc-Guild)	Saga	
WJOI, 94.9,	50 KW @ 536,	SOFT AC	,$ 30.00	(Torbet)		
WNVZ, 104.5,	50 KW @ 500,	CHR	,$ 64.00*	(Republic)	Capitol-WRAL	
WOWI, 102.9,	50 KW @ 500,	BLACK	SBN,$ 49.00*	(Mc-Guild)	Willis	
WSKX, 106.9,	100 KW @ 964,	COUNTRY	,$ 25.00	(Torbet)	Hawthorne	
WWDE, 101.3,	50 KW @ 380,	AC	CBS-R,$ 64.00*	(Eastman)	Edens	
WXRI, 105.3,	50 KW @ 500,	RELIGION	,$ 40.00*	(Masla)	CBN	

WQSF-F - See Richmond

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 43/822,400

MSA Rank/Pop: 46/995,000
ADI # 37
Average Person Ratings: 16.4
Market TSL: 21.8 hours

Stations: 19/18
Diaries: 1109/744:1/51.9%
Sample Target: 1080
% Below Line: 0.4
% Not Listed: 8.9

1987 Revenue: $21,200,000
HH Inc.: $31,351
Retail $: 8.2 Bil
Pop per Station: 45,856
#1 Biller: KXXY A/F $3,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KXXY A/F	188/13.9	13.4	11.9	11.3	10.2	12.6	258/2680	1883/22.8	21.4	20.8			14.5	210	2114	KXXY A/F
2. KJYO-F	172/12.7	13.4	16.1	10.1	11.1	13.1	209/2674	2038/24.7	24.8	24.5			16.2	236	2337	KJYO-F
3. KKNG-F	122/ 9.0	7.4	7.6	7.6	9.4	7.9	141/1570	1308/15.8	14.8	16.3			[illegible]	84	777	KKNG-F
4. KATT-F	103/ 9.1	7.6	12.5	13.7	13.2	10.5	155/2051	1479/17.9	17.7	23.3			[illegible].4	151	1897	KATT-F
5. KRXO-F	87/ 6.4	6.7	2.9	2.3	2.9	4.6	101/1458	1276/15.5	16.2	8.1			[illegible].0	117	1341	KRXO-F
6. KTOK	84/ 6.2	7.6	7.4	7.8	7.6	7.3	91/1359	1160/14.1	19.4	17.5			6.7	98	1551	KTOK
7. KEBC-F	66/ 4.9	5.5	4.6	3.9	7.0	4.7	95/1561	1148/13.9	11.1	15.6			5.4	79	1271	KEBC-F
8. KOMA	65/ 4.8	3.3	3.9	4.2	3.4	4.1	92/1115	749/ 9.1	8.6	9.2			3.0	44	484	KOMA
9. KLTE-F	61/ 4.5	4.0	4.2	5.5	5.4	4.6	68/1237	985/11.9	12.8	15.5			3.0	44	624	KLTE-F
10. KMGL-F	59/ 4.4	4.6	3.2	3.3	3.4	3.9	75/1294	939/11.4	11.8	8.6			2.9	42	661	KMGL-F
11. KZBS-F	58/ 4.3	5.7	6.2	7.7	7.1	6.0	78/1399	1105/13.4	14.7	17.4			3.5	51	1068	KZBS-F
12. WKY	48/ 3.6	4.8	3.5	4.0	3.8	4.0	110/1678	929/11.3	11.9	9.8			4.4	64	970	WKY
13. KPRW	43/ 3.2	3.3	4.5	4.4	4.4	3.9	45/ 314	314/ 3.8	3.8	4.0			7.4	108	590	KPRW
14.																
15.																

12+ FM SHARE (METRO): 77.76% (958 of 1232) (WIN 87: 76.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KJYO-F>	1. KATT-F	1. KXXY-F+>	1. KXXY-F+>	1. KXXY-F+>	1. KXXY-F+	1. KXXY-F	1. KXXY-F	1. KXXY-F	1. KJYO-F>	1. KJYO-F
2.	2. KJYO-F	2. KJYO-F	2. KRXO-F>	2. KRXO-F	2. KKNG-F>	2. KJYO-F>	2. KKNG-F	2. KJYO-F>	2. KATT-F	2. KXXY-F
3.	3. KRXO-F	3. KATT-F	3. KATT-F	3. KKNG-F	3. KTOK	3. KKNG-F	3. KJYO-F	3. KKNG-F	3. KXXY-F>	3. KATT-F
4.	4. KXXY-F+>	4. KRXO-F>	4. KLTE-F	4. KATT-F	4. KOMA	4. KTOK	4. KATT-F	4. KATT-F	4. KTOK	4. KTOK
5.	5. KZBS-F	5. KLTE-F	5. KKNG-F	5. KMGL-F	5. KEBC	5. KATT-F	5. KRXO-F	5. KRXO-F	5. KKNG-F	5. KKNG-F
		6. KZBS-F	6. KMGL-F	6. KLTE-F						
			7. KJYO-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KJYO-F>	1. KJYO-F>	1. KJYO-F	1. KXXY-F+	1. KXXY-F+>
2. KXXY-F+	2. KXXY-F+>	2. KXXY-F+	2. KJYO-F>	2. KKNG-F
3. KATT-F>	3. KATT-F	3. KLTE-F	3. KMGL-F	3. KJYO-F
4. KZBS-F	4. KRXO-F	4. KRXO-F	4. KLTE-F	KMGL-F
5. KRXO-F	5. KZBS-F	5. KMGC-F	5. KRXO-F	5. KLTE-F
		6. KZBS-F	KZBS-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KATT-F>	1. KATT-F>	1. KRXO-F	1. KATT-F	1. KXXY-F+
2. KJYO-F>	2. KRXO-F>	2. KATT-F>	2. KXXY-F+	2. KRXO-F
3. KXXY-F+	3. KXXY-F+	3. KXXY-F+	3. KRXO-F>	3. KATT-F>
4. KEBC-F	4. KJYO-F	4. KZBS-F	4. KJYO-F	4. KKNG-F
KRXO-F	5. KZBS-F	5.	5.	5. KLTE-F
KZBS-F				6. KTOK

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.4/1.4
KJIL-F	104.9	Bethany	1.8/4.9
KKLR-F	97.9	Edmond	1.4/3.8
KQCV	800	Oklahoma City	1.2/2.6
KRMG	740	Tulsa	.4/1.5

RADIO STATIONS

KBYE, 890, 1 KW (DAYS)	, RELIGION	,$ 9.00	(---)		
KOMA, 1520, 50 KW (DA-N)	, NOSTALGIA	NBC,$ 38.00*	(Durpetti)	Price	
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN,$ NA	(Banner)	Surrey	
KQCV, 800, 250 W (DAYS)	, RELIGION	,$ 18.00	(---)	Bott	
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I,$ 63.00*	(Banner)	Clear Channel	
WKY , 930, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 43.00*	(Christal)	Gaylord	
KATT-F , 100.5, 100 KW @ 1200, AOR		Source,$ 70.00*	(Banner)	Surrey	
KEBC-F , 94.7, 100 KW @ 440, COUNTRY		CBS-R,$ 39.00*	(Eastman)	Van Wagner	
KRXO-F , 107.7, 100 KW @ 1027, CLASSIC ROCK		,$ 36.00*	(Durpetti)	Price	
KJIL-F , 104.9, 3 KW @ 300, RELIGION		UPI,$ 22.00*	(---)	Swaggert	
KJYO-F , 102.7, 100 KW @ 1003, CHR		,$ 50.00*	(Banner)	Clear Channel	
KKLR-F , 97.7, 3 KW @ 300, OLDIES		,$ 18.00	(Masla)		(EDMOND)
KKNG-F , 92.5, 100 KW @ 1000, BTFL/EZ		,$ 60.00*	(Christal)	New City	
KLTE-F , 101.9, 100 KW @ 457, AC		,$ 44.00*	(Torbet)	Mel Wheeler	
KMGL-F , 104.1, 100 KW @ 1425, SOFT AC		Trans,US 1,$ 41.00*	(Katz)	Guy Gannett	
KXXY-F+, 96.1, 100 KW @ 1340, COUNTRY		ABC-D,$ 89.00*	(Mc-Guild)	New Market	
KZBS-F , 98.9, 100 KW @ 1253, AC		APR,$ 68.00*	(HNWH)		

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OMAHA

Arbitron Rank/Pop (12+): 69/499,900

MSA Rank/Pop: 78/620,000
ADI # 70
Average Person Ratings: 17.8
Market TSL: 23.3 hours

Stations: 16/14
Diaries: 1003/501:1/63.0%
Sample Target: 870
% Below Line: 1.7
% Not Listed: 9.3

1987 Revenue: $17,300,000
HH Inc.: $36,712
Retail $: 4.4 Bil
Pop per Station: 35,893
#1 Biller: KFAB $5,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume
1. KFAB	152/17.0	22.3	20.4	20.5	19.6	20.1	271/2997	1587/31.6	38.5	32.6					KFAB
2. KEZO A/F	138/15.4	14.7	14.7	14.1	13.3	14.7	162/1633	1232/24.5	26.4	23.0					KEZO A/F
3. KQKQ-F	108/12.1	10.4	9.1	10.9	12.0	10.6	116/1779	1554/30.9	29.8	29.8					KQKQ-F
4. KGOR-F	97/10.8	9.1	11.2	11.2	11.5	10.6	151/2268	1388/27.6	25.9	28.1					KGOR-F
5. KESY A/F	78/ 8.7	9.8	8.7	6.8	9.0	8.5	80/ 888	783/15.6	15.6	17.3					KESY A/F
6. KEFM-F	70/ 7.8	6.4	6.8	8.7	6.6	7.4	109/1408	935/18.6	18.1	16.7					KEFM-F
7. WOW-F	55/ 6.1	7.0	7.9	5.4	7.4	6.6	66/ 794	610/12.1	12.0	13.1					WOW-F
8. KOIL	43/ 4.8	3.0	4.4	4.6	2.6	4.2	51/ 761	599/11.9	8.6	10.4					KOIL
9. WOW	39/ 4.4	6.5	5.3	4.5	5.3	5.2	99/1426	574/11.4	12.2	14.0					WOW
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 67.24% (546 of 812) (WIN 87: 67.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOR-F>	1. KEZO-F+>	1. KEZO-F+>	1. KEZO-F+	1. KEZO-F+	1. KFAB >	1. KFAB >	1. KEZO-F	1. KEZO-F+	1. KEZO-F+	1. KFAB >
2. KQKQ-F>	2. KQKQ-F>	2. KQKQ-F	2. KEFM-F	2. KEFM-F	2. KESY-F+>	2. KEZO-F+	2. KFAB	2. KFAB	2. KFAB	2. KEZO-F
3. KEZO-F+	3. KGOR-F	3. KEFM-F	3. KQKQ-F>	3. KQKQ-F	3. WOW-F	3. KQKQ-F	3. KESY-F	3. KQKQ-F	3. KQKQ-F	3. KQKQ-F
4.	4. KEFM-F	4. KGOR-F>	4. KGOR-F	4. KFAB	4. WOW	4. KGOR-F	KQKQ-F	4. KGOR-F	4. KGOR-F>	4. KESY-F
5.	5.	5. KFAB	5. KFAB	5. KGOR-F	5. KEFM-F	5. KEFM-F	5. KEFM-F	5. KESY-F+	5.	KMA
			6. KOIL	6. WOW-F				6. KEFM-F		6. WOW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQKQ-F	1. KQKQ-F	1. KEFM-F	1. KQKQ-F	1. KEFM-F>	1. KEZO-F+>	1. KEZO-F+>	1. KEZO-F+>	1. KEZO-F+>	1. KEZO-F+>
2. KEZO-F+	2. KEFM-F	2. KQKQ-F	2. KEFM-F	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KQKQ-F	2. KOIL
3. KGOR-F	3. KGOR-F	3. KGOR-F	3. KGOR-F	3. KGOR-F	3.	3. KGOR-F	3. KOIL	3. KOIL	WOW-F
4. KEFM-F	4. KEZO-F+	4. KEZO-F+	4. KEZO-F+	4. KFAB >	4.	4.	4.	4. KGOR-F	4. KFAB
5.	5.	5.	5. KFAB	5. KEZO-F+	5.	5.	5.	5. WOW-F	KQKQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	.7/2.2
KCRO	660	Omaha	.3/1.4
KKAR	1180	Bellevue	.9/4.3
KMA	960	Shenandoah	1.0/2.3
KZKX-F	96.9	Steward	.7/1.4

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,NBC-T,$130.00*	(Christal)	Henry		
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 1,CBS-R,$ 26.00*	(Torbet)			
WOW , 590, 5 KW	, COUNTRY	ABC-I,$ 40.00*	(Torbet)	Great Empire		
KMA , 960, 5 KW (DA-N)	, MOR	,$ 50.00	(Katz)	May	(SHENANDOAH, IA)	
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,$ 20.00*	(Eastman)			
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	,$ 40.00	(Mc-Guild)	Sungroup		
KESY-F, 104.5, 32 KW @ 285,	BTFL/EZ	,$ 36.00	(Mc-Guild)	Naragansett		
KEZO-F, 92.3, 100 KW @ 1210,	AOR	ABC-R,$ 75.00*	(HNWH)	Henry		
KGOR-F, 99.9, 115 KW @ 1227,	CHR	Source,$ 60.00	(Christal)			
KQKQ-F, 98.5, 100 KW @ 510,	CHR	ABC-F,$ 65.00*	(Eastman)	Great Empire		
WOF-F , 94.1, 100 KW @ 510,	COUNTRY	ABC-E,$ 47.00*	(Torbet)			

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ORLANDO

Arbitron Rank/Pop (12+): 51/746,800

MSA Rank/Pop: 55/925,000
ADI # 27
Average Person Ratings: 16.1
Market TSL: 21.3 hours

Stations: 22/20
Diaries: 1162/665:1/54.1%
Sample Target: 1010
% Below Line: 3.5
% Not Listed: 7.2

1987 Revenue: $38,000,000
HH Inc.: $31,813
Retail $: 7.3 Bil
Pop per Station: 38,655
#1 Biller: WWKA-F $5,100,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	166/13.4	12.1	9.3	12.8	9.2	11.9	323/3163	1391/18.0	18.1	17.6			11.0	144	1817	WWKA-F
2. WSSP-F	113/ 9.1	8.2	12.2	11.7	11.8	10.3	210/2440	1207/15.6	16.1	21.0			6.4	84	965	WSSP-F
3. WBJW A/F	110/ 8.9	10.4	10.3	9.8	9.6	9.9	236/3805	1934/25.0	25.4	28.2			13.8	180	2600	WBJW A/F
4. WSTF-F	108/ 8.7	9.8	5.7	5.8	7.6	7.5	188/2768	1345/17.4	17.9	17.9			7.8	102	1346	WSTF-F
5. WDIZ-F	87/ 7.0	6.8	6.3	5.1	7.8	6.3	149/2070	1064/13.8	13.9	17.0			7.4	97	1408	WDIZ-F
6. WDBO	76/ 6.1	5.5	6.7	7.1	6.7	6.4	98/1407	1025/13.3	12.9	15.1			6.0	78	963	WDBO
7. WCAT-F	73/ 5.9	5.2	7.5	8.2	8.1	6.7	131/2392	1364/17.6	16.9	22.5			9.5	124	1722	WCAT-F
8. WJYO-F	61/ 4.9	6.1	7.6	5.8	5.0	5.8	120/1699	931/12.0	13.9	13.8			4.8	63	799	WJYO-F
9. WKIS	54/ 4.3	3.9	3.7	4.7	3.8	4.2	69/ 959	665/ 8.6	9.9	9.7			2.7	36	498	WKIS
10. WHTQ-F	50/ 4.0	3.7	4.7	3.7	2.8	4.0	140/1751	849/11.0	10.5	7.5			6.6	86	916	WHTQ-F
WOCL-F	50/ 4.0	3.5	4.4	4.7	4.1	4.1	110/1790	1011/13.1	9.1	10.3			4.7	61	798	WOCL-F
12. WORL	45/ 3.6	5.2	4.8	3.6	3.7	4.3	45/ 414	365/ 4.7	7.6	8.0			2.7	35	838	WORL
13. WLOQ-F	40/ 3.2	3.2	2.8	3.0	3.0	3.0	42/ 767	677/ 8.8	7.2	7.5			4.3	56	690	WLOQ-F
14. WORZ-F	37/ 3.0	3.1	2.8	2.7	4.0	2.9	74/1189	563/ 7.3	7.8	10.9			4.0	52	762	WORZ-F
15. WWLV-F	34/ 2.7	2.4	.6	.6	.5	1.6	135/1578	391/ 5.1	4.9	2.0			1.0	13	207	WWLV-F

12+ FM SHARE (METRO): 82.48% (951 of 1153) (WIN 87: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBJW-F+	1. WDIZ-F	1. WSTF-F	1. WSTT-F	1. WWKA-F	1. WWKA-F	1. WWKA-F>	1. WWKA-F	1. WWKA-F	1. WCAT-F	1. WDBO
2. WCAT-F>	2. WSTF-F	2. WWKA-F	2. WWKA-F	2. WSTF-F>	2. WSSP-F>	2. WBJW-F+	2. WSSP-F	2. WBJW-F	2. WBJW-F+	2. WWKA-F
3.	3. WBJW-F+	3. WDIZ-F	3. WBJW-F+	3. WBJW-F+	3. WDBO-F>	3. WDBO	3. WSTF-F	3. WSSP-F	3. WWKA-F	3. WKIS
4.	4. WHTQ-F	4. WBJW-F+	>4. WOCL-F	4. WOCL-F	4. WKIS	4. WSTF-F	4. WBJW-F	4. WSTF-F	4. WSSP-F	4. WORL
5.	5. WWKA-F	5. WJYO-F	5. WDIZ-F	5. WDIZ-F	5. WSTF-F	5. WDIZ-F	5. WDIZ-F	5. WDIZ-F	5. WSTF-F	5. WLOQ-F
	6. WCAT-F	WOCL-F	6. WJYO-F	6. WJYO-F	6. WJYO-F	6. WSSP-F	6. WJYO-F	6. WCAT-F	6. WDBO	6. WDIZ-F
				WSSP-F						WSTF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WSTF-F	1. WSTF-F>	1. WSTF-F>	1. WSTF-F	1. WSTF-F
2. WBJW-F+	2. WWKA-F	2. WWKA-F	2. WWKA-F	2. WWKA-F>
3. WORL	3. WBJW-F+	3. WBJW-F+	3. WBJW-F+	3. WJYO-F
WWKA-F	4. WDIZ-F	WDIZ-F	WJYO-F	4. WBJW-F+
5. WCAT-F	5. WJYO-F	5. WJYO-F	5. WORL	5. WSSP-F
WJYO-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDIZ-F>	1. WDIZ-F>	1. WDIZ-F	1. WDIZ-F>	1. WWKA-F>
2. WHTQ-F>	2. WHTQ-F	2. WBJW-F+	2. WWKA-F	2. WSTF-F
3. WCAT-F	3. WBJW-F+	3. WOCL-F	3. WBJW-F+	3. WBJW-F+
4. WBJW-F+	4. WCAT-F	4. WORZ-F	WSTF-F	4. WDIZ-F
5.	WORZ-F	5. WHTQ-F	5. WHTQ-F	WOCL-F
	WORZ-F	6. WSTT-F	6. WOCL-F	
	WWKA-F		7. WORZ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIV	1080	Kissimmee	.3/ .8
WHOO	990	Orlando	.8/2.2
WOKB	1600	Winter Garden	.6/2.8
WPRD	1440	Winter Park	.4/1.6
WTLN-F	95.3	Apopka	1.1/3.7
WPCV-F	97.5	Winter Haven	.7/2.2

RADIO STATIONS

WAJL, 1440, 5 KW/1 KW (DA-N)	, RELIGION	,$ 12.00	(---)		
WDBO, 580, 5 KW (DA-N)	, MOR	ABC-I,$ 74.00*	(Katz)	New City	
WKIS, 740, 5 KW/1 KW (DA-1)	, NEWS/TALK	NBC,ABC-T,$ 60.00*	(Eastman)	Guy Gannett	
WHOO, 990, 50 KW/5 KW (DA-N)	, COUNTRY	CBS,SMN,$ 32.00*	(Torbet)	TK	
WONQ, 1140, 4.1 KW (DAYS)	, SPANISH	UPI,$ 15.00*	(Lotus)		
WORL, 1270, 5 KW (DA-N)	, BLACK	CBS-R,$ 35.00*	(HNWH)		
WBJW-F , 105.1, 100 KW @ 1310, CHR		ABC-C,$125.00	(Banner)	Nationwide	
WDIZ-F , 100.3, 100 KW @ 890, AOR		ABC-R,$ 85.00*	(MMR)	Shamrock-Lynett	
WCAT-F , 106.7, 100 KW @ 875, CHR		,$105.00*	(Durpetti)	Southern Starr	
WHTQ-F , 96.5, 100 KW @ 1609, AOR		,$ 60.00*	(Torbet)	TK	
WJYO-F , 107.7, 100 KW @ 1613, SOFT AC		,$110.00*	(Mc-Guild)	Metroplex	
WLOQ-F , 103.1, 3 KW @ 300, JAZZ		,$ 45.00*	(---)		
WWKA-F , 92.3, 100 KW @ 1341, COUNTRY		,$135.00*	(Katz)	New City	
WOCL-F , 105.9, 100 KW @ 1650, CLASSIC/AC		APR,$ 70.00*	(Christal)	American	(DE LAND)
WORZ-F , 101.9, 28 KW @ 1650, CLASSIC AOR		,$ 55.00*	(CBS)		(DAYTONA BEACH)
WSSP-F , 104.1, 100 KW @ 1580, BTFL/EZ		,$ 93.00*	(Christal)	Guy Gannett	(COCOA BEACH)
WSTF-F , 101.1, 100 KW @ 1598, AC		,$ 84.00*	(Republic)	Capitol-Goodman	(COCOA BEACH)

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PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,147,200

MSA Rank/Pop: 4/4,840,000
ADI # 4
Average Person Ratings: 18.8
Market TSL 24.5 hours

Stations: 30/25
Diaries: 2726/1439:1/53.4%
Sample Target: 2140
% Below Line: 2.4
% Not Listed: 8.2

1987 Revenue: $115,600,000
HH Inc.: $35,793
Retail $: 33.3 Bil
Pop per Station: 162,384
#1 Biller: WMMR-F $14,600,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WMMR-F	590/7.7	8.1	8.1	8.9	9.0	8.2	784/10048	7442/18.3	18.9	21.2			9.9	747	9429	WMMR-F
2. WEAZ-F	576/7.6	7.4	6.5	7.4	9.0	7.2	715/ 8110	6620/16.3	15.9	17.7			4.7	356	4877	WEAZ-F
3. KYW	559/7.3	8.0	7.2	6.8	7.5	7.3	611/12571	11294/27.8	29.4	31.3			7.9	595	9831	KYW
4. WUSL-F	538/7.1	7.8	7.8	7.4	7.2	7.5	623/ 7193	5984/14.7	14.2	15.4			10.0	754	7834	WUSL-F
5. WEGX-F	497/6.5	4.8	3.3	3.0	1.6	4.4	594/ 8316	6739/16.6	13.8	8.0			6.3	479	7632	WEGX-F
6. WPEN	452/5.9	4.6	4.2	4.5	4.3	4.8	474/ 4930	4572/11.3	9.2	10.5			4.6	344	2760	WPEN
7. WKSZ-F	413/5.4	5.8	5.0	5.3	5.7	5.4	485/ 7023	5647/13.9	14.9	14.5			4.5	343	4683	WKSZ-F
8. WWDB-F	406/5.3	5.2	5.1	4.4	4.5	5.0	468/ 5310	4328/10.7	9.4	9.9			5.3	402	3117	WWDB-F
9. WYSP-F	355/4.7	4.6	4.0	4.2	4.5	4.4	498/ 8291	5853/14.4	14.0	13.4			5.7	433	5777	WYSP-F
10. WXTU-F	352/4.6	3.5	4.6	3.3	3.2	4.0	433/ 5204	3677/ 9.1	9.0	7.3			4.3	323	3471	WXTU-F
11. WMGK-F	342/4.5	4.7	4.1	5.1	4.5	4.6	392/ 6412	5269/13.0	14.8	13.6			3.2	239	4677	WMGK-F
12. WDAS-F	273/3.6	3.9	4.0	5.0	3.6	4.1	288/ 4323	3987/ 9.8	8.6	10.0			4.9	372	4035	WDAS-F
13. WOGL-F	227/3.0	3.5	3.4	4.3	5.0	3.6	303/ 5591	4064/10.0	14.0	17.1			3.5	268	4125	WOGL-F
14. WSNI-F	212/2.8	3.3	3.7	4.4	4.7	3.3	262/ 5263	4199/10.3	9.9	11.7			3.2	244	3163	WSNI-F
15. WCAU	200/2.6	2.9	3.7	3.5	3.0	3.2	231/ 5382	4570/11.3	11.4	11.6			2.7	205	3354	WCAU
16. WIOQ-F	192/2.5	2.4	2.3	2.3	2.9	2.4	244/ 4613	3625/ 8.9	9.4	10.0			2.2	167	2843	WIOQ-F
17. WFLN-F	163/2.1	1.9	2.0	1.8	2.0	2.0	210/ 3406	2633/ 6.5	5.7	6.1			2.3	172	2053	WELW-F
18. WIP	83/1.1	1.5	1.7	2.4	2.6	1.7	90/ 2546	2318/ 5.7	8.0	8.0			1.2	93	2792	WIP
19. WDAS	76/1.0	1.2	1.2	1.1	1.5	1.1	76/ 1513	1513/ 3.7	4.4	4.4			.8	59	1273	WDAS
20. WHAT	73/1.0	.9	1.0	1.0	.5	1.0	73/ 1015	994/ 2.4	2.9	2.4			.8	58	891	WHAT
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 76.09% (5322 of 6994) (WIN 87: 75.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F	1. WMMR-F>	1. WMMR-F>	1. WMMR-F	1. WMMR-F	1. WEAZ-F	1. KYW >	1. WEAZ-F	1. WEGX-F	1. WUSL-F>	1. WWDB-F
2. WUSL-F>	2. WUSL-F	2. WUSL-F	2. WMGX-F	2. WMGX-F	2. KYW	2. WMMR-F	2. WMMR-F	2. WEAZ-F	2. WEGX-F	2. KYW
3. WMMR-F>	3. WYSP-F	3. WYSP-F	3. WUSL-F	3. WKSZ-F	3. WPEN	3. WYSP-F	3. WKSZ-F	WMMR-F	3. WWDB-F	3. WCAU
4. WYSP-F	4. WEGX-F	4. WEGX-F	4. WKSZ-F	4. WUSL-F	4. WWDB-F	4. WPEN	4. WPEN	4. WUSL-F	4. WMMR-F	4. WUSL-F
5.	5. WDAS-F	5. WMGX-F	5. WYSP-F	5. KYW	5. WKSZ-F	5. WEGX-F	5. WMGK-F	5. WPEN	5. WEAZ-F	5. WPEN
6.	6. WMGX-F>	6. WKSZ-F	6. KYW	6. WEAZ-F	6. WXTU-F	WUSL-F	6. WEGX-F	6. WWDB-F	6. WDAS-F	6. WEAZ-F
7.	7. WOGL-F	7. WDAS-F	7. WXTU-F	7. WXTU-F	7. WMGK-F	7. WEAZ-F	7. WWDB-F	7. KYW	7. KYW	7. WDAS-F
8.	WSNI-F	8. WOGL-F	8. WOGL-F	8. WYSP-F	8. WCAU	8. WKSZ-F	8. KYW	8. WKSZ-F	8. WYSP-F	8. WXTU-F
9.	9.	9.	9.	9.	9.	WWDB-F	WUSL-F	9. WYSP-F	9. WXTU-F	9. WMMR-F
10.	10.	10.	10.	10.	10.	10. WMGK-F	WXTU-F	10. WXTU-F	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEGX-F	1. WUSL-F	1. WUSL-F	1. WUSL-F	1. WMGX-F
2. WUSL-F>	2. WMMR-F	2. WMMR-F	2. WMGX-F	2. WKSZ-F
3. WMMR-F>	3. WEGX-F	3. WMGK-F	3. WMMR-F	3. WUSL-F
4. WDAS-F	4. WMGK-F	4. WDAS-F	4. WEGX-F	4. WMMR-F
5. WYSP-F	5. WDAS-F>	5. WEGX-F	5. WKSZ-F	5. KYW
6. WSNI-F	6. WYSP-F	6. WYSP-F	6. WDAS-F	6. WEAZ-F
7. WKSZ-F	7. WSNI-F	7. WOGL-F	7. WSNI-F	7. WDAS-F
WMGK-F	8. WOGL-F	WSNI-F	8. WEAZ-F	8. WSNI-F
9. WEAZ-F	9. WKSZ-F	9.	9. WOGL-F	9.
10. WIOQ-F	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>
2. WYSP-F>	2. WYSP-F	2. WYSP-F>	2. WYSP-F	2. WYSP-F
3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WXTU-F
4. WDAS-F	4. WEGX-F	4. WMGK-F	4. WEGX-F	4. KYW
WEGX-F	5. WDAS-F	5. WEGX-F	5. WXTU-F	5. WEAZ-F
6. WOGL-F	6. WMGX-F	6. WIOQ-F	6. WOGL-F	6. WMGX-F
7.	7. WIOQ-F	7. WXTU-F	7. KYW	7. WIOQ-F
8.	8. WXTU-F	8. WSNI-F	8. WDAS-F	8. WKSZ-F
9.	9.	9. KYW	9. WMGX-F	9.
10.	10.	WDAS-F	10. WIOQ-F	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDUT	900	Philadelphia	.3/ .7
WFIL	560	Philadelphia	.9/4.5
WKAP	1110	Norristown	.7/ .8
WPGR	1540	Philadelphia	.7/1.5
WZZD	990	Philadelphia	.4/1.4
WFMZ-F	100.2	Allentown	.3/1.1
WJBR-F	99.5	Wilmington	.6/2.1
WKXQ-F	101.5	Trenton	.3/1.0
WPST-F	97.5	Trenton	.8/2.9
WSTW-F	93.7	Wilmington	.4/2.1

RADIO STATIONS

AM STATIONS

KYW ,	1060,	50 KW (DA-1)	, NEWS	NBC,$283.00	(Group W)	Westinghouse
WCAU,	1210,	50 KW	, TALK/NEWS	CBS,$180.00	(CBS)	CBS
WDAS,	1480,	5 KW/1 KW (DA-2)	, BLACK	NBN,$ 55.00*	(HNWH)	Unity
WDVT,	900,	1 KW (DAYS,DA)	, TALK	MBS,$ 43.00	(---)	
WFIL,	560,	5 KW (DA-2)	, OLDIES	ABC-D,$ 85.00*	(Mc-Guild)	
WHAT,	1340,	1 KW	, NOSTALGIA (?)	SBN,$ 50.00*	(Roslin)	
WIP ,	610,	5 KW (DA-1)	, MOR/TALK	ABC-E,$110.00	(Katz)	
WPEN,	950,	5 KW (DA-N)	, NOSTALGIA	US 2,$155.00*	(MMR)	Greater Media
WPGR,	1540,	50 KW (DAYS,DA)	, OLDIES	US 1,$ 70.00*	(Durpetti)	Pyramid
WTEL,	860,	10 KW (DAYS,DA)	, SPANISH/RELIG	,$ 23.00	(Caballero)	
WYIS,	690,	1 KW (DAYS,DA)	, SPANISH	,$ 39.00	(Lotus)	(PHOENIXVILLE)
WZZD,	990,	50 KW/10 KW (DA-2)	, RELIGION	,$ 35.00	(---)	

FM STATIONS

WOGL,	98.1,	13 KW @ 1000,	OLDIES	CBS-R,$150.00	(CBS)	CBS
WDAS,	105.3,	3 KW @ 870,	BLACK	,$130.00	(HNWH)	Unity
WEAZ,	101.1,	13 KW @ 1010,	BTFL/EZ	,$270.00	(Mc-Guild)	
WFLN,	95.7,	50 KW @ 490,	CLASSICAL	,$ 95.00	(CMBS)	
WIOQ,	102.1,	30 KW @ 650,	OLDIES	,$165.00*	(Mc-Guild)	Outlet
WKSZ,	100.3,	35 KW @ 600,	SOFT AC	,$142.00*	(HNWH)	(MEDIA)
WMGK,	102.9,	50 KW @ 300,	AC	,$215.00	(MMR)	Greater Media
WMMR,	93.3,	25 KW @ 670,	AOR	Source,$375.00*	(Katz)	Metromedia
WSNI,	104.5,	13 KW @ 1008,	AC	US 1,$175.00*	(Durpetti)	Pyramid
WUSL,	98.9,	18 KW @ 830,	URBAN	ABC-F,$165.00*	(Eastman)	
WWDB,	96.5,	18 KW @ 850,	TALK	ABC-I,$130.00*	(Republic)	Panache
WXTU,	92.5,	50 KW @ 500,	COUNTRY	MBS,$140.00*	(Durpetti)	Beasley
WYSP,	94.1,	16 KW @ 900,	CLASSIC AOR	ABC-R,$175.00*	(Torbet)	Infinity
WEGX,	106.1,	23 KW @ 740,	CHR	ABC-C,$110.00*	(Christal)	Malrite

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PHOENIX

Arbitron Rank/Pop (12+): 24/1,564,000

MSA Rank/Pop: 20/1,960,000
ADI # 21

Average Person Ratings: 16.3
Market TSL: 21.8 hours

Stations: 26/26
Diaries: 1616/1006:1/60.7%
Sample Target: 1460
% Below Line: 0
% Not Listed: 6.1

1987 Revenue: $65,500,000
HH Inc.: $32,627
Retail $: 13.5 Bil
Pop per Station: 62,500
#1 Biller: KNIX A/F $10,700,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KNIX A/F	375/14.1	17.4	14.1	13.1	11.8	14.7	446/4849	4057/25.0	28.9	22.8			14.8	430	3850	KNIX A/F
2. KMEO A/F	306/11.5	13.2	12.7	11.7	12.8	12.3	322/3158	3009/18.5	19.7	20.8			7.0	204	2250	KMEO A/F
3. KZZP-F	293/11.1	10.3	12.2	11.8	10.0	11.4	319/4441	4047/24.9	24.4	22.3			16.1	465	5109	KZZP-F
4. KTAR	270/10.2	6.3	7.5	7.0	9.3	7.8	286/3582	3350/20.6	16.4	19.4			6.5	187	2961	KTAR
5. KUPD-F	163/ 6.2	6.7	6.1	6.4	6.7	6.4	197/2382	2083/12.8	14.7	15.4			9.2	265	2811	KUPD-F
6. KDKB-F	109/ 4.1	3.1	4.0	3.7	3.3	3.7	150/2191	1691/10.4	10.8	NA			3.2	94	2019	KDKB-F
7. KSLX-F	103/ 3.9	3.8	3.9	4.5	3.7	4.0	103/1373	1339/ 8.2	8.5	8.3			3.5	101	1215	KSLX-F
8. KOOL-F	98/ 3.7	2.7	4.2	3.8	3.4	3.6	103/1695	1583/ 9.7	9.4	10.3			3.9	113	1583	KOOL-F
9. KKFR-F	95/ 3.6	3.0	2.9	3.2	2.5	3.2	104/2041	1903/11.7	7.7	9.3			4.9	142	2122	KKFR-F
10. KKLT-F	89/ 3.4	3.9	2.6	4.0	3.5	3.5	99/1783	1642/10.1	9.6	10.9			2.5	73	1239	KKLT-F
11. KOY-F	86/ 3.2	3.1	1.9	2.4	2.1	2.7	100/2078	1864/11.5	8.4	7.4			2.7	79	1484	KOY-F
12. KFYI	84/ 3.2	2.8	2.0	2.5	3.0	2.6	86/1110	1026/ 6.3	6.2	6.7			4.2	122	1240	KFYI
13. KAMJ-F	80/ 3.0	4.6	3.5	2.3	4.5	3.4	85/1478	1394/ 8.6	10.0	9.0			2.1	62	1009	KAMJ-F
14. KESZ-F	76/ 2.9	2.1	2.6	3.0	2.9	2.7	76/1252	1229/ 7.6	6.0	9.0			1.5	44	618	KESZ-F
15. KOOL	64/ 2.4	2.5	2.1	1.8	1.2	2.2	66/ 898	847/ 5.2	5.0	3.8			3.2	93	821	KOOL
16. KLFF	39/ 1.5	2.6	1.6	1.6	1.9	1.8	40/ 552	542/ 3.3	4.2	4.3			1.9	56	433	KLFF
17. KOY	29/ 1.1	1.2	1.9	1.8	2.4	1.5	29/ 769	741/ 4.6	4.5	8.4			.8	22	636	KOY
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 74.84% (1859 of 2484) (WIN 87: 71.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZP-F>	1. KZZP-F	1. KNIX-F+	1. KNIX-F+>	1. KNIX-F+>	1. KMEO-F+	1. KNIX-F+	1. KNIX-F	1. KNIX-F+	1. KZZP-F>	1. KNIX-F>
2. KUPD-F	2. KUPD-F	2. KZZP-F	2. KZZP-F	2. KTAR	2. KNIX-F+	2. KTAR	2. KMEO-F	2. KZZP-F	2. KMEO-F+	2. KTAR
3. KOY-F	3. KNIX-F+	3. KUPD-F	KTAR	3. KZZP-F	3. KTAR >	3. KZZP-F	3. KTAR	3. KMEO-F+	3. KNIX-F+	3. KZZP-F
4. KKFR-F	4. KDKB-F	4. KTAR	4. KSLX-F	4. KMEO-F+	4. KFYI	4. KMEO-F+	4. KZZP-F	4. KTAR >	4. KTAR	4. KFYI
5.	5. KSLX-F	5. KDKB-F	5. KOOL-F	5. KSLX-F	5.	5. KUPD-F>	5. KUPD-F	5. KUPD-F	5. KUPD-F>	5. KMEO-F
6.	6. KKFR-F	KSLX-F	6. KDKB-F	6. KOOL-F	6.	6. KDKB-F	6. KSLX-F	6. KDKB-F	6. KKFR-F	6. KLFF-F
7.	7. KKLT-F	7. KOOL-F	KUPD-F	7. KESZ-F	7.	7. KSLX-F	7. KKLT-F	7. KKFR-F	7. KFYI	7. KMLE
8.	8. KOOL-F	8. KKLT-F	8. KESZ-F	8. KUPD-F	8.	8.	KOOL-F	8.	8. KDKB-F	8. KUPD-F
9.	9. KOY-F	9. KKFR-F	9.	9.	9.	9.	9.	9.	9.	9. KKLT-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. KOOL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZP-F	1. KZZP-F>	1. KNIX-F	1. KNIX-F+	1. KNIX-F+>
2. KUPD-F	2. KNIX-F+	2. KZZP-F	2. KZZP-F>	2. KZZP-F
3. KKFR-F	3. KUPD-F	3. KOOL-F	3. KUPD-F	3. KMEO-F+
4. KKLT-F	4. KKFR-F	4. KSLX-F	4. KKLT-F	4. KTAR
KNIX-F	5. KKLT-F	5. KESZ-F	5. KKFR-F	5. KAMJ-F
6. KOY-F	6. KOOL-F	KKFR-F	6. KAMJ-F	6. KESZ-F
7.	KSLX-F	KKLT-F	7. KMEO-F+	7. KOOL-F
8.	8. KOY-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZZP-F	1. KUPD-F	1. KDKB-F	1. KNIX-F+>	1. KNIX-F+>
2. KUPD-F>	2. KDKB-F	KSLX-F	2. KZZP-F	2. KTAR
3. KDKB-F	3. KZZP-F	3. KNIX-F+	3. KDKB-F	3. KSLX-F
4. KKFR-F	4. KSLX-F	4. KUPD-F>	KUPD-F	4. KDKB-F
5. KOY-F	5. KNIX-F+>	5. KZZP-F	5. KTAR	5. KOOL-F
6. KOOL-F	6. KKFR-F	6. KKLT-F	6. KSLX-F	6. KUPD-F
7.	KOOL-F	KOOL-F	7. KOOL-F	7. KOOL
8.	KOY-F	8. KTAR	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGRX-F	100.3	Globe	.9/3.3
KMLE-F	107.9	Chandler	.9/2.4
KONC-F	106.3	Sun City	.9/3.0
KOPA	1440	Scottsdale	.5/ .7
KRDS	1190	Tolleson	.6/1.3
KUKQ	1060	Tempe	.4/1.3
KVVA	860	Phoenix	.5/1.1

RADIO STATIONS

AM STATIONS

KASA,	1540,	10 KW (DAYS,DA)	, RELIGION	,$ 10.00	(---)	Ostrander-Wilson
KFYI,	910,	5 KW (DA-N)	, NEWS/TALK	CBS,MBS,$ 44.00*	(Republic)	
KHEP,	1280,	1 KW (DAYS)	, RELIGION	,$ 18.00	(---)	
KLFF,	1360,	5 KW/1 KW (DA-N)	, NOSTALGIA	ABC-D,$ 31.00*	(---)	
KNTS,	1510,	10 KW (DAYS)	, COUNTRY	,$ 15.00	(---)	
KOOL,	960,	5 KW (DA-N)	, OLDIES	CBS-R,$ 30.00*	(HNWH)	Adams
KOY ,	550,	5 KW/1 KW	, MOR	NBC,NBC-T,$ 65.00*	(Eastman)	Edens
KPHX,	1480,	1 KW/500 W (DA-2)	, SPANISH	,$ 34.00	(Caballero)	
KRDS,	1190,	5 KW/250 W (DA-2)	, RELIGION	,$ 22.00	(---)	Interstate
KTAR,	620,	5 KW (DA-N)	, NEWS/TALK	NBC,ABC-I,ABC-T,$140.00*	(CBS)	Pulitzer
KUKQ,	1060,	5 KW/500 W (DA-N)	, COUNTRY	,$ 30.00	(Masla)	
KVVA,	860,	1 KW (DA-N)	, SPANISH	,$ 32.00*	(Lotus)	
KXEG,	1010,	1 KW/250 W	, RELIGION	,$ 10.00	(---)	Mid-America Gospel
KAMJ,	1230,	1 KW	, RELIGION	APR,$ NA	(Durpetti)	EZ

FM STATIONS

KAMJ ,	101.5,	100 KW @ 1740,	SOFT AC	,$ 77.00*	(Durpetti)	EZ	
KDKB ,	93.3,	100 KW @ 1550,	AOR	Source,$ 65.00*	(Christal)	Sandusky	
KEYX ,	100.3,	37 KW @ 3344,	JAZZ/NEW AGE	,$ 35.00*	(Torbet)		(GLOBE)
KKFR ,	92.3,	100 KW @ 1600,	CHR	ABC-C,$ 50.00*	(Republic)		
KKLT ,	98.7,	115 KW @ 1650,	AC	,$ 95.00*	(CBS)	Pulitzer	
KESX ,	99.9,	100 KW @ 1680,	AC	,$ 70.00*	(Christal)		
KMEO+,	96.9,	100 KW @ 1556,	BTFL/EZ	,$ 89.00*	(Group W)	Westinghouse	
KMLE ,	107.9,	100 KW @ 1006,	RELIGION	,$ 20.00	(---)	Ostrander-Wilson	(CHANDLER)
KNIX+,	102.5,	100 KW @ 1610,	COUNTRY	,$150.00*	(Katz)	Buck Owens	
KONC ,	106.3,	2 KW @ 400,	CLASSICAL	ABC-D,$ 35.00	(CMBS)		(SUN CITY)
KOOL ,	94.5,	100 KW @ 1620,	OLDIES	CBS-R,$ 81.00*	(HNWH)	Adams	
KOY ,	95.5,	100 KW @ 1550,	CHR	,$ 55.00*	(Eastman)	Edens	
KSLX ,	100.7,	100 KW @ 1847,	CLASSIC AOR	,$ 68.00*	(MMR)	Cook Inlet	
KVVA ,	107.1,	2 KW @ 430,	SPANISH	,$ 42.00*	(Roslin)		(APACHE JUNCTION)
KUPD ,	97.9,	100 KW @ 1620,	AOR	,$ 95.00*	(Banner)		
KZZP+,	104.7,	100 KW @ 1550,	CHR	,$ 95.00*	(Mc-Guild)	Nationwide	

PITTSBURGH

Arbitron Rank/Pop (12+): 14/2,026,400

MSA Rank/Pop: 18/2,140,000
ADI # 17
Average Person Ratings: 17.6
Market TSL: 23.3 hours

Stations: 33/33
Diaries: 1779/1117:1/59.6%
Sample Target: 1760
% Below Line: 0
% Not Listed: 7.5

1987 Revenue: $47,400,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 60,194
#1 Biller: KDKA $9,700,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KDKA	460/13.2	14.3	13.9	14.6	14.1	14.0	609/8359	6300/31.7	32.9	31.7			13.8	417	5851	KDKA
2. WSHH-F	359/10.3	8.2	8.1	8.2	9.0	8.7	454/4561	3518/17.7	17.3	17.6			7.9	238	2478	WSHH-F
3. WBZZ-F	340/ 9.7	11.3	11.6	9.9	9.6	10.6	407/6416	4980/25.1	26.6	25.9			13.0	392	6195	WBZZ-F
4. WWSW-F	203/ 5.8	3.4	4.2	4.4	4.6	4.5	256/3492	2742/13.8	10.1	14.2			3.1	94	1786	WWSW-F
5. WDVE-F	200/ 5.7	5.6	7.3	8.0	7.7	6.7	319/5112	3149/15.9	15.1	18.4			6.5	198	3320	WDVE-F
6. WAMO-F	194/ 5.6	5.2	5.6	5.8	5.2	5.6	230/2272	1997/10.1	9.3	11.0			6.9	209	2470	WAMO-F
7. WMYG-F	187/ 5.4	5.5	5.3	3.9	2.8	5.0	242/3100	2380/12.0	13.8	8.9			6.0	180	2991	WMYG-F
8. WDSY-F	144/ 4.1	4.2	4.6	4.4	4.2	4.3	193/2490	1820/ 9.2	8.7	9.0			4.8	144	1854	WDSY-F
9. WLTJ-F	139/ 4.0	3.1	3.2	4.3	4.9	3.7	147/2072	1775/ 8.9	9.1	11.4			2.9	88	1424	WLTJ-F
10. WHTX-F	126/ 3.6	4.9	3.7	3.5	4.6	3.9	139/2478	2270/11.4	15.1	14.3			3.2	96	1792	WHTX-F
WJAS	126/ 3.6	3.2	3.8	3.8	2.9	3.6	133/1502	1414/ 7.1	8.0	7.1			2.9	87	1046	WJAS
12. WTAE	112/ 3.2	3.6	2.0	3.1	4.0	3.0	121/2277	2123/10.7	13.8	13.6			3.8	116	2211	WTAE
13. WYDD-F	109/ 3.1	2.2	2.0	2.2	2.9	2.4	127/2368	1848/ 9.3	9.3	11.6			2.9	87	2188	WYDD-F
14. KQV	102/ 2.9	2.2	2.0	2.0	2.2	2.3	111/1712	1555/ 7.8	8.0	8.1			2.0	60	1095	KQV
15. WEEP	50/ 1.4	2.8	1.9	1.1	.9	1.8	57/ 829	683/ 3.4	3.7	2.4			1.1	33	489	WEEP

16.
17.
18.
19.
20.

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 66.50% (2150 of 3233) (WIN 87: 65.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBZZ-F>	1. WMYG-F	1. WBZZ-F	1. WWSW-F	1. WWSW-F	1. KDKA	1. KDKA >	1. WSHH-F>	1. WBZZ-F	1. KDKA	1. KDKA >
2. WAMO-F	2. WDVE-F	2. WMYG-F	2. WBZZ-F	2. KDKA	2. WSHH-F>	2. WBZZ-F	2. KDKA	2. WSHH-F	2. WBZZ-F>	2. WSHH-F
3. WDVE-F	3. WBZZ-F	3. WDVE-F	3. KDKA	3. WBZZ-F	3. WJAS	3. WSHH-F	3. WBZZ-F	3. KDKA	3. WAMO-F	3. WAMO-F>
4.	4. WAMO-F	4. WWSW-F	4. WMYG-F	4. WSHH-F	4. WWSW-F	4. WAMO-F	4. WWSW-F	4. WDVE-F	4. WDVE-F	4. WDVE-F
5.	5. WWSW-F	5. WAMO-F	5. WAMO-F	5. WMYG-F	5. KQV	5. WWSW-F	5. WMYG-F	5. WAMO-F	5. WSHH-F	5. WTAE
6.	6. WYDD-F	6. KDKA	6. WSHH-F	6. WAMO-F	WDSY-F	6. WHTX-F	6. WLTJ-F	6. WMYG-F	6. WMYG-F	6. WWSW-F
7.	7. WHTX-F	7. WHTX-F	7. WHTX-F	7. WHTX-F	7. WTAE	7. WMYG-F	7. WDVE-F	7. WWSW-F	7. WTAE	7. WLTJ-F
8.	8.	8. WSHH-F	8. WDVE-F	8. WDSY-F	8.	8. WDVE-F	8. WAMO-F	8. WDSY-F	8. WWSW-F	8. WMYG-F
9.	9.	9.	9.	WLTJ-F	9.	9.	9.	9. WJAS	9.	9.
10.	10.	10.	10.	10. WDVE-F	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F
2. WDVE-F	2. WAMO-F	2. WAMO-F	2. WAMO-F	2. WWSW-F
3. WAMO-F	3. WDVE-F	WWSW-F	3. WWSW-F	3. KDKA
4. WLTJ-F	4. WMYG-F	4. WHTX-F	4. WLTJ-F	4. WSHH-F
5. WMYG-F	5. WHTX-F	5. WMYG-F	5. WSHH-F	5. WLTJ-F
6. WYDD-F	WLTJ-F	6. WSHH-F	6. KDKA	6. WAMO-F
7.	7. WYDD-F	7. WYDD-F	7. WHTX-F	7. WHTX-F
8.	8. WWSW-F	8.	8. WDVE-F	8. WDSY-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDVE-F	1. WMYG-F	1. WMYG-F	1. WMYG-F	1. WMYG-F
2. WMYG-F>	2. WDVE-F>	2. WDVE-F	2. WDVE-F	2. WWSW-F
3. WDSY-F	3. WBZZ-F	3. WWSW-F	3. WWSW-F	3. KDKA
4. WBZZ-F	4. WWSW-F	4. WBZZ-F	4. WBZZ-F	4. WDVE-F
5. WAMO-F	5. WAMO-F	5. WAMO-F	5. KDKA	5. WSHH-F
6. WYDD-F	6. WYDD-F	6. WYDD-F	6. WAMO-F	6. WBZZ-F
7. KDKA	7.	7. KDKA	7. WDSY-F	7. WDSY-F
8. WWSW-F	8.	8.	8.	8. WAMO-F
9.	9.	9.	9.	9. WHTX-F
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASP	1130	Brownsville	.6/ .8
WBCW	1530	Jeanette	.3/ .7
WBVP	1230	Beaver Falls	.8/1.3
WCVI	1340	Connellsville	.3/ .8
WEDO	810	McKeesport	.4/1.2
WESA-F	940	Charleroi	.7/1.2
WHJB	620	Greensburg	.4/1.8
WIXZ	1360	McKeesport	.4/1.1
WKPA	1150	New Kensington	.3/ .9
WMBS	590	Uniontown	1.0/2.5
WPIT	730	Pittsburgh	.3/1.9
WPIT-F	101.5	Pittsburgh	.8/4.4
WPQR-F	99.3	Uniontown	.4/1.0
WSSZ-F	107.1	Greensburg	.3/1.0
WWKS-F	106.7	Beaver Falls	.4/1.7
WWSW	970	Pittsburgh	1.9/4.2
WXXP-F	100.7	New Kensington	1.3/2.9
WYTK-F	95.3	Washington	.5/1.3

RADIO STATIONS

AM STATIONS

KDKA, 1020,	50 KW	, MOR	NBC,$200.00	(Group W)	Westinghouse	
KQV , 1410,	5 KW (DA-2)	, NEWS	CBS,US 2,$ 48.00*	(CBS)		
WAMO, 860,	1 KW (DAYS,DA)	, BLACK	SBN,$ NA	(HNWH)	Sheridan	
WBVP, 1230,	1 KW (DA-1)	, MOR	ABC-I,$ 18.00*	(Dome)		(BEAVER FALLS)
WEDO, 810,	1 KW (DAYS)	, VARIETY	,$ 14.00	(---)		(McKEESPORT)
WEEP, 1080,	50 KW (DAYS,DA)	, OLDIES	ABC-I,$ 40.00*	(CBS)		
WHJB, 620,	2.5 KW/500 W (DA-2)	, MOR	MBS,$ 25.00	(Dome)		(GREENSBURG)
WIXZ, 1360,	5 KW/1 KW (DA-N)	, COUNTRY	SMN,$ 18.00	(---)		(McKEESPORT)
WJAS, 1320,	5 KW (DA-N)	, NOSTALGIA	APR,$ 45.00*	(MMR)		
WKPA, 1150,	1 KW (DAYS,DA)	, AC	,$ 21.00	(Roslin)		(NEW KENSINGTON)
WPIT, 730,	5 KW (DAYS)	, RELIGION	,$ 25.00	(---)	Pyramid	
WTAE, 1250,	5 KW (DA-N)	, TALK	US 2,ABC-E,$ 80.00*	(Katz)	Hearst	
WWSW, 970,	5 KW (DA-2)	, OLDIES	ABC-T,ABC-I,$ 60.00*	(Mc-Guild)	Shamrock	

FM STATIONS

WAMO, 105.9,	72 KW @ 440,	BLACK	SBN,$ 55.00*	(HNWH)	Sheridan	
WBZZ, 93.7,	41 KW @ 547,	CHR	,$129.00*	(Banner)	EZ	
WDSY, 107.9,	50 KW @ 500,	COUNTRY	ABC-I,$ 57.00*	(CBS)	Entercom	
WDVE, 102.5,	55 KW @ 820,	AOR	Source,$110.00*	(Christal)	Great American	
WHTX, 96.1,	50 KW @ 500,	AC	ABC-E,$ 85.00*	(Katz)	Hearst	
WLTJ, 92.9,	47 KW @ 890,	SOFT AC	,$ 67.00*	(CBS)		
WMYG, 96.9,	15 KW @ 930,	CLASSIC ROCK	,$ 45.00*	(MMR)	Benns	
WPIT, 101.5,	48 KW @ 505,	RELIGION	,$ 28.00*	(---)	Pyramid	
WSHH, 99.7,	11 KW @ 930,	BTFL/EZ	,$ 77.00*	(MMR)		
WWKS, 106.7,	50 KW @ 520,	OLDIES	ABC-F,$ 25.00*	(Dome)		(BEAVER FALLS)
WWSW, 94.5,	50 KW @ 810,	AC/OLDIES	ABC-D,$ 95.00*	(Mc-Guild)	Shamrock	
WXXP, 100.7,	20 KW @ 500,	AOR	,$ 35.00*	(---)		(NEW KENSINGTON)
WYDD, 104.7,	50 KW @ 500,	CHR	ABC-F,$ 48.00*	(Roslin)		

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PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,308,100

MSA Rank/Pop: 41/1,370,000
ADI # 26
Average Person Ratings: 15.5
Market TSL: 20.8 hours

Stations: 25/25
Diaries: 1514/872:1/55.7%
Sample Target: 1420
% Below Line: 0
% Not Listed: 7.8

1987 Revenue: $40,000,000
HH Inc.: $32,454
Retail $: 9.5 Bil
Pop per Station: 52,796
#1 Biller: KINK-F $4,700,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F	222/10.8	8.0	9.8	9.0	5.2	9.4	235/3146	3117/23.6	18.6	16.9			13.4	269	4135	KKRZ-F
2. KEX	155/ 7.6	5.7	5.1	6.7	6.1	6.3	163/2373	2098/15.9	13.5	14.1			5.3	107	1668	KEX
3. KINK-F	141/ 6.9	6.9	6.5	6.1	7.8	6.6	157/1964	1781/13.5	14.5	13.3			6.1	123	1360	KINK-F
4. KXYQ-F	138/ 6.7	5.3	5.1	4.6	3.2	5.4	203/2768	2152/16.3	12.5	7.7			8.6	173	2143	KXYQ-F
5. KUPL-F	132/ 6.4	5.9	6.7	6.5	5.7	6.4	162/1826	1522/11.5	9.9	10.5			4.4	89	1377	KUPL-F
6. KXL	122/ 5.9	7.9	5.0	6.4	6.0	6.3	133/1801	1600/12.1	14.0	13.7			5.8	116	1442	KXL
7. KXL-F	111/ 5.4	5.9	5.6	7.6	8.5	6.1	137/1608	1387/10.5	11.0	14.3			3.6	72	800	KXL-F
8. KYTE	104/ 5.1	3.6	4.4	4.3	3.7	4.4	112/1113	962/ 7.3	8.6	8.3			2.1	42	590	KYTE
9. KKSN-F	93/ 4.5	2.4	2.9	2.6	3.1	3.1	108/1456	1215/ 9.2	7.8	7.8			1.7	35	540	KKSN-F
10. KGON-F	92/ 4.5	5.6	7.3	6.5	8.0	6.0	114/1903	1689/12.8	13.5	14.1			7.3	147	2483	KGON-F
11. KKCW-F	91/ 4.4	4.6	6.3	6.5	5.0	5.5	97/1706	1514/11.5	12.7	12.9			6.1	123	1979	KKCW-F
12. KMJK-F	86/ 4.2	5.1	3.8	4.1	4.3	4.3	96/1561	1320/10.0	10.7	14.2			4.6	92	1565	KMJK-F
13. KGW	85/ 4.1	4.9	4.0	4.1	5.1	4.3	91/2063	1865/14.1	14.4	17.8			4.4	88	2026	KGW
14. KWJJ-F	63/ 3.1	3.5	3.7	3.4	4.1	3.4	75/1161	963/ 7.3	8.7	8.4			3.9	79	1173	KWJJ-F
15. KYTE-F	58/ 2.8	5.3	3.0	3.0	2.6	3.5	70/1191	1022/ 7.7	10.1	7.5			2.3	47	561	KYTE-F

16.
17.
18.
19.
20.

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 66.74% (1262 of 1891) (WIN 87: 67.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKRZ-F	1. KKRZ-F>	1. KKRZ-F	1. KINK-F>	1. KINK-F>	1. KEX	1. KKRZ-F	1. KEX	1. KKRZ-F>	1. KKRZ-F>	1. KXL
2. KXYQ-F>	2. KINK-F	2. KINK-F>	2. KKSN-F	2. KKSN-F	2. KXL	2. KEX >	2. KKRZ-F	2. KINK-F	2. KXYQ-F	2. KEX
3.	3. KGON-F	3. KUPL-F	3. KKRZ-F	3. KKRZ-F	3. KXL-F	3. KXL	3. KXL-F	3. KXYQ-F	3. KINK-F	3. KKRZ-F
4.	4. KXYQ-F	4. KKSN-F	4. KUPL-F	4. KUPL-F	4. KYTE	4. KUPL-F	4. KUPL-F	4. KUPL-F	4. KXL	4. KINK-F
5.	5. KMJK-F	5. KGON-F	5. KKCW-F	5. KKCW-F	5. KUPL-F	5. KINK-F	5. KYTE	5. KEX	5. KGW	5. KXL-F
6.	6. KUPL-F	6. KKCW-F	6. KMJK-F	6. KEX	6. KKSN-F	6. KXYQ-F	6. KINK-F	6. KMJK-F	6. KGON-F	6. KYTE-F
7.	7. KKCW-F	KMJK-F	7.	7. KMJK-F	7. KGW	7.	7. KKCW-F	7. KGON-F	7. KEX	7. KXYQ-F
8.	8.	8. KXYQ-F	8.	8.	KINK-F	8.	8. KKSN-F	8.	8.	8. KUPL-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKRZ-F>	1. KKRZ-F	1. KINK-F>	1. KKRZ-F	1. KINK-F
2. KXYQ-F>	2. KINK-F>	2. KUPL-F	2. KUPL-F	2. KUPL-F
3. KKCW-F	3. KUPL-F	3. KKRZ-F	3. KINK-F	3. KKRZ-F
4. KGON-F	4. KXYQ-F	4. KXYQ-F	4. KKCW-F	4. KKCW-F
KUPL-F	5. KKCW-F	5. KKCW-F	5. KXYQ-F	5. KKSN-F
6. KMJK-F	6. KMJK-F	6. KKSN-F	6. KKSN-F	6. KEX
7.	7. KKSN-F	7. KEX	7.	7. KXL-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGON-F	1. KGON-F	1. KMJK-F	1. KKRZ-F	1. KINK-F
2. KKRZ-F	2. KKRZ-F	2. KINK-F	2. KINK-F	2. KMJK-F
3. KXYQ-F>	3. KMJK-F	3. KGON-F	3. KGON-F	3. KKSN-F
4. KMJK-F	4. KINK-F	KKRZ-F	4. KMJK-F	4. KKRZ-F
5.	5. KXYQ-F	5. KKCW-F	5. KKSN-F	5. KKCW-F
6.	6. KKCW-F	6. KEX	6. KXYQ-F	6. KGON-F
7.	7.	7. KGW	7. KKCW-F	KGW
8.	8.	8.	8.	8. KEX
9.	9.	9.	9.	KUPL-F
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCS	1220	Salem	.4/ .8
KKEY	1150	Portland	1.0/1.7
KKSN	910	Vancouver	.9/3.7
KKUL	1410	Portland	.7/ .7
KPDQ-F	93.7	Portland	1.7/5.3
KSGO	1520	Oregon City	1.6/5.0
KSLM	1390	Portland	.4/1.2
KUPL	1330	Portland	1.1/3.9
KVIX	1290	Lake Oswego	.7/2.5
KWJJ	1080	Portland	1.2/4.4

RADIO STATIONS

AM STATIONS

KAAR,	1480,	1 KW/2.5 KW (DA-N)	, OLDIES	CBS-R,$ 20.00*	(Roslin)		
KKUL,	1410,	5 KW (DAYS)	, ? ?	,$?	(---)		
KEX ,	1190,	50 KW (DA-1)	, MOR	ABC-I,$ 80.00	(Katz)	Great American	
KGW ,	620,	5 KW (DA-N)	, AC	APR,$108.00	(MMR)	King	
KKEY,	1150,	5 KW (DAYS,DA)	, TALK	MBS,$ 32.00*	(---)		
KKSN,	910,	5 KW (DA-2)	, OLDIES	,$ 48.00*	(Republic)		
KPDQ,	800,	1 KW (DAYS,DA)	, RELIGION	,$ 25.00	(---)	Salem	
KSDR,	1230,	1 KW (DA-1)	, COUNTRY	,$ 35.00	(---)		
KSGO,	1520,	50 KW/10 KW (DA-1)	, OLDIES	,$ 40.00*	(HNWH)	Ackerly	
KUIK,	1360,	5 KW (DA-N)	, COUNTRY	,$ NA	(---)		(HILLSBORO)
KUPL,	1330,	5 KW (DA-1)	, COUNTRY	APR,$ NA	(Banner)	Scripps-Howard	
KVAN,	1550,	10 KW (DA-N)	, MOR	,$ 19.00	(Moore)	Capps	
KWJJ,	1080,	50 KW/10 KW (DA-2)	, COUNTRY	ABC-E,$ 50.00*	(Republic)	Park	
KXL ,	750,	50 KW/10 KW (DA-1)	, NEWS/TALK	NBC,NBC-T,$ 75.00*	(Mc-Guild)	Alexander	
KYTE,	970,	5 KW (DA-1)	, NOSTALGIA	CBS,$ 56.00*	(Christal)	Henry	

FM STATIONS

KGON,	92.3,	100 KW @ 920,	AOR	,$ 65.00*	(HNWH)	Ackerly
KINK,	101.9,	100 KW @ 1611,	AOR	,$120.00	(MMR)	King
KKCW,	103.3,	100 KW @ 1654,	SOFT AC	,$ 70.00*	(Durpetti)	Trumper
KKSN,	97.1,	100 KW @ 980,	SOFT AC	,$ 50.00*	(Eastman)	
KKRZ,	100.3,	100 KW @ 920,	CHR	ABC-F,$ 80.00*	(Katz)	Great American
KMJK,	106.7,	100 KW @ 877,	CLASSIC ROCK	NBC,Source,$ 54.00*	(Christal)	
KPDQ,	93.7,	100 KW @ 247,	RELIGION	,$ 25.00	(---)	Salem
KUPL,	98.5,	100 KW @ 1100,	COUNTRY	APR,$ 59.00*	(Banner)	Scripps-Howard
KWJJ,	99.5,	100 KW @ 920,	COUNTRY	ABC-E,$ 60.00*	(Republic)	Park
KXL ,	95.5,	100 KW @ 920,	BTFL/EZ	,$ 73.00*	(Mc-Guild)	Alexander
KYTE,	101.1,	100 KW @ 1635,	CLASSICAL	,$ 57.00*	(Christal)	Henry
KXYQ,	105.1,	100 KW @ 1099,	CHR	ABC-C,$ 30.00	(Banner)	Daytona (SALEM)

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PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,239,900

MSA Rank/Pop: 58/897,000
ADI # 44
Average Person Ratings: 18.0
Market TSL: 23.8 hours

Stations: 36/22
Diaries: 1563/799:1/53.3%
Sample Target: 1370
% Below Line: 13.8
% Not Listed: 7.9

1987 Revenue: $23,000,000
HH Inc.: $34,268
Retail $: 5.9 Bil
Pop per Station: 56,791
#1 Biller: WPRO-F $4,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	347/15.4	13.5	14.0	13.5	12.5	14.1	351/4778	4412/35.3	32.2	32.3			17.7	386	4310	WPRO-F
2. WLKW-F	236/10.5	11.3	10.9	11.0	11.2	11.0	252/2361	2140/17.1	19.4	19.7			8.1	176	2138	WLKW-F
3. WHJY-F	190/ 8.4	9.7	10.5	9.8	8.3	9.6	209/2609	2320/18.6	21.9	21.1			10.8	237	2993	WHJY-F
4. WHJJ	150/ 6.7	7.1	5.7	5.9	7.5	6.4	153/1584	1572/12.6	12.7	13.5			6.6	144	1619	WHJJ
5. WWLI-F	134/ 6.0	6.3	6.5	5.9	6.1	6.2	145/1717	1481/11.9	12.7	14.4			4.2	91	1183	WWLI-F
6. WPRO	128/ 5.7	5.0	5.7	5.4	6.5	5.5	129/2071	2026/16.2	15.5	18.9			3.5	76	1758	WPRO
7. WSNE-F	91/ 4.0	5.6	3.5	3.7	3.4	4.2	98/1634	1491/11.9	14.2	11.3			3.9	86	1541	WSNE-F
8. WBRU-F	61/ 2.7	3.3	3.6	3.6	3.9	3.3	65/1592	1417/11.3	11.7	13.4			3.4	75	1289	WBRU-F
WMYS-F	60/ 2.7	1.8	2.3	3.2	2.7	2.5	66/1068	931/ 7.5	5.2	7.9			1.4	30	940	WMYS-F
10. WODS-F	52/ 2.3	1.0	.4	.4	.3	1.0	102/1728	916/ 7.3	3.3	1.8			1.8	40	724	WODS-F
11. WWRX-F	50/ 2.2	2.0	1.5	1.3	1.9	1.8	102/1453	804/ 6.4	6.0	8.5			1.5	33	681	WWRX-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 70.82% (1468 of 2073) (WIN 87: 66.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPRO-F>	1. WPRO-F	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WLKW-F>	1. WPRO-F>	1. WPRO-F	1. WPRO-F>	1. WPRO-F>	1. WHJJ
2. WHJY-F>	2. WHJY-F>	2. WHJY-F>	2. WWLI-F	2. WWLI-F	2. WHJJ	2. WPRO	2. WLKW-F	2. WLKW-F	2. WHJY-F	2. WPRO
3.	3. WSNE-F	3. WWLI-F	3. WHJY-F	3. WHJY-F	3. WPRO	3. WLKW-F	3. WHJY-F	3. WHJY-F	3. WLKW-F	3. WBZ
4.	4. WBRU-F	4. WSNE-F	4. WSNE-F>	4. WLKW-F	4. WPRO-F	4. WHJJ	4. WWLI-F	4. WHJJ	4. WHJJ >	4. WPRO-F
5.	5. WWLI-F	5. WBRU-F	5. WPRO	5. WSNE-F	5. WWLI-F	5. WHJY-F	5. WHJJ	5. WWLI-F	5. WSNE-F	5. WLKW-F
	6. WWRX-F			6. WPRO					6. WPRO	6. WWLI-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WHJY-F>	1. WHJY-F>	1. WHJY-F>	1. WHJY-F>	1. WHJY-F
2. WHJY-F>	2. WWLI-F	2. WWLI-F	2. WWLI-F>	2. WWLI-F>	2. WPRO-F>	2. WPRO-F	2. WBRU-F	2. WPRO-F>	2. WPRO-F
3. WWLI-F	3. WHJY-F	3. WSNE-F	3. WHJY-F	3. WLKW-F	3. WWRX-F	3. WBRU-F	WPRO-F	3. WBRU-F	3. WSNE-F
4. WWRX-F	4. WSNE-F	4.	4. WSNE-F	4. WSNE-F	4. WBRU-F	4. WWRX-F	4. WSNE-F	4. WSNE-F	4. WPRO
5.	5. WXKS-F	5.	5. WLKW-F	5. WPRO	5.	5. WSNE-F	5. WWRX-F	5. WWRK-F	5. WWLI-F
									6. WBRU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	.4/1.0	WAAF-F	107.3	Worcester	.4/2.5
WALE	1400	Fall River	1.5/2.6	WBCN-F	104.1	Boston	.6/2.5
WARA	1320	Attleboro	.3/1.5	WBOS-F	92.9	Brookline	1.1/3.0
WBSM	1420	New Bedford	1.2/2.4	WBZ	1030	Boston	1.4/3.8
WEAN	990	Providence	.9/2.5	WCIB-F	101.9	Falmouth	.4/1.1
WERI	1230	Westerly	.3/ .7	WCRB-F	102.5	Waltham	1.2/3.5
WHIM	1110	Providence	3.3/4.0	WJIB-F	96.9	Boston	.7/1.4
WICE	550	Pawtucket	1.2/3.9	WPLM-F	99.1	Plymouth	.9/3.9
WNBH	1340	New Bedford	1.0/2.4	WROR-F	98.5	Boston	.8/2.4
WNRI	1380	Woonsocket	.4/1.4	WVBF-F	105.7	Framingham	.4/1.4
WOTB-F	100.3	Middletown	.8/2.2	WVVE-F	102.3	Stonington	.3/1.1
WPEP	1570	Taunton	.8/1.4	WXKS-F	107.9	Medford	1.9/5.6
WWAZ	790	Providence	1.3/3.6	WZLX-F	100.7	Boston	.9/3.2
WWON	1240	Woonsocket	.5/1.9	WZOU-F	94.5	Boston	.6/3.8

RADIO STATIONS

WHIM, 1110,	5 KW (DAYS)	, COUNTRY	CBS,$ 25.00	(Masla)		
WHJJ, 920,	5 KW (DA-N)	, NEWS/TALK	ABC-I,NBC-T,$ 60.00*	(Katz)		
WICE, 550,	1 KW/500 W (DA-N)	, OLDIES	US 1,$ 22.00*	(Republic)		
WPRO, 630,	5 KW (DA-N)	, MOR/AC	ACB-D,$ 70.00*	(Katz)	Cap Cities/ABC	
WRCP, 1290,	5 KW/1 KW (DA-2)	, ETHNIC	,$ 17.00	(NE Spot)		
WRIB, 1220,	1 KW (DAYS)	, RELIGION	,$ 10.00	(---)		
WWAZ, 790,	5 KW (DA-N)	, NOSTALGIA	US 2,$ 48.00*	(Mc-Guild)	Eastern	
WBRU-F, 95.5,	20 KW @ 440,	AOR	Source,$ 47.00*	(MMR)		
WWRX-F, 103.7,	50 KW @ 500,	CHR	,$ 43.00*	(Roslin)		
WHJY-F, 94.1,	50 KW @ 500,	AOR	ABC-R,$ 77.00*	(Katz)	Federal	
WLKW-F, 101.5,	50 KW @ 500,	BTFL/EZ	ABC-D,$ 83.00*	(Christal)	Wilkes-Schwartz	
WPRO-F, 92.3,	39 KW @ 550,	CHR	ABC-C,$105.00*	(Katz)	Cap Cities/ABC	
WSNE-F, 93.3,	50 KW @ 500,	AC	ABC-E,$ 58.00*	(Eastman)	Beck-Ross	(TAUNTON, MA)
WWLI-F, 105.1,	50 KW @ 500,	SOFT AC	Trans,$ 64.00*	(Mc-Guild)	Eastern	
WMYS-F, 98.1,	50 KW @ 500,	AC	,$ 40.00*	(Torbet)	Hall	(NEW BEDFORD, MA)

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RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 62/545,100

MSA Rank/Pop: 70/661,000
ADI # 35
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 24/22
Diaries: 1050/532:1/54.1%
Sample Target: 890
% Below Line: 1.3
% Not Listed: 12.5

1987 Revenue: $24,300,000
HH Inc.: $34,512
Retail $: 4.5 Bil
Pop per Station: 25,368
#1 Biller: WRAL-F $5,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WDCG-F	85/9.4	6.7	7.8	7.4	5.8	7.8	152/2780	1245/22.3	19.2	20.7			9.0	86	1286	WDCG-F
WRAL-F	85/9.4	9.9	7.9	7.7	8.9	8.7	232/3248	1136/20.4	22.4	24.3			7.1	68	1173	WRAL-F
3. WFXC-F	83/9.2	3.1	4.0	6.1	9.3	5.6	94/ 884	730/13.1	9.5	15.9			5.9	56	935	WFXC-F
4. WRDU-F	75/8.3	6.5	10.9	7.9	7.2	8.4	122/1856	854/15.3	14.9	16.5			8.9	85	1150	WRDU-F
5. WPTF	74/8.2	8.9	8.1	9.0	9.1	8.6	103/1500	905/16.2	16.3	21.7			7.0	67	884	WPTF
6. WQDR-F	67/7.4	9.1	8.2	8.1	7.3	8.2	170/2457	816/14.6	17.3	15.8			9.0	86	1099	WQDR-F
7. WQOK-F	58/6.4	7.4	7.3	---	---	5.3	167/1484	704/12.6	10.6	---			9.8	94	950	WQOK-F
8. WTRG-F	35/3.9	3.7	3.3	4.5	4.6	3.9	114/1611	703/12.6	13.8	14.3			4.2	40	890	WTRG-F
9. WDUR	33/3.6	3.2	2.6	4.7	2.9	3.5	35/ 392	380/ 6.8	4.0	5.5			2.9	28	580	WDUR
WYLT-F	33/3.6	6.3	4.1	5.9	4.6	5.0	60/1168	555/ 9.9	14.0	13.8			3.1	30	817	WYLT-F
11. WYRN	28/3.1	1.6	---	---	1.6	1.2	28/ 147	139/ 2.5	1.4	1.3			.8	8	113	WYRN
12. WZZU-F	25/2.8	4.1	5.2	5.4	5.0	4.4	85/1705	741/13.3	13.5	17.1			4.6	44	829	WZZU-F
WLLE	25/2.6	2.5	3.3	2.8	4.7	4.9	27/ 376	357/ 6.4	5.8	6.4			3.4	32	269	WLLE
14. WDNC	23/2.5	3.3	2.3	2.6	3.8	2.7	26/ 448	358/ 6.4	8.2	9.4			1.6	15	277	WDNC

12+ FM SHARE (METRO): 71.34% (565 of 792) (WIN 87: 66.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDCG-F>	1. WRDU-F	1. WRDU-F	1. WRAL-F>	1. WRAL-F>	1. WPTF	1. WRAL-F	1. WRAL-F	1. WDCG-F	1. WFXC-F	1. WFXC-F
2. WFXC-F>	2. WFXC-F	2. WFXC-F	2. WRDU-F	2. WQDR-F	2. WRAL-F	2. WPTF >	2. WRDU-F	2. WFXC-F	2. WDCG-F	2. WQDR-F
3. WZZU-F	3. WDLG-F	WRAL-F	3. WFXC-F	3. WRDU-F	3. WQDR-F>	3. WDCG-F	3. WDCG-F	3. WRAL-F	3. WQOK-F>	3. WPTF
4.	4. WQOK-F>	4. WDCG-F	WQDR-F	4. WFXC-F	4.	4. WQDR-F	4. WPTF	WRDU-F	4. WQDR-F	4. WLLE
5.	5. WRAL-F	5. WQOK-F	5. WDCG-F	5. WDCG-F	5.	5. WRDU-F	5. WQDR-F	5. WQDR-F	5. WRAL-F	WQOK-F
	6. WTRG	6. WQDR-F	6. WQOK-F	6. WQOK-F		6. WFXC-F			WRDU-F	6. WDCG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDCG-F	1. WFXC-F	1. WFXC-F	1. WRAL-F	1. WRAL-F>	1. WRDU-F	1. WRDU-F>	1. WRDU-F>	1. WRDU-F>	1. WRDU-F
WFXC-F	2. WDCG-F	2. WCHL	2. WDCG-F	2. WQDR-F	2. WDCG-F	2. WFXC-F	2. WFXC-F>	2. WFXC-F	2. WRAL-F
3. WRDU-F	3. WRDU-F	3. WRAL-F	3. WFXC-F	3. WDCG-F	3. WFXC-F	3. WQOK-F	WQOK-F	3. WDCG-F	3. WQDR-F
4. WQOK-F	4. WQOK-F	4. WRDU-F	4. WQDR-F	4. WFXC-F	4. WQOK-F	4. WDCG-F	4. WRAL-F	WQOK-F	4. WFXC-F
5.	5. WRAL-F	5. WDCG-F	5. WQOK-F	5. WYLT-F	WTRG	5. WTRG	5. WOCG-F	5. WRAL-F	5. WQOK-F
		WQOK-F					WQDR-F	6. WQDR-F	
							WTRG	WTRG	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUG	750	New Hope	.9/1.5
WAZZ-F	103.9	Fuquay-Varina	.8/1.8
WCHL	1360	Chapel Hill	.7/4.4
WCLY	1550	Raleigh	.4/1.0
WKIX	850	Raleigh	.7/4.1
WPJL	1240	Raleigh	.8/2.5
WSRC	1410	Durham	.9/2.5
WTIK	1310	Durham	.6/1.1
WMAG-F	99.5	High Point	.3/1.3
WPCM-F	101.1	Burlington	1.0/3.2

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 32.00*	(Republic)		
WDUR, 1490, 1 KW	, BLACK	ABC-R,$ 21.00*	(Eastman)		
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2,$ 30.00*	(Mc-Guild)	Metroplex	
WLLE, 570, 500 W (DAYS)	, BLACK	SBN,$ 20.00*	(Masla)		
WPTF, 680, 50 KW (DA-N)	, MOR/TALK	NBC,ABC-I,$ 80.00*	(Mc-Guild)	Durham Life	
WDCG-F, 95.1, 99 KW @ 1141,	CHR	ABC-F,$ 72.00*	(Republic)		
WFXC-F, 107.1, 3 KW @ 300,	BLACK	,$ 51.00*	(Eastman)		
WQDR-F, 94.7, 100 KW @ 1025,	COUNTRY	ABC-E,$ 77.00*	(Mc-Guild)	Durham Life	
WRAL-F, 101.5, 100 KW @ 1900,	AC	,$105.00*	(Katz)	Capitol-Goodmon	
WRDU-F, 106.1, 100 KW @ 1350,	AOR	Source,$ 73.00*	(MMR)	Voyager	
WTRG-F, 100.7, 100 KW @ 1968,	AC	,$ 66.00*	(Banner)	Capitol-Johnson	
WYLT-F, 96.1, 98 KW @ 930,	SOFT AC	,$ 79.00*	(Mc-Guild)	Metroplex	
WZZU-F, 93.9, 100 KW @ 1811,	CHR	,$ 75.00*	(Torbet)	Village	
WQOK-F, 97.5, 100 KW @ ?? ,	BLACK	,$ NA	(HNWH)	Joyner	(S. BOSTON)

WZFX - See Fayetteville

RICHMOND

Arbitron Rank/Pop (12+): 54/687,900

MSA Rank/Pop: 63/824,000
ADI # 62
Average Person Ratings: 17.6
Market TSL: 23.0 hours

Stations: 19/18
Diaries: 1220/566:1/60.3%
Sample Target: 1020
% Below Line: 0.6
% Not Listed: 8.9

1987 Revenue: $24,200,000
HH Inc.: $35,205
Retail $: 5.7 Bil
Pop per Station: 38,350
#1 Biller: WRVA $5,300,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WRVA	178/14.6	13.3	12.4	15.0	13.9	13.8	195/2196	1911/27.7	27.9	28.4			13.3	156	2256	WRVA
2. WRVQ-F	160/13.2	12.1	13.3	11.6	12.3	12.6	199/2617	2018/29.2	27.7	29.5			14.5	169	2225	WRVQ-F
WRXL-F	160/13.2	13.2	12.2	10.8	9.2	12.4	170/1724	1567/22.7	21.0	18.3			14.2	166	1719	WRXL-F
4. WPLZ-F	116/ 9.5	12.2	14.5	12.6	16.0	12.2	128/1253	1099/15.9	19.1	22.2			13.6	159	1888	WPLX-F
5. WEZS-F	96/ 7.9	6.8	9.0	9.1	7.2	8.2	115/1554	1325/19.2	18.7	18.8			5.6	65	1023	WEZS-F
6. WCDX-F	77/ 6.3	3.8	2.5	3.7	3.0	4.1	81/ 906	880/12.7	9.0	12.0			9.3	109	1189	WCDX-F
WQSF-F	77/ 6.3	5.2	4.4	5.5	5.1	5.4	87/1005	850/12.3	9.9	8.3			3.9	46	619	WQSF-F
8. WTVR-F	67/ 5.5	6.4	5.5	5.9	6.8	5.8	102/1239	865/12.5	15.4	14.7			3.8	45	969	WTVR-F
9. WKHK-F	35/ 2.9	4.3	1.4	3.8	3.3	3.1	38/ 536	560/ 8.1	8.4	6.9			2.5	29	441	WKHK-F
10. WLEE	34/ 2.8	2.2	2.1	1.9	2.3	2.3	34/ 365	361/ 5.2	5.3	5.3			1.5	18	306	WLEE
11. WRNL	25/ 2.1	1.2	2.6	2.1	3.2	2.0	25/ 411	377/ 5.5	6.2	9.0			2.6	30	484	WRNL
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 72.38% (802 of 1108) (WIN 87: 69.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRVQ-F>	1. WRXL-F>	1. WRXL-F	1. WRXL-F	1. WRXL-F	1. WRVA >	1. WRVA >	1. WRXL-F	1. WRXL-F	1. WRVQ-F	1. WRVA >
2. WCDX-F	2. WRVQ-F	2. WRVQ-F	2. WEZS-F	2. WEZS-F	2. WQSF-F	2. WRVQ-F	2. WEZS-F	2. WRVQ-F	2. WPLZ-F	2. WPLZ-F
3. WRXL-F	3. WPLZ-F	3. WPLZ-F	3. WRVQ-F	3. WRVA	3. WTVR-F	3. WRXL-F>	3. WRVQ-F	3. WRVA	3. WRVA	3. WCDX-F
4. WPLZ-F	4. WEZS-F	4. WEZS-F>	4. WPLZ-F	4. WRVQ-F	4. WEZS-F	4. WPLZ-F	4. WRVA	4. WEZS-F	4. WRXL-F	4. WTVR-F
5. WKIE	5. WCDX-F	5. WRVA	5. WRVA	5. WPLZ-F	WRVQ-F	5. WEZS-F	5. WQSF-F	5. WPLZ-F	5. WCDX-F	5. WRVQ-F
							6. WPLZ-F			6. WRXL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRVQ-F	1. WRVQ-F	1. WEZS-F	1. WRVQ-F	1. WEZS-F	1. WRXL-F>	1. WRXL-F>	1. WRXL-F	1. WRXL-F>	1. WRXL-F>
2. WRXL-F	2. WEZS-F	2. WRVQ-F	2. WEZS-F	2. WRVQ-F	2. WPLZ-F	2. WPLZ-F>	2. WPLZ-F	2. WPLZ-F	2. WRVA
3. WPLZ-F	3. WRXL-F	3. WPLZ-F	3. WPLZ-F	3. WRVA	3. WRVQ-F	3. WCDX-F	3. WCDX-F	3. WRVQ-F	3. WEZS-F
4. WCDX-F	4. WPLZ-F>	4. WRXL-F>	4. WRXL-F	4. WPLZ-F>	4. WCDX-F	4. WRVQ-F	4. WEZS-F	4. WCDX-F	WPLZ-F
5. WEZS-F	5.	5.	5. WRVA	5. WRXL-F	5.	5.	WRVQ-F	5. WEZS-F	5. WRVQ-F
								6. WRVA	6. WTVR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANT	990	Richmond	.7/3.6
WDYL-F	92.1	Chester	.5/2.9
WFTH	1590	Richmond	1.5/2.9
WKIE	1540	Richmond	1.3/4.0
WPLZ	1240	Petersburg	1.4/2.7
WTVR	1380	Richmond	.1/1.6
WXGI	950	Richmond	.7/1.2
WMYK-F	93.7	Elizabeth City	.6/1.1

RADIO STATIONS

WANT, 990, 1 KW (DAYS)	, BLACK	NBN,$ 17.00*	(Masla)			
WFTH, 1590, 5 KW (DAYS)	, RELIGION	,$ 14.00*	(---)	Willis		
WKIE, 1540, 10 KW (DAYS,DA)	, BLACK	,$ 20.00*	(Roslin)			
WLEE, 1480, 5 KW (DA-2)	, NOSTALGIA	CBS,$ 31.00*	(HNWH)	Gilcom		
WPLZ, 1240, 1 KW	, RELIGION	US 2,$ 11.00*	(Mc-Guild)			(PETERSBURG)
WRNL, 910, 5 KW (DA-N)	, OLDIES	US 1,$ NA	(Katz)	Capitol-Goodmon		
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC,$110.00*	(Eastman)	Edens		
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NA	(Christal)	Park		
WCDX-F, 92.7, 2.7 KW @ 340,	URBAN	,$ 35.00*	(Torbet)	Sinclair		
WEZS-F, 103.7, 20 KW @ 750,	AC	,$ 85.00*	(MMR)	EZ		
WKHK-F, 95.3, 3 KW @ 300,	COUNTRY	ABC-D,$ 28.00*	(Christal)	Brill		(COLONIAL HTS)
WPLZ-F, 99.3, 3 KW @ 300,	BLACK	US 1,$ 60.00*	(Mc-Guild)			
WQSF-F, 96.5, 50 KW @ 440,	BTFL/AC	,$ 48.00*	(HNWH)			(WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC-C,$ 95.00*	(Eastman)	Edens		
WRXL-F, 102.1, 140 KW @ 320,	AOR	,$ NA	(Katz)	Capitol-Goodmon		
WTVR-F, 98.1, 50 KW @ 840,	COUNTRY	ABC-E,$ 56.00*	(Christal)	Park		

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RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 39/929,000

MSA Rank/Pop: 19/2,060,000
Los Angeles ADI
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 44/17
Diaries: 1514/647:1/53.2%
Sample Target: 1280
% Below Line: 49.4
% Not Listed: 11.6

1987 Revenue: $14,000,000
HH Inc.: $33,611
Retail $: 12.2 Bil
Pop per Station: 57,582
#1 Biller: KGGI-F $3,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPR 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KDUO-F	137/8.1	7.3	8.3	7.7	7.5	7.9	177/1677	1323/13.5	12.7	13.2			3.3	49	769	KDUO-F
2. KGGI-F	126/7.4	7.0	8.5	7.4	7.5	7.6	154/2357	1820/18.6	17.3	18.6			9.6	141	2115	KGGI-F
3. KIIS-F	102/6.0	6.2	6.4	5.5	5.5	4.7	168/2563	1563/16.0	14.7	15.5			8.0	118	1940	KIIS-F
4. KLOS-F	100/5.9	4.2	3.6	4.2	4.3	4.5	143/1517	1030/10.5	10.0	10.1			6.9	101	1357	KLOS-F
5. KRTH-F	82/4.8	5.0	7.4	7.2	5.0	6.1	144/2183	1253/12.8	13.7	11.9			4.5	66	978	KRTH-F
6. KCAL-F	70/4.1	5.7	2.9	2.5	3.6	3.8	84/1118	847/ 8.7	9.8	8.2			4.3	63	816	KCAL-F
7. KOST-F	69/4.1	3.6	3.1	3.4	4.2	3.6	117/1720	1014/10.4	9.0	11.9			2.7	40	981	KOST-F
8. KNX	54/3.2	2.6	3.3	2.3	3.4	2.9	82/1581	966/ 9.9	9.3	10.1			2.5	36	815	KNX
9. KOLA-F	53/3.1	2.6	2.0	2.3	3.0	2.5	74/1480	1061/10.8	10.6	11.5			2.4	35	787	KOLA-F
10. KQLH-F	49/2.9	3.0	2.4	3.1	2.4	2.9	60/ 796	634/ 6.5	7.6	8.2			2.3	34	463	KQLH-F
11. KFI	47/2.8	3.7	3.2	3.8	4.3	3.4	68/1731	971/ 9.9	11.8	11.7			2.5	37	705	KFI
12. KPWR-F	45/2.7	2.3	2.1	2.8	2.6	3.4	74/1236	744/ 7.6	7.2	6.9			4.7	69	1030	KPWR-F
13. KCKC	44/2.6	2.8	2.5	2.9	2.7	2.7	44/ 480	480/ 4.9	5.5	4.9			1.8	26	488	KCKC
14. KBIG	42/2.5	2.3	3.0	2.7	2.8	2.6	70/1188	737/ 7.5	7.2	7.7			1.3	19	274	KBIG
15. KWDJ A/F	38/2.3	1.0	.9	1.4	1.3	1.4	48/ 623	471/ 4.8	3.4	3.0			1.5	22	281	KWDJ A/F
KFXM	38/2.2	1.3	2.5	3.2	2.4	2.3	48/ 531	435/ 4.4	4.0	4.8			2.0	29	366	KFXM

12+ FM SHARE (METRO): 77.49% (1160 of 1497) (WIN 87: 75.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGGI-F>	1. KLOS-F	1. KLOS-F	1. KLOS-F	1. KRTH-F	1. KDUO-F>	1. KDUO-F	1. KDUO-F>	1. KGGI-F	1. KGGI-F>	1. KABC >
2. KIIS-F+	2. KIIS-F+	2. KIIS-F+	2. KRTH-F	2. KLOS-F	2. KNX	2. KIIS-F	2. KLOS-F	2. KLOS-F	2. KCAL-F	2. KCAL-F
3. KPWR-F	3. KCAL-F	3. KRTH-F	3. KIIS-F+	3. KIIS-F+	3. KRTH-F	3. KGGI-F	3. KRTH-F	3. KDUO-F	3. KOST-F	3. KQLH-F
4.	4. KGGI-F	4. KGGI-F	4. KGGI-F	4. KDUO-F	4. KCKC	4. KLOS-F	4. KIIS-F	4. KIIS-F	4. KDUO-F	4. KNX
5.	5. KRTH-F	5. KCAL-F	5. KOST-F	KGGI-F	5. KFI	5. KNX	5. KGGI-F	5. KRTH-F	KPWR-F	KPWR-F
	6. KOST-F			KOST-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGI-F	1. KGGI-F	1. KOST-F	1. KGGI-F	1. KOST-F	1. KLOS-F	1. KLOS-F>	1. KLOS-F>	1. KLAC >	1. KLOS-F
2. KIIS-F+>	KIIS-F+	2. KIIS-F+	2. KIIS-F+	2. KDUO-F	2. KCAL-F	2. KCAL-F	2. KCAL-F	2. KCAL-F	2. KRTH-F>
3. KPWR-F	3. KOST-F	3. KLOS-F	3. KOST-F	KIIS-F+	3. KIIS-F+>	3. KIIS-F+>	3. KIIS-F+	KRTH-F	3. KIIS-F+
4. KOLA-F	4. KLOS-F	4. KRTH-F	4. KRTH-F	KRTH-F	4. KOLA-F	4. KRTH-F	4. KRTH-F	4. KIIS-F+>	4. KCAL-F
KOST-F	5. KOLA-F	5.	5. KQLH-F	5. KQLH-F	5.	5. KOLA-F	5.	5. KGGI-F	5. KGGI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	.6/3.2
KCAL	1410	Redlands	.9/1.6
KDIF	1440	Riverside	.6/1.1
KHSJ	1320	Hemet	.8/1.1
KHYE-F	105.7	Hemet	.6/1.4
KLFE	1240	San Bernardino	.6/1.3
KMEN	1290	San Bernardino	.3/2.4
KNTF-F	93.5	Ontario	1.8/4.4

See Los Angeles for more about the following:

KABC	2.0/3.8	KKGO-F	.5/1.6	KNAC-F	.3/1.3
KBRT	.6/1.3	KLAC	.9/2.9	KNX-F	1.2/2.1
KFAC-F	1.0/3.6	KLSX-F	.7/2.4	KRLA	.5/1.7
KJOI-F	.6/1.5	KLVE-F	1.2/2.1	KROQ-F	1.5/4.3
KFWB	.6/4.2	KMPC	.7/1.9	KTNQ	.4/ .9
KIQQ-F	.8/2.8	KMPC-F	.3/ .6	KTWV-F	2.1/6.3
				KZLA-F	1.6/4.3

RADIO STATIONS

KCAL, 1410,	5 KW/1 KW (DA-N)	, SPANISH	UPI,$ 20.00	(Lotus)	
KCKC, 1350,	5 KW/500 W (DA-2)	, COUNTRY	ABC-I,$ 35.00	(HNWH)	
KFXM, 590,	1 KW (DA-2)	, NOSTALGIA	ABC-D,ABC-E,$ 24.00*	(Katz)	Henry
KMEN, 1290,	5 KW (DA-2)	, OLDIES/AC	,$ 22.00*	(Mc-Guild)	American
KCAL-F, 96.7,	3 KW @ 300, AOR		CBS-R,$ 34.00*	(Torbet)	
KDUO-F, 97.5,	72 KW @ 1530, BTFL/EZ		ABC-D,$ 67.00*	(Katz)	Henry
KGGI-F, 99.1,	3 KW @ 1530, CHR		,$ 80.00*	(Mc-Guild)	American
KNTF-F, 93.5,	3 KW @ -165, COUNTRY		,$ 37.00	(HNWH)	
KOLA-F, 99.9,	31 KW @ 1360, CHR		ABC-R,$ 40.00	(Banner)	
KQLH-F, 95.1,	50 KW @ ?? , SOFT AC		MBS,$ 45.00*	(Torbet)	
KWDJ-F, 92.7,	3 KW @ 300, COUNTRY		MBS,$ 19.00	(Gillis)	

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ROCHESTER

Arbitron Rank/Pop (12+): 42/839,400

MSA Rank/Pop: 47/995,000
ADI # 72
Average Person Ratings: 16.7
Market TSL: 21.8 hours

Stations: 19/16
Diaries: 1197/694:1/58.6%
Sample Target: 1130
% Below Line: 1.7
% Not Listed: 11.5

1987 Revenue: $23,000,000
HH Inc.: $38,832
Retail $: 6.3 Bil
Pop per Station: 51,888
#1 Biller: WVOR-F $5,200,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	211/15.2	13.7	14.0	14.8	12.2	14.4	242/2369	2007/24.2	25.3	24.9			17.3	255	2559	WCMF-F
2. WPXY A/F	207/14.9	14.4	15.8	13.2	10.7	14.6	228/3031	2658/32.0	31.6	28.6			14.6	216	2635	WPXY A/F
3. WVOR-F	131/ 9.4	11.1	9.1	10.2	11.4	10.0	141/2109	2000/24.1	24.0	27.1			8.6	126	1433	WVOR-F
4. WHAM	121/ 8.7	8.2	8.7	7.7	8.4	8.3	127/1788	1566/18.9	21.0	19.8			9.5	139	1724	WHAM
5. WBEE-F	107/ 7.7	8.4	8.8	7.4	5.5	8.1	133/1441	1227/14.8	15.5	20.5			9.5	140	1369	WBEE-F
6. WZSH-F	96/ 6.9	8.0	5.8	7.0	9.1	6.9	115/1420	1223/14.7	15.2	14.9			3.5	51	905	WZSH-F
7. WEZO-F	89/ 6.4	6.0	6.8	7.7	8.6	6.7	89/1365	1296/15.6	15.6	21.5			3.7	55	1047	WEZO-F
8. WDKX-F	82/ 5.9	3.9	5.3	5.6	3.3	5.2	83/ 764	745/ 9.0	7.6	7.1			8.9	131	1384	WDKX-F
9. WKLX-F	63/ 4.5	5.8	4.8	4.7	6.0	5.0	68/1254	1125/13.6	15.9	16.3			5.2	77	1336	WKLX-F
10. WNYR	44/ 3.2	2.7	2.9	2.2	6.2	2.8	45/ 592	561/ 6.8	6.0	9.4			3.1	46	532	WNYR
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 82.91% (1019 of 1229) (WIN 87: 80.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPXY-F+>	1. WCMF-F>	1. WCMF-F	1. WCMF-F	1. WVOR-F	1. WHAM	1. WCMF-F	1. WCMF-F>	1. WPXY-F	1. WPXY-F	1. WHAM >
2. WCMF-F	2. WPXY-F+>	2. WPXY-F+	2. WVOR-F	2. WCMF-F	2. WZSH-F	2. WPXY-F	2. WPXY-F	2. WCMF-F>	2. WCMF-F>	2. WCMF-F
3. WDKX-F	3. WVOR-F	3. WVOR-F	3. WPXY-F+	3. WPXY-F+	3. WVOR-F	3. WHAM	WVOR-F	3. WVOR-F	3. WHAM	3. WPXY-F>
4.	4. WKLX-F	4. WBEE-F	4. WBEE-F>	4. WBEE-F>	4. WBEE-F	4. WVOR-F	4. WEZO-F	4. WZSH-F	4. WDKX-F>	4. WDKX-F
5.	5. WDKX-F	5. WKLX-F	5. WEZO-F	5. WEZO-F	5. WEZO-F	5. WBEE-F	5. WZSH-F	5. WBEE-F	5. WKLX-F	5. WKLX-F
	6. WBEE-F	6. WEZO-F	WKLX-F	6. WKLX-F			6. WBEE-F	6. WHAM	6. WBEE-F	6. WZSH-F
				7. WHAM						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPXY-F+>	1. WPXY-F+>	1. WPXY-F	1. WPXY-F+>	1. WVOR-F
2. WCMF-F>	2. WCMF-F	WVOR-F	2. WVOR-F	2. WPXY-F+>
3. WVOR-F	3. WVOR-F>	3. WCMF-F>	3. WCMF-F	3. WBEE-F
4. WEZO-F	4. WEZO-F	4. WKLX-F	4. WBEE-F	4. WCMF-F
5. WBEE-F	WKLX-F	5. WDKX-F	5. WEZO-F	5. WEZO-F
WDKX-F		6. WEZO-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F>
2. WPXY-F+>	2. WPXY-F+	2. WKLX-F	2. WPXY-F+	2. WVOR-F
3. WKLX-F	3. WKLX-F>	WPXY-F+	3. WBEE-F	3. WBEE-F
4. WDKX-F	4. WDKX-F	4. WVOR-F	4. WVOR-F	4. WPXY-F+
5.	5. WBEE-F	5. WBEE-F	5. WKLX-F	5. WEZO-F
	WVOR-F			6. WKLX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	1.2/4.9
WFLC-F	102.3	Canandaigua	1.3/2.2
WGVA	1240	Geneva	.4/1.1
WWWG	1460	Rochester	.4/2.4
WYSL	1030	Avon	.8/1.7
WMJQ-F	102.5	Buffalo	.7/2.3
WPCX-E	106.9	Auburn	.6/1.3
WYYY-F	94.5	Syracuse	.4/ .8

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, ODLIES	US 2,$ 30.00*	(Republic)	Heritage
WHAM, 1180, 50 KW	, MOR	CBS,NBC-T,$ 72.00*	(Mc-Guild)	Lincoln
WNYR, 990, 5 KW/2.5 KW (DA-2)	, NOST/MOR	ABC-I,$ 23.00*	(HNWH)	Dorton
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,$ 12.00	(---)	Brandon
WBEE-F , 92.5, 50 KW @ 500	, COUNTRY	US 2,$ 45.00*	(Republic)	Heritage
WCMF-F , 96.5, 50 KW @ 457	, AOR	,$ 90.00*	(Torbet)	Stoner
WDKX-F , 103.9, 1 KW @ 540	, BLACK	NBN,$ 38.00*	(Roslin)	
WEZO-F , 101.3, 27 KW @ 637	, SOFT AC	ABC-E,$ 68.00*	(HNWH)	Dorton
WKLX-F , 98.9, 50 KW @ 340	, CLASSIC AOR	,$ 42.00*	(Durpetti)	
WPXY-F+, 97.9, 50 KW @ 456	, CHR	,$ 80.00*	(MMR)	Pyramid
WVOR-F , 100.5, 50 KW @ 490	, AC	,$ 93.00*	(Mc-Guild)	Lincoln
WZSH-F , 95.1, 11 KW @ 993	, BTFL	,$ 40.00*	(Torbet)	

(BRISTOL CENTER)

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SACRAMENTO

Arbitron Rank/Pop (12+): 32/1,082,800

MSA Rank/Pop: 35/1,330,000
ADI # 20

Average Person Ratings: 16.5
Market TSL: 21.5 hours

Stations: 27/22
Diaries: 1294/861:1/54.6%
Sample Target: 1240
% Below Line: 3.3
% Not Listed: 11.0

1987 Revenue: $42,900,000
HH Inc.: $35,054
Retail $: 9.4 Bil
Pop per Station: 50,627
#1 Biller: KRAK A/F $8,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KCTC-F	209/11.4	10.1	7.9	10.5	8.9	10.0	252/2425	1942/17.4	16.5	16.0			8.2	153	1260	KCTC-F
2. KFBK	164/ 8.9	8.3	9.5	8.3	9.1	8.8	217/2934	2199/19.7	16.7	18.9			9.1	170	1536	KFBK
3. KXOA-F	149/ 8.1	8.0	8.2	7.6	7.4	8.0	169/2436	2074/18.6	17.3	19.1			6.0	113	1747	KXOA-F
4. KRAK-F	138/ 7.5	8.0	6.9	6.9	7.6	7.3	200/2540	1785/16.0	15.8	14.8			8.9	167	1736	KRAK-F
5. KZAP-F	129/ 7.0	7.2	8.8	6.3	8.0	7.3	165/2343	1782/16.0	17.3	16.0			10.0	187	2621	KZAP-F
6. KRXQ-F	122/ 6.7	4.1	4.0	3.4	3.9	4.6	122/1420	1420/12.7	8.8	9.7			6.7	125	1765	KRXQ-F
7. KWOD-F	119/ 6.5	6.2	6.1	7.5	6.4	6.6	153/2781	2069/18.6	18.2	17.7			7.4	139	1988	KWOD-F
8. KSFM-F	94/ 5.1	6.4	7.2	6.0	7.1	6.2	128/2780	1990/17.9	20.8	22.1			6.3	119	2207	KSFM-F
9. KROY-F	74/ 4.0	4.7	4.6	7.0	6.8	5.1	82/1764	1543/13.9	13.9	16.1			5.8	109	1691	KROY-F
10. KAER-F	67/ 3.7	3.0	3.9	3.0	2.8	3.3	71/1382	1262/11.3	9.4	8.4			2.2	41	775	KAER-F
11. KRAK	63/ 3.4	3.1	2.9	4.0	3.5	3.4	160/2016	944/ 8.5	7.8	8.3			3.4	64	717	KRAK
12. KHYL-F	50/ 2.7	2.2	3.1	2.4	2.3	2.6	80/1467	1040/ 9.3	9.4	8.9			3.3	62	1025	KHYL-F
13. KXOA	34/ 1.9	2.1	2.8	3.3	2.8	2.5	40/ 546	493/ 4.4	4.8	5.7			1.7	31	310	KXOA
14. KRCX	33/ 1.8	1.9	---	1.4	.5	1.7	33/ 211	211/ 1.9	1.3	1.4			.4	7	288	KRCX
15. KSAC	22/ 1.2	.7	1.0	---	.7	1.0	22/ 391	391/ 3.5	2.1	2.3			1.0	18	322	KSAC
16.																
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.04% (1192 of 1632) (WIN 87: 71.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWOD-F>	1. KRXQ-F	1. KXOA-F	1. KXOA-F	1. KXOA-F	1. KCTC-F	1. KFBK >	1. KCTC-F	1. KCTC-F	1. KCTC-F	1. KFBK >
2. KSFM-F	2. KZAP-F>	KZAP-F	2. KZAP-F	2. KCTC-F	2. KFBK	2. KCTC-F	2. KXOA-F	2. KRAK-F	2. KWOD-F	2. KXOA-F
3. KROY-F	3. KXOA-F	3. KRXQ-F	3. KRAK-F	3. KZAP-F	3. KRAK-F	3. KXOA-F	3. KFBK	3. KWOD-F	3. KRXQ-F	3. KCTC-F
4. KRXQ-F	4. KWOD-F	4. KRAK-F	4. KCTC-F	4. KFBK	4. KXOA-F	4. KRAK-F	4. KRAK-F	4. KXOA-F	4. KFBK	4. KRXQ-F
5.	5. KRAK-F	5. KCTC-F	5. KFBK >	5. KRAK-F>	5. KRAK	5. KZAP-F	5. KZAP-F	5. KRXQ-F	5. KZAP-F	5. KAER-F
6.	6. KSFM-F	6. KFBK	6. KSFM-F	6. KSFM-F	6. KXOA	6. KRXQ-F	6. KRXQ-F	6. KZAP-F	6. KROY-F	6. KRAK-F
7.	7.	7. KWOD-F	7. KWOD-F	7. KWOD-F	7.	7. KSFM-F	7. KSFM-F	7. KFBK	7.	KGO
8.	8.	8.	8. KAER	8. KAER-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRXQ-F	1. KWOD-F	1. KXOA-F	1. KXOA-F	1. KCTC-F
2. KWOD-F>	2. KXOA-F	2. KSFM-F	2. KRAK-F	2. KXOA-F
3. KROY-F	3. KRXQ-F	3. KRAK-F	3. KCTC-F	3. KRAK-F
4. KAER-F	4. KAER-F	4. KAER-F	4. KWOD-F	4. KSFM-F
5. KZAP-F	KRAK-F	KZAP-F	5. KAER-F	5. KAER-F
6. KRAK-F	KSFM-F	6. KWOD-F	KSFM-F	6. KFBK-F
7.	7. KZAP-F	7. KROY-F	7. KZAP-F	7. KZAP-F
8.	8. KROY-F	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F>	1. KRXQ-F	1. KZAP-F>	1. KZAP-F	1. KZAP-F
2. KZAP-F	2. KZAP-F	2. KRXQ-F	2. KRXQ-F>	2. KFBK
3. KRAK-F	3. KXOA-F	3. KXOA-F	3. KFBK	3. KXOA-F
4. KSFM-F	4. KRAK-F	4. KFBK	4. KXOA-F	4. KRAK-F
5. KROY-F	5. KSFM-F	5. KWOD-F	5. KRAK-F>	5. KRXQ-F
6. KWOD-F	6. KWOD-F	6. KHYL-F	6.	6. KCTC-F
7.	7.	7. KRAK-F	7.	7.
8.	8.	KSFM-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFIA	710	Carmichael	1.1/3.2
KGNR	1320	Sacramento	.9/4.0
KKSA	1030	Folsom	.7/1.8
KRLT-F	93.9	S. Lake Tahoe	.6/1.3
KSMJ	1380	Sacramento	1.0/3.3
KTHO-F	102.9	S. Lake Tahoe	.5/1.0
KYLO-F	105.5	Davis	.7/2.3
KCBS	740	San Francisco	.4/2.1
KFRC	610	San Francisco	.8/1.5
KGO	810	San Francisco	1.0/4.0
KMEL-F	106.1	San Francisco	.4/ .9
KNBR	680	San Francisco	.7/3.9

RADIO STATIONS

AM STATIONS

KFBK, 1530, 5 KW (DA-1)	, NEWS/TALK	APR,NBC,NBC-T,	$ 85.00*	(Group W)	Westinghouse		
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	CNN,	$ 26.00	(---)			(CARMICHAEL)
KGNR, 1320, 5 KW (DA-2)	, OLDIES	CBS,	$ 45.00*	(Christal)	Tribune Co.		
KIOQ, 1030, 50 KW/1 KW (DA-2)	, ? ?		$ 21.00	(Roslin)			(FOLSOM)
KJAY, 1430, 500 W (DAYS,DA)	, RELIGION/VARIOUS		$ 22.00	(---)			
KRAK, 1140, 50 KW (DA-2)	, COUNTRY		$ 70.00*	(Durpetti)	EZ		
KRCX, 1110, 5 KW/500 W	, SPANISH		$ 40.00*	(Lotus)	Fuller-Jeffrey		(ROSEVILLE)
KSAC, 1240, 1 KW	, CLASSICAL		$ 35.00*	(---)			
KSMJ, 1380, 5 KW	, BLACK	SMN,	$ 30.00*	(MMR)	Genesis		
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	APR,	$ 55.00*	(Banner)	Brown		

FM STATIONS

KAER, 92.5, 50 KW @ 449, SOFT AC		ABC-E,	$ 57.00*	(Group W)	Westinghouse		
KCTC, 96.1, 50 KW @ 476, BTFL/EZ			$ 84.00*	(Christal)	Tribune Co.		
KRXQ, 93.5, 3 KW @ 306, AOR			$ 50.00*	(Torbet)	Fuller-Jeffrey		
KHYL, 101.1, 36 KW @ 567, OLDIES/AC			$ 45.00*	(Torbet)	Parker		(AUBURN)
KRAK, 105.1, 50 KW @ 500, COUNTRY			$ 80.00*	(Durpetti)	EZ		
KROY, 96.9, 50 KW @ 500, CHR		US 1,Source,	$ 60.00*	(HNWH)			
KSFM, 102.5, 50 KW @ 500, CHR			$ 90.00*	(MMR)	Genesis		(WOODLAND)
KWOD, 106.5, 50 KW @ 310, CHR		ABC-F,CBS-R,	$ 65.00*	(Republic)			
KXOA, 107.9, 50 KW @ 420, AC			$115.00*	(Banner)	Brown		
KZAP, 98.5, 50 KW @ 495, AOR			$ 85.00*	(Mc-Guild)	Nationwide		

ST. LOUIS

Arbitron Rank/Pop (12+): 15/1,996,300

MSA Rank/Pop: 12/2,460,000
ADI # 18
Average Person Ratings: 17.6
Market TSL: 23.2 hours

Stations: 28/28
Diaries: 1892/72,429:1/60.9%
Sample Target: 1740
% Below Line: 0
% Not Listed: 5.9

1987 Revenue: $60,000,000
HH Inc.: $35,346
Retail $: 17.2 Bil
Pop per Station: 72,429
#1 Biller: KMOX $18,400,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KMOX	760/21.3	22.1	25.5	23.0	17.7	22.9	848/8261	7020/34.6	42.7	35.5			21.2	827	8274	KMOX
2. KSHE-F	356/10.0	9.9	10.6	11.5	10.5	10.5	414/4984	4095/20.2	20.2	21.1			13.8	539	5714	KSHE-F
3. KMJX-F	250/ 7.0	8.2	5.7	7.2	6.7	7.0	255/2308	2201/10.9	11.2	10.7			10.1	395	3196	KMJM-F
4. KEZK-F	248/ 6.9	7.1	7.2	6.8	8.9	7.0	302/3581	2930/14.4	15.4	16.3			4.4	171	2153	KEZK-F
5. KHTR-F	213/ 6.0	4.9	5.9	6.8	7.3	5.9	245/4334	3626/17.9	17.3	18.2			6.0	233	4439	KHTR-F
6. WIL-F	192/ 5.4	4.2	4.5	3.4	5.0	4.4	235/2958	2400/11.8	10.0	11.4			4.7	184	2224	WIL-F
7. KSD-F	191/ 5.3	3.8	3.3	4.1	4.6	4.1	208/3218	2912/14.4	11.0	11.5			5.0	196	2877	KSD-F
8. KYKY-F	179/ 5.0	3.9	4.5	3.3	5.4	4.4	185/2860	2687/13.2	12.7	15.6			3.5	137	2337	KYKY-F
9. WKBQ-F	107/ 3.0	3.0	3.3	4.0	2.9	3.3	117/2700	2421/11.9	12.4	12.3			4.0	157	3162	WKBQ-F
10. WRTH	98/ 2.7	3.3	1.8	2.2	2.5	2.5	99/1265	1228/ 6.1	6.3	6.4			2.3	91	1234	WRTH
11. KATZ	78/ 2.2	2.1	1.2	1.7	1.3	1.8	78/ 869	869/ 4.3	5.0	4.4			2.2	85	678	KATZ
12. KRJY-F	73/ 2.0	3.2	1.8	1.6	1.3	2.2	86/1700	1446/ 7.1	9.1	7.3			1.9	75	1359	KRJY-F
13. WMRY-F	71/ 2.0	2.6	1.8	2.5	2.0	2.2	80/1415	1325/ 6.5	7.0	6.2			1.9	75	1453	WMRY-F
14. WKKX-F	66/ 1.8	1.7	2.0	1.9	2.5	1.9	89/1373	1119/ 5.5	5.2	5.9			1.4	54	956	WKKX-F
15. KUSA	58/ 1.6	1.8	2.3	2.7	3.2	2.1	106/2194	1296/ 6.4	5.3	9.5			1.7	66	951	KUSA
16. KLTH-F	49/ 1.4	2.2	1.9	1.7	2.4	1.8	61/1059	879/ 4.3	6.7	7.5			1.4	53	784	KLTH-F
17. KFUO-F	46/ 1.3	1.2	.8	1.0	1.7	1.1	48/ 647	624/ 3.1	4.1	4.9			1.7	65	917	KFUO-F
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 63.90% (2149 of 3363) (WIN 87: 66.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHTR-F	1. KSHE-F>	1. KSHE-F>	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX >	1. KMOX	1. KMOX >
2. KMJM-F	2. KSD	2. KMOX	2. KSHE-F	2. KSHE-F	2. KEZK-F	2. KSD	2. KEZK-F	2. KSHE-F>	2. KMJM-F	2. KMJM-F
3. KSHE-F	3. KMJM-F	3. KSD	3. KYKY-F	KYKY-F	3. WIL-F>	3. KSHE-F	3. KSHE-F>	3. KHTR-F	3. KSHE-F>	3. KSHE-F
4. WKBQ-F	4. KYKY-F	4. KMJM-F	4. KSD	4. KSD	4. WRTH	4. KHTR-F	4. KSD	4. KEZK-F	4. KHTR-F	4. KYKY-F
5.	5. KHTR-F	5. KYKY-F	5. KMJM-F	5. WIL-F	5. KYKY-F	WIL-F	WIL-F	5. KMJM-F	5. KEZK-F	5. KEZK-F
6.	6. WMRY-F	6. KHTR-F	6. WIL-F	6. KMJM-F	6.	6. KMJM-F	6. KYKY-F	6. KYKY-F	6. WRTH	6. WIL-F
7.	7.	7. WIL-F	7. KHTR-F	7. KEZK-F	7.	7. KYKY-F	7. KMJM-F	7. WIL-F	7. WKBQ-F	7. WRTH
8.	8.	8.	8.	8.	8.	8. KEZK-F	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KSHE-F>	1. KSHE-F	1. KYKY-F	1. KYKY-F	1. KMOX >
2. KMJM-F	2. KYKY-F	2. KSD	2. KMJM-F	2. KYKY-F
3. KYKY-F	3. KMJM-F	3. KMJM-F	3. KSHE-F	3. KMJM-F
4. KHTR-F	4. KHTR-F	4. KHTR-F	4. KHTR-F	4. KHTR-F
5. WKBQ-F	5. KSD >	5. KSHE-F	5. KMOX	5. KEZK-F
6. KSD	6.	6. WMRY-F	6. KSD	WIL-F
7.	7.	7. KMOX	7. WIL-F	7. KSD
8.	8.	8.	8. KEZK-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSHE-F>	1. KSHE-F>	1. KSHE-F>	1. KSHE-F>	1. KMOX >
2. KSD	2. KSD >	2. KSD >	2. KMOX	2. KSHE-F>
3. KMJM-F	3. KMJM-F>	3. KMJM-F	3. KSD >	3. KSD
4. WKBQ-F>	4. WMRY-F	4. KYKY-F	4. KMJM-F	4. WIL-F
5. WMRY-F	5. KMOX	5. KMOX	5. KYKY-F	5. KYKY-F
6.	KYKY-F	6. WMRY-F	6. WIL-F	6. KMJM-F
7.	7.	7. KHTR-F	7. KHTR-F	7. KEZK-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KATZ-F	1600	St. Louis	1.0/5.1
KGLD	1380	St. Louis	1.0/4.3
KSIV	1320	Clayton	.6/1.9
KSTZ-F	105.7	Ste. Genevieve	.9/3.8
KXOK	630	St. Louis	.5/3.4
WCBW-F	104.9	Columbia	1.1/2.7
WESL	1490	E. St. Louis	1.1/2.5
WEW	770	St. Louis	.8/1.4
WGNU	920	Granite City	.4/1.6
WIBV	1250	Belleville	.6/2.1
WIL	1430	St. Louis	1.0/2.9

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK	NBN,$ NA	(Roslin)	Interurban
KGLD, 1380,	5 KW/1 KW (DA-2)	, OLDIES	,$ 34.00	(Republic)	Chase
KIRL, 1460,	5 KW (DAYS)	, RELIGION	,$ 23.00	(---)	
KMOX, 1120,	50 KW	, TALK/VARIETY	CBS,$330.00*	(CBS)	CBS
KSIV, 1320,	5 KW (DAYS)	, RELIGION	,$ 20.00	(---)	Bott
KSTL, 690,	1 KW (DAYS)	, RELIGION	,$ 16.00	(---)	
KUSA, 550,	5 KW (DA-N)	, COUNTRY	ABC-I,$ 54.00*	(Mc-Guild)	Gannett
KXEN, 1010,	50 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)	Mid-American Gospel
KXOK, 630,	5 KW (DA-2)	, CONTEMP	MBS,ABC-I,$ 40.00*	(HNWH)	
WESL, 1490,	1 KW/250 W (DA-1)	, BLACK	SBN,$ 24.00	(K & P)	Willis
WEW , 770,	1 KW (DAYS)	, NOSTALGIA	,$ 22.00	(---)	
WGNU, 920,	500 W (DA-2)	, VARIETY	,$ 30.00*	(Market 4)	
WIL , 1430,	5 KW (DA-2)	, COUNTRY	ABC-E,$ 35.00*	(Banner)	Heritage
WRTH, 590,	1 KW (DA-1)	, NOSTALGIA	NBC,$ 55.00*	(MMR)	Adams

FM STATIONS

KRJY, 96.3,	100 KW @ 650,	SOFT AC	ABC-F,$ 36.00	(Banner)		
KATZ, 100.3,	50 KW @ 495,	BLACK	NBN,$ 30.00*	(Roslin)	Interurban	
KEZK, 102.5,	100 KW @ 500,	BTFL/EZ	,$ 87.00*	(MMR)	Adams	
KFUO, 99.1,	100 KW @ 557,	CLASSICAL	,$ 50.00*	(CMBS)		
KHTR, 103.3,	100 KW @ 1212,	CHR	CBS-R,$ 75.00*	(CBS)	CBS	
KLTH, 97.1,	100 KW @ 560,	SOFT AC	SMN,$ 46.00*	(HNWH)		
KMJM, 107.7,	100 KW @ 320,	URBAN	,$ 90.00*	(Christal)	Keymarket	
KSD , 93.7,	100 KW @ 850,	CLASSIC ROCK	,$ 80.00*	(Mc-Guild)	Gannett	
KSHE, 94.7,	100 KW @ 1019,	AOR	,$140.00*	(Katz)	Emmis	
WKBQ, 106.5,	39 KW @ 592,	CHR	,$ 60.00	(Republic)	Chase	
KYKY, 98.1,	100 KW @ 580,	AC	,$ 95.00*	(MMR)	EZ	
WCBW, 104.9,	3 KW @ 235,	RELIGION	,$ 20.00	(Radio Spot)	Universal	(COLUMBIA)
WIL , 92.3,	100 KW @ 510,	COUNTRY	ABC-E,$ 70.00*	(Banner)	Heritage	
WKKX, 104.1,	50 KW @ 500,	COUNTRY	,$ 43.00*	(Republic)		
WMRY, 101.1,	50 KW @ 320,	AOR	,$ 45.00	(Torbet)		

SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/466,100

MSA Rank/Pop: Salinas-Monterey - 136/344,600
ADI # 108 Santa Cruz - NA
Average Person Ratings: 17.0
Market TSL: 22.8 hours

Stations: 34/20
Diaries: 1055/449:1/48.5%
Sample Target: 860
% Below Line: 30.2
% Not Listed: 12.0

1987 Revenue: $11,000,000
HH Inc.: $38,420
Retail $: 3.4 Bil
Pop per Station: 23,690
#1 Biller: KWAV-F $1,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KDON-F	71/8.8	6.8	6.6	6.9	---	7.3	72/1002	961/20.3	20.9	---			11.6	90	973	KDON-F
2. KGO	67/8.3	6.8	6.9	7.9	---	7.5	74/ 879	795/16.8	15.2	---			6.2	48	708	KGO
3. KWSS-F	56/6.9	7.8	10.3	10.5	---	8.9	59/ 948	907/19.1	21.0	---			10.1	78	1333	KWSS-F
4. KMBY-F	47/5.8	4.9	4.7	5.3	---	5.2	47/ 555	555/11.7	11.3	---			7.2	56	813	KMBY-F
5. KCTY	34/4.2	3.5	1.9	4.1	---	3.4	34/ 336	336/ 7.1	5.6	---			2.1	16	353	KCTY
KWAV-F	34/4.2	4.3	4.1	5.7	---	4.6	34/ 644	644/13.6	13.3	---			4.6	36	697	KWAV-F
7. KTOM-F	32/4.0	4.8	5.8	4.5	---	4.8	32/ 446	443/ 9.3	11.2	---			4.8	37	452	KTOM-F
8. KBAY-F	31/3.8	7.0	6.8	7.2	---	6.2	34/ 521	470/ 9.9	13.5	---			5.7	44	426	KBAY-F
9. KOCN-F	27/3.3	4.9	3.4	3.1	---	3.7	27/ 366	366/ 7.7	9.6	---			5.2	40	277	KOCN-F
KRAY-F	27/3.3	1.9	3.0	2.4	---	2.7	27/ 220	220/ 4.6	4.1	---			.9	7	109	KRAY-F
11. KBOQ-F	26/3.2	3.6	4.1	3.9	---	3.7	26/ 330	330/ 7.0	8.6	---			3.1	24	309	KBOQ-F
12. KTOM	24/3.0	1.9	2.1	3.3	---	2.7	24/ 280	269/ 5.7	5.2	---			1.9	15	192	KTOM
13. KTGE	23/2.9	2.5	1.6	1.3	---	2.1	23/ 227	219/ 4.6	4.5	---			1.0	8	237	KTGE
KHIP-F	23/2.9	2.0	1.7	2.0	---	2.2	26/ 384	334/ 2.9	8.1	---			1.5	12	188	KHIP-F
15. KCBS	20/2.5	2.8	2.6	2.7	---	2.7	22/ 441	407/ 8.6	9.5	---			2.6	20	454	KCBS

12+ FM SHARE (METRO): 66.62% (473 of 710) (WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDON-F	1. KDON-F	1. KDON-F	1. KDON-F	1. KDON-F	1. KGO >	1. KGO >	1. KDON-F	1. KDON-F	1. KGO	1. KGO >
2. KWSS-F>	2. KWSS-F>	2. KMBY-F	2. KWAV-F	2. KWAV-F	2. KBAY	2. KWSS-F	2. KMBY-F	2. KWSS-F	2. KDON-F>	2. KNBR
3.	KMBY-F	3. KWSS-F	3. KMBY-F	3. KMBY-F	3. KBOQ-F	3. KDON-F	3. KGO	3. KMBY-F	3. KWSS-F	3. KKMC
4.	KTGE	4. KWAV-F	4. KCTY	4. KCTY	4. KCBS	4. KCTY	4. KWSS-F	4. KGO >	4. KMBY-F	KOCN-F
5.	KWAV-F	5. KCTY	KWSS-F	KTOM-F	5. KTOM	5. KMBY-F	5. KTOM	5. KTOM-F	KRAY-F	5.
	6. KCTY				KTOM-F			KWAV-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDON-F	1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KWAV-F	1. KMBY-F	1. KMBY-F	1. KDON-F	1. KMBY-F	1. KMBY-F
2. KWSS-F	2. KDON-F>	2. KWAV-F	2. KDON-F	2. KWSS-F	2. KDON-F	2. KDON-F>	2. KMBY-F	2. KDON-F>	2. KDON-F
3. KLFA-F	3. KCTY	3. KCTY	3. KWAV-F	3. KDON-F	3. KWSS-F	3. KWSS-F	3. KOCN-F	3. KWSS-F	3. KGO
4. KMBY-F	4. KWAV-F	KDON-F	4. KCTY	KTOM-F	4.	4. KTGE	KTGE	4. KHIP-F	4. KHIP-F
5.	5.	5. KRAY-F	KTOM-F	5. KCTY	5.	5. KWAV-F	5. KRAY-F	KWAV-F	5. KOCN-F
							KWAV-F		KTOM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON	1460	Salinas	1.4/4.3
KKMC	880	Gonzales	.9/2.2
KLFA-F	93.9	King City	1.9/2.2
KNZS	1540	Capitola	1.0/3.3
KOMY	1340	Watsonville	1.0/2.6
KPIG-F	107.5	Freedom	1.5/2.5
KSCO	1080	Santa Cruz	1.9/3.7
KXDC-F	630	Monterey	.7/1.5
KAMB-F	101.5	Merced	.5/ .9

See San Francisco or San Jose for more about the following:

KARA-F	.6/2.6	KFOG-F	.4/1.1	KNBR	1.1/5.3
KATD-F	.4/3.0	KLOK	.5/2.3	KOME-F	1.2/3.6
KAZA	.7/1.9	KMEL-F	1.7/4.1	KSJO-F	1.4/4.2

RADIO STATIONS

KCTY, 980, 1 KW (DAYS,DA)	, SPANISH	,$ 30.00	(Lotus)		
KDON, 1460, 5 KW (DA-1)	, NOSTALGIA	SMN,$ 15.00	(Katz)	Henry	
KNRY, 1240, 1 KW	, OLDIES	MBS,$ 17.00	(---)		
KOMY, 1340, 1 KW	, NOSTALGIA	MBS,$ 12.00	(Radio Time)		(WATSONVILLE)
KSCO, 1080, 10 KW/5 KW (DA-N)	, OLDIES	,$ 16.00*	(Mc-Guild)	Fuller-Jeffrey	
KTOM, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 20.00	(MMR)	Comm. Pacific	
KBOQ-F, 92.7, 1 KW @ 570, CLASSICAL		,$ 18.00	(Durpetti)		(MARINA)
KDON-F, 102.5, 19 KW @ 2270, CHR		,$ 40.00*	(Katz)	Henry	
KHIP-F, 93.5, 3 KW @ ?? , CLASSIC		,$ 10.00	(Eastman)		(HOLLISTER)
KLFA-F, 92.1, 3 KW @ 300, SPANISH		,$ 20.00	(Caballero)		(KING CITY)
KLRS-F, 99.1, 24 KW @ -250, NEW AGE		,$ 28.00	(Mc-Guild)	Fuller-Jeffrey	
KMBY-F, 107.1, 1 KW @ 570, AOR		,$ 35.00	(Banner)		
KOCN-F, 104.9, 1 KW @ 550, AC		MBS,$ 21.00	(Torbet)		
KRAY-F, 103.9, 3 KW @ 165, SPANISH		,$ 30.00	(Lotus)		
KTOM-F, 100.7, 1 KW @ 2420, COUNTRY		US 2,$ 20.00	(MMR)	Comm. Pacific	
KWAV-F, 96.9, 18 KW @ 2570, AC		APR,$ 43.00	(HNWH)	Buckley	
KXDC-F, 101.7, 800 W @ 590, BTFL/EZ		,$ 15.00	(Christal)	Woods	

Other ranked stations - See San Francisco or San Jose

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SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,001,300

MSA Rank/Pop: 45/1,060,000
ADI # 40
Average Person Ratings: 15.4
Market TSL: 20.3 hours

Stations: 32/32
Diaries: 1267/790:1/57.6%
Sample Target: 1240
% Below Line: 0
% Not Listed: 6.5

1987 Revenue: $26,000,000
HH Inc.: $30,695
Retail $: 5.9 Bil
Pop per Station: 31,375
#1 Biller: KSL $5,200,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KSFI-F	151/9.8	11.0	8.5	8.8	9.1	9.5	190/2366	1909/19.1	20.7	18.6			5.1	92	1752	KSFI-F
2. KKAT-F	137/8.9	10.8	8.5	7.1	8.6	8.8	149/1908	1741/17.4	18.1	15.4			12.2	219	2117	KKAT-F
3. KCPX-F	129/8.4	7.8	6.6	7.0	7.8	7.5	150/2528	2277/22.8	19.0	20.9			9.5	171	2658	KCPX-F
4. KSL	122/7.9	9.3	7.3	7.8	9.0	8.1	151/2910	2305/23.0	25.1	24.6			11.6	208	2680	KSL
5. KISN-F	120/7.8	7.2	8.5	9.4	5.6	8.2	140/2484	2077/20.8	17.9	16.3			7.7	138	2635	KISN-F
KRSP-F	120/7.8	6.9	9.6	10.3	7.9	8.7	145/2206	1961/19.6	18.6	20.1			10.1	181	2591	KRSP-F
7. KSOP A/F	81/5.2	6.8	6.2	5.6	7.0	6.0	107/1733	1321/13.2	15.6	14.6			4.8	86	1900	KSOP A/F
8. KMGR-F	66/4.3	3.2	3.3	2.8	3.5	3.4	67/1099	1053/10.5	7.1	8.0			2.7	49	642	KMGR-F
9. KALL	60/3.9	3.3	3.3	3.7	3.2	3.6	60/1096	1090/10.9	8.8	9.8			3.7	66	991	KALL
10. KLCY-F	57/3.7	5.0	4.5	4.3	4.7	4.4	84/1246	876/ 8.8	9.2	10.2			3.8	69	811	KLCY-F
11. KBER-F	53/3.4	2.1	3.0	4.3	3.2	3.2	53/ 830	803/ 8.0	6.6	7.6			3.1	55	768	KBER-F
12. KDAB-F	46/3.0	2.0	1.7	1.6	2.0	2.1	48/ 876	832/ 8.3	4.0	5.3			3.2	57	707	KDAB-F
13. KTKK	39/2.5	1.6	2.7	2.2	2.4	2.3	41/ 523	498/ 5.0	3.5	4.8			2.4	44	462	KTKK
14. KLZX-F	34/2.2	1.7	1.8	1.5	2.0	1.8	37/ 734	702/ 7.0	5.3	6.1			1.7	30	514	KLZX-F
15. KDYL	27/1.7	1.9	1.3	1.1	1.7	1.5	28/ 257	251/ 2.5	3.9	3.2			1.1	20	381	KDYL

16.
17.
18.
19.
20.

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 74.15% (1070 of 1443) (WIN 87: 73.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCPX-F>	1. KRSP-F	1. KKAT-F	1. KKAT-F	1. KKAT-F	1. KSFI-F	1. KSL	1. KSFI-F	1. KKAT-F	1. KCPX-F	1. KRSP-F
2. KISN-F	2. KISN-F	2. KRSP-F	2. KRSP-F	2. KRSP-F	2. KSL >	2. KCPX-F	2. KKAT-F	KSFI-F	2. KSL	2. KSL >
3. KRSP-F	3. KCPX-F	3. KISN-F	3. KISN-F	3. KSL	3. KKAT-F	3. KRSP-F	3. KRSP-F	3. KCPX-F	3. KISN-F	3. KKAT-F
4.	4. KKAT-F	4. KCPX-F	KMGR-F	4. KMGR-F	4. KSOP-F+	4. KISN-F	4. KISN-F	KISN-F	4. KSFI-F	4. KISN-F
5.	5. KBER-F	5. KMGR-F	5. KSL	5. KISN-F	5. KALL	KKAT-F	5. KSOP-F+	5. KRSP-F	KRSP-F	5. KSFI-F
6.	6.	6.	6.	6. KSFI-F	6.	6. KSFI-F	6. KMGR-F	6. KSL	6. KKAT-F	6.
7.	7.	7.	7.	KSOP-F+	7.	7. KALL	7. KCPX-F	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KCPX-F>	1. KISN-F	1. KISN-F	1. KISN-F	1. KISN-F
KISN-F	2. KCPX-F>	2. KRSP-F	2. KCPX-F	KKAT-F
3. KSFI-F	3. KRSP-F	3. KLCY-F	3. KKAT-F	3. KSFI-F
4. KKAT-F	4. KKAT-F	4. KCPX-F	4. KSFI-F	4. KLCY-F
5. KRSP-F	5. KLCY-F	5. KKAT-F	5. KMGR-F	KMGR-F
6.	KMGR-F	KMGR-F	6. KLCY-F	KSOP-F+
7.	7. KSFI-F	7.	KRSP-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRSP-F	1. KRSP-F>	1. KRSP-F>	1. KRSP-F	1. KKAT-F
2. KBER-F	2. KBER-F	2. KKAT-F	2. KKAT-F>	2. KRSP-F
3. KISN-F	3. KKAT-F	3. KBER-F	3. KBER-F	3. KSL
KKAT-F	4. KISN-F	4. KISN-F	4. KISN-F	4. KALL
5. KCPX-F	5. KCPX-F	5. KCPX-F	5. KSL	5. KMGR-F
6.	6.	6. KLZX-F	6.	6. KDAB-F
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCPX	1320	Salt Lake City	.9/3.7
KFAM	700	N. Salt Lake City	.4/1.0
KJQN-F	95.5	Ogden	.4/1.9
KLO	1430	Ogden	.7/1.4
KLUB	570	Salt Lake City	1.3/5.3
KMGR	1230	Murray	.8/1.8
KPRN-F	107.9	Roy	1.3/3.0
KRSP	1060	S. Salt Lake City	.6/2.3
KSOS-F	106.9	Brigham	.5/1.7
KSRR	1400	Provo	.7/1.5
KTOU-F	94.9	Provo	1.2/2.7
KUTR	860	Salt Lake City	.8/3.9
KZAN-F	97.9	Ogden	.8/3.7
KZQQ	1550	W. Valley City	1.0/2.5

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	MBS,$ 50.00*	(Eastman)	Hatch	
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	,$ 6.00	(---)	Mid-America Gospel	
KCPX, 1320, 5 KW (DA-N)	, OLDIES	CBS,$ 40.00*	(Katz)	John Price	
KDYL, 1280, 5 KW/500 W (DA-N)	, NOSTALGIA	MBS,$ 24.00	(CBS)	Simmons	
KFAM, 700, 50 KW/1 KW (DA-1)	, BTFL/EZ	UPI,$ 22.00	(Radio Time)		
KLUB, 570, 5 KW (DA-1)	, MOR/NOST	NBC,$ 30.00*	(Mc-Guild)		
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ACB-D,$ 21.00	(Durpetti)		
KSL, 1160, 50 KW	, MOR	CBS,$103.00*	(MMR)	Bonneville	
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T,$ 19.00	(---)		
KUTR, 860, 50 KW (DAYS)	, AC	,$ 20.00	(Torbet)	Sunrise	

FM STATIONS

KCGL, 105.5, 500 W @ 650, RELIGION		,$ 12.00	(---)	Mid-America Gospel	
KCPX, 98.7, 27 KW @ 2930, CHR		,$ 70.00*	(Katz)	John Price	
KFMY, 96.1, 55 KW @ 2620, CHR		,$ 37.00*	(HNWH)	Cook Inlet	(PROVO)
KISN, 97.1, 26 KW @ 3650, CHR		,$ 53.00*	(Mc-Guild)		
KKAT, 101.9, 26 KW @ 3740, COUNTRY		,$ 48.00*	(Banner)	Brown	(OGDEN)
KLCY, 94.1, 24 KW @ 3030, AC		US 1,ABC-C,$ 60.00*	(Eastman)	Hatch	
KLZX, 93.3, 26 KW @ 3740, AC		,$ 44.00*	(Torbet)		
KMGR+, 107.5, 45 KW @ 2850, SOFT AC		Trans,$ 42.00*	(Torbet)	Trans Columbia	
KRSP, 103.5, 28 KW @ 3630, AOR		ABC-R,$ 56.00*	(Durpetti)		
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ		,$ 75.00*	(CBS)	Simmons	
KSOP+, 104.3, 25 KW @ 3650, COUNTRY		,$ 50.00	(MMR)		
KZAN, 97.9, 26 KW @ 3770, COUNTRY		,$ 20.00	(Christal)		
KDAB, 101.1, 25 KW @ 3742, JAZZ/AC		US 2,$ 30.00	(HNWH)	Albimar	(OGDEN)
KBER, 106.5, 100 KW @ ??, AOR		Source,$ 20.00*	(Torbet)		(OGDEN)
					(SPANISH FORK)

SAN ANTONIO

Arbitron Rank/Pop (12+): 38/985,000

MSA Rank/Pop: 38/1,280,000
ADI # 42
Average Person Ratings: 18.5
Market TSL: 24.3 hours

Stations: 26/26
Diaries: 1334/763:1/51.8%
Sample Target: 1200
% Below Line: 0
% Not Listed: 5.6

1987 Revenue: $37,000,000
HH Inc.: $31,204
Retail $: 7.6 Bil
Pop per Station: 39,154
#1 Biller: WOAI $4,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KQXT-F	157/8.3	7.7	6.3	7.5	9.1	7.5	181/2083	1784/17.5	16.6	14.7			4.9	94	1242	KQXT-F
2. KTFM-F	154/8.2	8.0	8.8	9.6	7.8	8.7	164/2580	2342/23.0	23.0	21.8			9.7	186	2688	KTFM-F
3. KITY-F	151/8.0	7.7	6.5	7.6	5.7	7.5	166/2124	1924/18.9	17.2	14.8			12.3	235	2351	KITY-F
4. KISS-F	143/7.6	8.4	8.6	8.6	8.7	8.3	165/1786	1510/14.8	16.2	18.0			10.5	201	2142	KISS-F
5. KCYY-F	125/6.6	4.4	2.8	2.4	4.1	4.1	143/1753	1530/15.0	12.8	12.7			5.5	105	1078	KCYY-F
6. WOAI	105/5.6	6.2	4.5	4.4	5.1	5.2	149/2048	1387/13.6	15.5	12.8			5.9	114	1373	WOAI
7. KAJA-F	103/5.5	5.2	6.8	6.5	6.8	6.0	112/1575	1437/14.1	13.7	15.8			4.6	88	1048	KAJA-F
8. KMMX-F	101/5.4	4.6	4.1	3.0	3.3	4.3	109/1278	1211/11.9	11.9	7.0			4.4	85	1056	KMMX-F
9. KONO	98/5.2	2.5	4.1	4.1	4.7	4.0	106/1340	1150/11.3	8.5	11.6			4.3	83	969	KONO
10. KCOR	92/4.9	9.7	5.6	5.1	4.3	6.3	94/ 787	742/ 7.3	10.9	8.0			4.9	93	1142	KCOR
11. KZEP-F	78/4.1	3.0	3.9	3.6	3.4	3.7	82/ 963	923/ 9.1	8.6	10.8			3.5	68	1113	KZEP-F
12. KEDA	63/3.3	2.5	2.9	3.6	2.2	3.1	66/ 835	795/ 7.8	5.0	6.3			2.8	54	895	KEDA
KSAQ A/F	63/3.3	3.4	4.2	3.4	3.8	3.6	74/1491	1226/12.0	12.4	13.3			4.0	76	1437	KSAQ A/F
14. KBUC-F	62/3.3	2.9	5.9	4.1	4.5	4.1	93/1269	802/ 7.9	7.7	11.6			2.9	56	731	KBUC-F
15. KTSA	60/3.2	2.8	2.8	3.5	2.7	3.1	119/1818	1048/10.3	9.6	10.6			2.9	56	659	KTSA
16. KSMG-F	52/2.8	3.1	3.4	4.4	3.8	3.4	62/1279	1060/10.4	11.3	13.1			3.7	70	899	KSMG-F
17. KKYX	49/2.6	3.8	2.9	3.1	4.4	3.1	164/1921	751/ 7.4	9.5	8.9			2.5	47	641	KKYX
18. KXET	37/2.0	1.9	2.3	2.0	2.1	2.1	38/ 306	302/ 3.0	4.3	4.3			1.0	20	188	KXET
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 66.20% (1177 of 1778) (WIN 87: 62.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KITY-F>	1. KISS-F	1. KCYY-F	1. KCYY-F	1. KCYY-F	1. KQXT-F>	1. WOAI	1. KQXT-F	1. KISS-F	1. KITY-F	1. KISS-F
2. KTFM-F	2. KITY-F	KTFM-F	2. KTFM-F	2. KTFM-F	2. WOAI	2. KTFM-F	2. KCYY-F	KTFM-F	2. KISS-F>	2. WOAI
3. KISS-F>	KTFM-F	3. KISS-F	3. KMMX-F	3. KMMX-F	3. KCOR	3. KCYY-F	3. KMMX-F	3. KITY-F	3. KTFM-F	3. KCYY-F
4.	4. KMXX-F	4. KMMX-F	4. KONO	4. KAJA-F	4. KCYY-F	KQXT-F	4. KTFM-F	4. KQXT-F	4. KQXT-F	4. KQXT-F
5.	5. KZEP-F	5. KITY-F	5. KZEP-F	5. KONO	5. KBUC-F	5. KITY-F	5. KISS-F	5. KCYY-F	5. KONO	5. KMMX-F
6.	6. KCYY-F	6. KAJA-F	6. KAJA-F	6. KQXT-F	KEDA	6. KCOR	6. KITY-F	6. KAJA-F	6. KCYY-F	6. KTFM-F
7.	7.	7.	7.	7. KZEP-F	7. KONO	KISS-F	7. KAJA-F	7.	7.	7. KAJA-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	KBUC-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KITY-F>	1. KTFM-F	1. KTFM-F	1. KTFM-F	1. KTFM-F
2. KISS-F	2. KITY-F	2. KMMX-F	2. KCYY-F	2. KQXT-F
3. KMMX-F	3. KMMX-F	3. KZEP-F	3. KMMX-F	3. KCYY-F
4. KCYY-F	4. KCYY-F	4. KCYY-F	4. KITY-F	4. KAJA-F
KTFM-F	5. KISS-F	5. KONO	5. KONO	5. KONO
6. KSAQ-F+	6.	6. KAJA-F	6. KAJA-F	6. KMMX-F
7.	7.	7. KSMG-F	7. KQXT-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISS-F>	1. KISS-F>	1. KZEP-F	1. KISS-F>	1. KZEP-F
2. KITY-F>	2. KZEP-F	2. KISS-F	2. KZEP-F	2. KISS-F
3. KAJA-F	3. KMMX-F	3. KMMX-F>	3. KCYY-F	3. KCYY-F
KTFM-F	4. KITY-F	4. KAJA-F	4. KMMX-F	KMMX-F
5. KCYY-F	5. KAJA-F	KCYY-F	5. KAJA-F	5. KAJA-F
6. KSAQ-F+	6. KTFM-F	6. KTFM-F	6. KTFM-F	6. KONO
7.	7. KCYY-F	7. KSMG-F	7. KITY-F	7. KTFM-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBUC	1310	San Antonio	.6/1.8
KDRY	1100	Alamo Heights	.5/1.9
KFHM	1160	San Antonio	.4/1.3
KGNB	1470	New Braunfels	.4/1.5
KSAH	720	Universal City	.8/2.0
KSLR	630	San Antonio	1.2/3.8
KWED	1520	Seguin	.6/1.2

RADIO STATIONS

AM STATIONS

KCHL	1480,	2.5 KW (DAYS,DA)	, OLDIES	SMN,	$ 28.00* (Durpetti)	
KBUC,	1310,	5 KW (DAYS,DA)	, COUNTRY	,	$ 30.00* (Republic)	TK
KCOR,	1350,	5 KW (DA-N)	, SPANISH	,	$ 75.00* (Katz)	Tichenor
KDRY,	1100,	5 KW/1 KW (DA-N)	, RELIGION	,	$ 10.00 (---)	
KEDA,	1540,	5 KW/1 KW (DA-N)	, SPANISH	,	$ 35.00 (Caballero)	
KFHM,	1160,	10 KW/1 KW (DA-2)	, SPANISH	,	$ 27.00 (MMR)	
KKYX,	680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC-O,	$ 55.00* (Katz)	New City
KONO,	860,	5 KW/1 KW (DA-N)	, OLDIES	NBC,	$ 43.00* (Christal)	Genesis
KRIA,	930,	5 KW/1 KW (DA-N)	, NEWS/TALK	APR,ABC-1,	$ 34.00* (Republic)	
KSAH,	720,	10 KW/1 KW (DA-2)	, SPANISH	,	$ NA (Caballero)	
KSLR,	630,	5 KW (DA-2)	, RELIGION	,	$ 24.00* (---)	Salem
KTSA,	550,	5 KW (DA-N)	, AC/MOR	,	$ 48.00* (Banner)	
KXLT,	1250,	1 KW (DA-N)	, SPANISH	,	$ 29.00 (Lotus)	Lotus
WOAI,	1200,	50 KW	, NEWS/TALK	CBS,NBC-T,	$ 80.00* (HNWH)	Clear Channel

FM STATIONS

KAJA ,	97.3,	100 KW @ 472,	COUNTRY	,	$ 85.00* (HNWH)	Clear Channel
KBUC ,	107.5,	100 KW @ 1535,	COUNTRY	,	$ 58.00* (Republic)	TK
KMMX ,	106.7,	100 KW @ 1030,	AC	,	$ 60.00 (MMR)	
KISS ,	93.7,	100 KW @ 576,	AOR	ABC-R,	$ 67.00* (Katz)	Adams
KITY ,	92.9,	100 KW @ 500,	CHR	,	$ 58.00* (MMR)	Genesis
KCYY ,	100.3,	100 KW @ 580,	AC	UPI,	$ 46.00* (Katz)	New City
KQXT ,	101.9,	100 KW @ 700,	BTFL/EZ	,	$ 77.00* (Group W)	Westinghouse
KSAQ+,	96.1,	100 KW @ 480,	CHR	US 1,CBS-R,	$ 51.00* (Eastman)	Inner City
KSMG ,	105.3,	100 KW @ 1240,	AC/OLDIES	,	$ 59.00* (Mc-Guild)	American
KTFM ,	102.7,	100 KW @ 670,	CHR	,	$ 88.00* (Banner)	
KZEP ,	104.5,	100 KW @ 750,	AOR	MBS,	$ 42.00* (Torbet)	Lotus

SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,837,600

MSA Rank/Pop: 16/2,260,000
ADI # 25
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 35/27
Diaries: 1904/999:1/46.9%
Sample Target: 1610
% Below Line: 6.6
% Not Listed: 8.3

1987 Revenue: $66,900,000
HH Inc.: $39,167
Retail $: 16.0 Bil
Pop per Station: 70,441
#1 Biller: KFMB $10,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KKLQ A/F	275/8.7	8.8	6.6	3.7	1.8	7.0	----	3622/19.0	18.9	5.1			11.3	354	4790	KKLQ A/F
2. KSDO	255/8.1	6.1	5.7	6.8	6.0	6.7	----	2867/15.1	13.4	12.1			5.3	166	2476	KSDO
3. KJQY-F	250/7.9	8.5	8.2	8.7	9.0	8.3	----	2980/15.7	14.6	16.5			5.0	158	2095	KJQY-F
4. KFMB-F	247/7.8	7.3	7.0	7.1	7.5	7.3	----	4116/21.6	20.9	21.3			6.5	203	3616	KFMB-F
5. KGB-F	198/6.3	7.0	7.5	7.2	7.2	7.0	----	2537/13.3	13.4	14.7			11.1	347	4063	KGB-F
5. XTRA-F	171/5.4	4.9	5.5	6.4	6.1	5.6	----	2695/14.2	13.2	14.4			7.9	249	3731	XTRA-F
7. KFMB	167/5.3	4.8	6.0	7.0	4.2	5.8	----	2558/13.4	12.2	11.0			2.5	77	1548	KFMB
8. KSON-F	153/4.8	5.8	5.9	5.8	4.3	5.6	----	1892/ 9.9	11.9	11.2			4.5	141	1935	KSON-F
9. KIFM-F	149/4.7	2.9	3.9	3.1	4.1	3.7	----	1976/10.4	9.5	11.7			4.9	154	2127	KIFM-F
10. KCBQ A/F	112/3.6	3.4	3.9	3.3	4.4	3.6	----	2017/11.6	9.7	9.7			3.0	92	1706	KCBQ A/F
11. KYXY-F	108/3.4	3.6	3.3	3.0	2.9	3.3	----	1874/ 9.9	8.9	8.9			3.5	111	1570	KYXY-F
12. KPOP	99/3.1	3.4	3.7	3.4	4.1	3.4	----	1478/ 7.8	7.0	8.6			2.9	92	1085	KPOP
13. KFSD-F	89/2.8	3.2	2.8	2.0	3.0	2.7	----	1313/ 6.9	7.7	7.8			1.4	43	914	KFSD-F
14. XHRM-F	87/2.8	4.1	3.0	4.6	5.0	3.6	----	1423/ 7.5	8.8	10.2			4.4	137	2142	XHRM-F
15. KWLT-F	71/2.2	2.2	2.4	2.3	2.7	2.3	----	1343/ 7.1	7.4	8.1			1.1	33	820	KWLT-F
16. KSWV-F	66/2.1	1.5	3.8	3.5	4.2	2.7	----	1249/ 6.6	5.9	14.0			2.7	84	1220	KSWV-F
17. KNX	50/1.6	1.9	1.3	1.5	1.9	1.6	----	1035/ 5.4	5.7	6.0			2.5	78	986	KNX
18. KGMG-F	46/1.5	2.0	2.1	1.9	2.3	1.9	----	831/ 4.4	4.7	6.1			1.3	41	425	KGMG-F
19. XHIT-F	45/1.4	1.0	1.3	.9	.6	1.2	----	1049/ 5.5	4.2	3.2			1.4	43	1101	XHIT-F
20. KSON	42/1.3	1.3	.6	1.3	1.5	1.1	----	1892/ 9.9	3.7	3.6			.8	24	565	KSON

21.
22. NOTE: SAN DIEGO'S METRO AND TSA ARE THE SAME
23.
24.
25.

12+ FM SHARE (METRO): 73.16% (2121 of 2899) (WIN 87: 74.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKLQ A/F	1. KGB-F	1. KFMB-F	1. KFMB-F	1. KFMB-F	1. KJQY-F	1. KSDO	1. KJQY-F	1. KKLQ A/F	1. KKLQ A/F	1. KSDO
2. XTRA-F	2. KFMB-F	2. KGB-F	2. KIFM-F	2. KIFM-F	2. KSDO >	2. KFMB-F	2. KSDO	2. KFMB-F	2. KIFM-F	2. KFMB-F
3. KFMB-F	3. KKLQ A/F	3. KKLQ A/F	3. KGB-F	3. KSDO	3. KFMB	3. KKLQ A/F	3. KFBM-F	3. KJQY-F	3. XTRA-F	3. KNX
4. XHRM-F	4. XTRA-F>	4. KIFM-F	4. KCBQ A/F	4. KGB-F	4. KSON-F	4. KFMB	4. KKLQ A/F	4. KSDO	4. KGB-F	4. KIFM-F
5. KKOS-F	5. KIFM-F	5. XTRA-F	5. KSDO	5. KCBQ A/F	5. KPOP	5. KJQY-F	5. KGB-F	5. KGB-F	5. KFMB-F	5. KGB -F
6. KGB-F	6. KCBQ A/F	6. KCBQ A/F	6. KSON-F	KFMB	6. KIFM-F	6. KGB-F	6. KSON-F	6. XTRA-F	6. KPOP	KJQY-F
7.	KYXY-F	KSDO	KKLQ A/F	7. KKLQ A/F	7. KFSD-F	7. XTRA-F	7. KYXY-F	7. KIFM-F	7. KSDO	7. KFMB
8.	8. KSDO	8. KSON-F	8. KFMB	KSON-F	8. KFMB-F	8. KSON-F	8. KFMB	8. KSON-F	8. KJQY-F	8. KSON-F
9.	9.	KYXY-F	KYXY-F	9. KYXY-F	9. KCBQ A/F	9.	9. XTRA-F	9.	9.	9. KCBQ A/F
10.	10.	10.	10.	10.	10.	10.	10. KCBQ A/F	10.	10.	10. KKLQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKLQ A/F	1. KFMB-F	1. KFMB-F>	1. KFMB-F>	1. KFMB-F>
2. KFMB-F>	2. KKLQ A/F	2. KKLQ A/F	2. KKLQ A/F	2. KJQY-F
XTRA-F	3. XTRA-F	3. KCBQ A/F	3. KYXY-F	KKLQ A/F
4. KGB-F	4. KGB-F	4. KGB-F	XTRA-F	4. KCBQ A/F
5. XHRM-F	5. KYXY-F	5. KIFM-F	5. KCBQ A/F	KYXY-F
6.	6. KCBQ A/F	KWLT-F	6. KIFM-F	6. KIFM-F
7.	7. KIFM-F	KYXY-F	7. KGB-F	7. KFMB
8.	8. KWLT-F	8.	8. KJQY-F	8. KSON-F
9.	9.	9.	9. KSON-F	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGB-F	1. KGB-F>	1. KFB-F	1. KGB-F>	1. KIFM-F
2. KKLQ A/F	2. KKLQ A/F	2. KFMB-F	2. KKLQ A/F	2. KGB-F
3. XTRA-F	3. KFMB-F	KIFM-F	3. KIFM-F	KSDO
4. KFMB-F	XTRA-F	4. KCBQ A/F	4. KFMB-F	4. KFMB
5. XHRM-F	5. KIFM-F	KSWV-F	5. XTRA-F	5. KFMB-F
6.	6. KSDO	6. KSDO	6. KSDO	6. KSON-F
7.	7. KSWV-F	7. KKLQ A/F	7. KSON-F	7. KCBQ A/F
8.	XHRM-F	XTRA-F	8. KFMB	8. KSWV-F
9.	9.	9.	9. KCBQ A/F	9. KKLQ A/F
10.	10.	10.	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKOS-F	95.9	Carlsbad	1.3/3.0
KOWA	1450	Escondido	.5/1.0
KPRZ	1210	San Marcos	.4/ .8
KVSD	1000	Vista	.6/1.8
XHKY-F	95.7	Tijuana	.4/1.1
XLTN-F	104.5	Tijuana	.3/1.3
XTRA	690	Tijuana	1.0/5.5
KBRT	740	Avalon	.3/ .9
KLOS-F	95.5	Los Angeles	.4/1.5
KPWR-F	105.9	Los Angeles	.3/1.7
KWVE-F	107.9	San Clemente	.3/1.3
XEAZ	1270	Tijuana	.4/ .7
XEMO	860	Tijuana	.4/1.0

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/5 KW (DA-2)	, OLDIES	CBS-R,$ NA	(Republic)	Eric/Chandler	
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,$170.00*	(Mc-Guild)	Midwest TV	
KKLQ,	600,	5 KW (DA-1)	, CHR	APR,MBS,$ NA	(Eastman)	Edens	
KMJC,	910,	5 KW (DA-2)	, RELIGION	,$ 25.00	(---)		
KOWN,	1450,	1 KW	, COUNTRY	,$ 30.00*	(---)		
KPOP,	1360,	5 KW/1 KW	, NOSTALGIA	NBC,$ 50.00*	(Katz)	Brown	
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC-I,NBC-T,$100.00*	(Durpetti)	Gannett	
KSON,	1240,	1 KW	, COUNTRY	MBS,$ NA	(Banner)	Jeff-Pilot	
KVSD,	1000,	2.5 KW/500 W (DA-2)	, TALK	ABC-D,$ 30.00*	(---)		
XTRA,	690,	50 KW (DA-2)	, OLDIES	,$ 55.00*	(MMR)	Noble	(TIJUANA)

FM STATIONS

KCBQ,	105.3,	29 KW @ 620,	OLDIES	,$ 60.00*	(Republic)	Eric/Chandler	
KFMB,	100.7,	30 KW @ 620,	CONTEMP	,$140.00*	(Mc-Guild)	Midwest TV	
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,$ 70.00*	(Christal)	Lotus	
KGB ,	101.5,	50 KW @ 577,	AOR	,$132.00*	(Katz)	Brown	
KIFM,	98.1,	28 KW @ 640,	JAZZ	CBS-R,$ 68.00*	(CBS)		
KJQY,	103.7,	36 KW @ 650,	BTFL/EZ	,$120.00*	(Group W)	Westinghouse	
KKOS,	95.9,	3 KW @ 300,	AC	,$ 45.00*	(---)		
KKLQ,	106.5,	50 KW @ 442,	CHR	,$ 80.00*	(Eastman)	Edens	
KOWN,	92.1,	270 W @ 1020,	AC/JAZZ	,$ 35.00*	(---)		
KSWV,	102.9,	2 KW @ 1840,	JAZZ/NEW AGE	SMN,$ 95.00*	(Durpetti)	Gannett	
KSON,	97.3,	50 KW @ 465,	COUNTRY	,$ 80.00	(Banner)	Jeff-Pilot	
KWLT,	94.9,	22 KW @ 701,	AC	,$ 65.00*	(Christal)	Sandusky	
KYXY,	96.5,	41 KW @ 540,	AC	,$ 60.00*	(HNWH)		
XTRA,	91.1,	100 KW @ 1000,	AOR	,$ 86.00*	(MMR)	Noble	(TIJUANA)
XHRM,	92.5,	50 KW @ 600,	BLACK	ABC-F,$ 61.00*	(---)		(TIJUANA)
XHIT,	90.3,	100 KW @ 1000,	AC	SMN,$ 35.00*	(Torbet)		(TIJUANA)
KGMG,	102.1,	10 KW @ 980,	AC	MBS,$ NA	(Banner)		(OCEANSIDE)

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SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,792,600

MSA Rank/Pop: San Francisco - 28/1,608,700
ADI # 5 Oakland - 21/1,960,900
Average Person Ratings: 17.0
Market TSL: 22.3 hours

Stations: 54/51
Diaries: 3647/1338:1/49.8%
Sample Target: 2650
% Below Line: 1.5
% Not Listed: 10.2

1987 Revenue: $148,400,000
HH Inc.: $41,900
Retail $: 35.6 Bil
Pop per Station: 95,682
#1 Biller: KGO $20,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KGO	564/6.8	8.0	8.7	7.8	7.3	7.8	685/10043	7999/16.4	20.0	16.2			7.7	623	7095	KGO
2. KMEL-F	502/6.1	4.9	4.9	3.9	4.4	5.0	535/ 8254	7663/15.7	14.1	13.4			9.4	758	8463	KMEL-F
3. KABL A/F	485/5.9	4.8	4.0	4.8	6.8	4.9	496/ 5911	5644/11.6	10.7	12.6			3.8	304	3000	KABL A/F
4. KCBS	392/4.7	5.4	5.6	5.2	6.0	5.2	495/ 9350	7776/15.9	17.3	16.7			5.0	400	5606	KCBS
5. KSOL-F	362/4.4	4.7	4.1	4.8	4.1	4.5	369/ 5387	5176/10.6	11.0	11.0			6.8	545	8745	KSOL-F
6. KFRC	355/4.3	3.3	3.6	3.6	2.9	3.7	395/ 4949	4445/ 9.1	7.3	7.4			2.4	195	2971	KFRC
7. KIOI-F	292/3.5	2.7	2.5	2.1	2.3	2.7	298/ 5429	5304/10.9	9.2	9.3			3.0	239	4316	KIOI-F
8. KITS-F	270/3.3	3.0	3.2	2.3	3.0	3.0	274/ 3720	3643/ 7.5	7.0	7.8			3.2	257	3818	KITS-F
9. KOIT A/F	268/3.2	3.8	3.5	3.5	3.1	3.5	271/ 5170	5023/10.3	9.8	8.5			1.8	145	3036	KOIT A/F
10. KSAN-F	263/3.2	3.4	3.2	2.3	2.3	3.0	269/ 4027	3895/ 8.0	8.7	7.3			3.7	296	3566	KSAN-F
11. KBAY-F	234/2.8	1.8	2.0	1.4	2.0	2.0	264/ 3165	2587/ 5.3	4.5	5.2			1.8	146	1650	KBAY-F
12. KRQR-F	205/2.5	1.7	2.2	2.6	2.0	2.3	212/ 3865	3700/ 7.6	5.6	6.5			2.9	232	3522	KRQR-F
13. KDFC A/F	202/2.4	1.9	2.0	2.1	2.1	2.1	208/ 3794	3581/ 7.3	6.3	6.6			1.5	117	1702	KDFC A/F
14. KKSF-F	201/2.4	2.7	1.6	2.9	3.1	2.4	211/ 3667	3543/ 7.3	6.6	9.7			2.3	186	2142	KKSF-F
15. KBLX A/F	199/2.4	2.9	2.1	2.5	3.5	2.5	203/ 3297	3187/ 6.5	7.9	9.0			3.1	247	3301	KBLX A/F
16. KYUU-F	193/2.3	2.8	2.4	2.7	2.8	2.6	196/ 5028	4908/10.1	9.7	9.9			2.4	191	4472	KYUU-F
17. KFOG-F	182/2.2	2.1	1.7	2.3	2.0	2.1	189/ 3478	3318/ 6.8	6.5	7.1			2.5	200	3515	KFOG-F
18. KNBR	177/2.1	3.1	5.2	4.9	2.5	3.8	249/ 5472	3868/ 7.9	9.8	8.4			2.4	190	2687	KNBR
19. KSFO	145/1.7	1.4	2.2	2.4	1.6	1.9	158/ 3195	2944/ 6.0	6.0	5.7			1.1	86	2434	KSFO
20. KWSS-F	142/1.7	1.7	1.5	1.1	1.4	1.5	205/ 3613	2525/ 5.2	5.2	4.2			2.2	177	2798	KWSS-F
21. KNEW	123/1.5	1.4	1.9	1.7	2.7	1.6	126/ 2063	2001/ 4.1	3.9	6.3			1.7	135	2034	KNEW
22. KOME-F	121/1.5	1.1	1.5	1.7	1.8	1.5	134/ 2428	2203/ 4.5	4.2	5.5			2.3	184	3103	KOME-F
23. KYA-F	117/1.4	1.4	1.5	1.7	1.4	1.5	127/ 3054	2887/ 5.9	6.2	6.0			1.6	129	2758	KYA-F
24. KDIA	109/1.3	1.3	1.1	1.2	.9	1.2	109/ 1424	1411/ 2.9	3.4	2.9			.4	32	1289	KDIA
25. KSJO-F	106/1.3	.8	1.0	.9	1.1	1.0	119/ 2120	1876/ 3.8	3.4	4.1			1.8	142	2055	KSJO-F

12+ FM SHARE (METRO): 65.41% (4872 of 7448) (WIN 87: 62.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F>	1. KMEL-F	1. KMEL-F	1. KGO	1. KGO	1. KGO	1. KGO	1. KABL A/F	1. KMEL-F	1. KMEL-F	1. KGO
2. KSOL-F>	2. KSOL-F	2. KSOL-F	2. KOIT A/F	2. KOIT A/F	2. KABL A/F	2. KCBS	2. KGO	2. KABL A/F	2. KGO	2. KNBR
3. KWSS-F	3. KITS-F	3. KIOI-F	3. KIOI-F	3. KIOI-F	3. KCBS	3. KMEL-F	3. KFRC	3. KGO	3. KSOL-F	3. KCBS
4.	4. KRQR-F	4. KITS-F	4. KBRG-F	4. KABL A/F	KFRC >	4. KABL A/F	4. KCBS	4. KSOL-F	4. KITS-F	4. KMEL-F
5.	5. KIOI-F	5. KGO	5. KKSF-F	5. KBLX A/F	5. KBAY-F	5. KFRC	5. KIOI-F	5. KCBS	5. KABL A/F	5. KSOL-F
6.	6. KOIT A/F	6. KOIT A/F	KSOL-F	6. KKSF-F	6. KDFC A/F	6. KITS-F	6. KOIT A/F	6. KOIT A/F	6. KRQR-F	6. KFRC
7.	7. KFOG-F	7. KSFO	7. KMEL-F	KMEL-F	7. KSAN-F	7. KNBR	7. KMEL-F	7. KFRC	7. KKSF-F	7. KNEW
8.	8. KSAN-F	8. KBLX A/F	8. KFOG-F	8. KCBS	8. KOIT A/F	8. KIOI-F	8. KSAN-F	8. KSAN-F	8. KNBR	8. KIOI-F
9.	9. KYUU-F	KRQR-F	9. KSAN-F	9. KFOG-F	9. KNBR	9. KOIT A/F	9. KSOL-F	9. KIOI-F	9. KBLX A/F	KSAN-F
10.	10. KKIS A/F	10. KKSF-F	10. KABL A/F	KSAN-F	10. KIOI-F	10. KSOL-F	10. KBAY-F	KITS-F	10. KSAN-F	10. KRQR-F
	KOME-F		KCBS							
			KITS-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMEL-F>	1. KMEL-F>	1. KIOI-F	1. KMEL-F	1. KOIT A/F
2. KSOL-F	2. KIOI-F	2. KOIT A/F	2. KIOI-F	2. KIOI-F
3. KIOI-F	3. KSOL-F	3. KMEL-F	3. KSOL-F	3. KGO
4. KITS-F	4. KOIT A/F	4. KYUU-F	4. KOIT A/F	4. KABL A/F
5. KWSS-F	5. KYUU-F	5. KFOG-F	5. KGO	5. KBAY-F
6. KRQR-F	6. KITS-F	6. KSOL-F	6. KYUU-F	6. KMEL-F
KYUU-F	7. KFOG-F	7. KKSF-F	7. KBLX A/F	7. KBLX A/F
8. KDIA	KWSS-F	8. KBLX A/F	8. KABL A/F	KYUU-F
9. KSAN-F	9. KRQR-F	9. KABL A/F	9. KBAY-F	9. KSAN-F
10. KBRG-F	10. KBLX A/F		KSAN-F	10. KSOL-F
	KKSF-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQR-F	1. KITS-F	1. KSOL-F	1. KITS-F	1. KGO
2. KITS-F	2. KMEL-F	2. KFOG-F	2. KMEL-F	2. KCBS
3. KMEL-F>	3. KRQR-F	KMEL-F	3. KSOL-F	3. KKSF-F
4. KSOL-F	4. KSOL-F>	4. KITS-F	4. KGO	4. KITS-F
5. KOME-F	5. KOME-F	5. KBLX A/F	KRQR-F>	5. KBLX A/F
6. KSJO-F	6. KFOG-F	6. KKSF-F	6. KKSF-F	KSOL-F
7. KSAN-F	7. KSAN-F	7. KOIT A/F	7. KSAN-F	7. KFOG-F
8. KWSS-F	8. KSJO-F	KSFO-F	8. KFOG-F	KMEL-F
9.	9. KKSF-F	9. KGO	9. KBLX A/F	9. KBLX-F
10.	10. KBLX A/F	KOME-F	10. KOIT A/F	10. KSAN-F

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	1.1/3.2
KATD-F	95.3	Los Gatos	.7/3.3
KBRG-F	104.9	Fremont	1.1/1.9
KEAR-F	106.9	San Francisco	.4/ .9
KEEN	1370	San Jose	.5/1.4
KEZR-F	106.5	San Jose	.6/2.4
KFAX	1100	San Francisco	.5/1.6
KHQT-F	97.7	Los Altos	.6/2.4
KIQI	1010	San Francisco	1.1/2.0
KJAZ-F	92.7	Alameda	.9/3.2
KKIQ-F	101.7	Livermore	.4/ .9
KLIV	1590	San Jose	.5/1.5
KLOK	1170	San Jose	.7/2.1
KNTA	1430	Santa Clara	.4/ .8
KOFY	1050	San Mateo	.9/3.0
KREO-F	92.9	Healdsberg	.4/1.4
KRPQ-F	104.9	Rohnert Park	.5/ .5
KZST-F	100.1	Santa Rosa	.7/1.4
KFIA	710	Carmichael	.4/ .8
KRAK	1140	Sacramento	.7/1.1
KSFM-F	102.5	Woodland	.4/1.5

RADIO STATIONS

AM STATIONS

KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS,$200.00	(CBS)	CBS
KEST, 1450, 1 KW	, RELIGION	,$ 37.00	(---)	Universal
KFAX, 1100, 50 KW (DA-1)	, RELIGION	,$ 30.00	(---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS,US 1,$140.00*	(Republic)	RKO
KDIA, 1310, 5 KW (DA-1)	, BLACK	,$ 60.00*	(---)	Ragan Henry
KGO , 810, 50 KW (DA-1)	, TALK/NEWS	ABC-I,$295.00	(Banner)	Cap Cities/ABC
KIQI, 1010, 10 KW/500 W (DA-1)	, SPANISH	,$ 55.00	(Caballero)	
KNBR, 680, 50 KW	, MOR/AC	NBC,$190.00	(Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N)	, COUNTRY	,$100.00	(Katz)	Malrite
KOFY, 1050, 1 KW/500 W (DA-N)	, OLDIES	,$ 60.00*	(Roslin)	
KOIT, 1260, 5 KW/1 KW	, SOFT AC	,$ NA	(Torbet)	Bonneville
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2,$100.00*	(MMR)	King

FM STATIONS

KABL+, 98.1, 100 KW @ 940, BTFL/EZ		,$200.00	(Christal)	Shamrock
KBLX+, 102.9, 7 KW @ 1285, URBAN/AC		SBN,$140.00	(HNWH)	Inner City
KDFC+, 102.1, 33 KW @ 1050, CLASSICAL		,$ 66.00	(CMBS)	
KFOG , 104.5, 8 KW @ 1454, AOR		Source,$160.00*	(Eastman)	Susquehanna
KIOI , 101.3, 125 KW @ 1220, AC		,$200.00	(MMR)	Fairmont
KITS , 105.3, 15 KW @ 1200, CLASSIC/AOR		ABC-F,$140.00	(Republic)	Entercom
KJAZ , 92.7, 2 KW @ 550, JAZZ		,$ 80.00*	(Roslin)	
KKCY , 98.9, 4 KW @ 1450, AOR/JAZZ/URBAN		,$100.00*	(Roslin)	
KKHI+, 95.7, 9 KW @ 1473, CLASSICAL		,$ 90.00*	(HNWH)	Buckley
KKSF , 103.7, 8 KW @ 1470, JAZZ/AC		,$135.00*	(Banner)	Brown
KMEL , 106.1, 69 KW @ 1290, CHR		,$175.00*	(Christal)	Century
KOIT , 96.5, 33 KW @ 1410, SOFT AC		,$140.00*	(Torbet)	Bonneville
KRQR , 97.3, 82 KW @ 1100, AOR		CBS-R,$165.00	(CBS)	CBS
KSAN , 94.9, 35 KW @ 1290, COUNTRY		,$170.00*	(Katz)	Malrite
KSOL , 107.7, 9 KW @ 1590, BLACK/URBAN		APR,$150.00*	(MMR)	United
KYA , 93.3, 31 KW @ 593, OLDIES		US 2,$120.00*	(MMR)	King
KYUU , 99.7, 45 KW @ 1240, CONTEMP/AC		,$180.00	(Mc-Guild)	NBC

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SAN JOSE

Arbitron Rank/Pop (12+): 29/1,177,300

MSA Rank/Pop: 30/1,420,000
San Francisco ADI
Average Person Ratings: 16.1
Market TSL: 21.3 hours

Stations: 45/16
Diaries: 1484/800:1/49.7%
Sample Target 1400
% Below Line: NA
% Not Listed: NA

1987 Revenue: $27,300,000
HH Inc.: $46,360
Retail $: 11.0 Bil
Pop per Station: 74,244
#1 Biller: KOME-F $4,100,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F	186/9.7	4.7	5.6	3.7	5.8	5.9	265/3083	1797/15.1	11.4	13.4			3.4	67	933	KBAY-F
2. KWSS-F	125/6.5	6.4	5.7	4.7	5.6	5.8	198/3390	1997/16.8	18.2	15.3			6.8	135	2086	KWSS-F
3. KOME-F	88/4.6	3.0	4.1	5.2	5.4	4.1	131/2312	1371/11.5	10.0	14.0			5.4	107	1326	KOME-F
4. KSJO-F	87/4.5	2.8	2.3	3.5	3.0	4.3	117/2019	1365/11.5	9.6	12.0			4.9	96	1263	KSJO-F
5. KARA-F	75/3.9	3.8	3.0	3.7	3.0	4.7	92/1546	1212/10.2	9.5	10.2			2.2	44	717	KARA-F
6. KATD-F	61/3.2	3.5	3.0	2.9	3.8	3.2	68/1729	1444/12.2	13.0	10.0			3.8	75	1343	KATD-F
7. KHQT-F	48/2.5	3.2	2.9	3.6	4.7	3.1	49/1166	987/ 8.3	8.0	9.4			2.0	39	604	KHQT-F
8. KEZR-F	45/2.3	1.7	2.4	2.8	3.0	3.1	50/1228	1072/ 9.0	7.6	9.7			1.7	34	1288	KEZR-F
9. KDFC A/F	41/2.1	1.7	1.7	2.1	1.4	1.9	101/2008	736/ 6.2	5.3	5.0			.8	15	269	KDFC A/F
10. KEEN	32/1.7	3.0	2.7	2.4	2.5	2.5	41/ 653	481/ 4.0	5.1	5.3			2.0	39	434	KEEN
11. KNTA	31/1.6	1.7	1.0	1.2	.7	1.4	31/ 390	390/ 3.3	2.2	1.7			.8	15	176	KNTA
12. KLIV	27/1.4	1.9	1.9	1.9	2.3	1.8	36/ 681	501/ 4.2	4.1	6.3			1.2	23	410	KLIV
13. KLOK	22/1.1	2.0	1.9	2.1	2.0	1.8	49/1054	687/ 5.8	6.5	7.0			1.1	22	555	KLOK
14. KAZA	12/ .6	2.8	1.6	.7	.6	1.4	19/ 440	287/ 2.4	3.3	1.1			1.4	27	251	KAZA
15. KHTT	9/ .5	.8	.8	.6	.4	0.7	11/ 380	266/ 2.2	3.6	2.1			.2	3	161	KHTT

12+ FM SHARE (METRO): NA (WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWSS-F>	1. KOME-F	1. KWSS-F	1. KBAY-F	1. KBAY-F>	1. KBAY-F>	1. KBAY-F	1. KBAY-F>	1. KBAY-F	1. KBAY-F	1. KBAY-F>
2. KATD-F	2. KSJO-F	2. KOME-F	2. KARA-F	2. KARA-F	2. KARA-F	2. KWSS-F	2. KOME-F	2. KWSS-F	2. KWSS-F>	2. KSJO-F>
3. KHQT-F	3. KWSS-F>	3. KBAY-F	3. KOME-F	3. KOME-F	3. KEEN	3. KSJO-F	3. KARA-F	3. KOME-F	3. KSJO-F	3. KNTA
4.	4. KARA-F	4. KSJO-F	4. KWSS-F	4. KWSS-F	4. KDFC-F+	4. KOME-F	4. KWSS-F	4. KSJO-F	4. KATD-F	4. KWSS-F
5.	KATD-F	5. KARA-F	5. KSJO-F	5. KSJO-F	5. KLIV	5. KARA-F	5. KSJO-F	5. KARA-F	5. KOME-F	5. KOME-F
								KATD-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KBAY-F	1. KBAY-F>	1. KSJO-F	1. KSJO-F	1. KOME-F	1. KSJO-F	1. KOME-F
2. KATD-F	2. KEZR-F	2. KARA-F	2. KWSS-F	2. KARA-F	2. KOME-F	2. KOME-F>	2. KSJO-F>	2. KOME-F>	2. KBAY-F
3. KOME-F	3. KARA-F	3. KEZR-F	3. KARA-F	3. KWSS-F	3. KWSS-F	3. KWSS-F	3. KARA-F	3. KWSS-F	3. KSJO-F
4. KHQT-F	4. KATD-F	4. KBAY-F	4. KEZR-F	4. KEZR-F	4. KATD-F	4. KATD-F	4. KWSS-F	4. KARA-F	4. KARA-F
KSJO-F	KOME-F	5. KOME-F	5. KATD-F	5. KHQT-F	5.	5. KARA-F	5. KEZR-F	5. KBAY-F	5. KWSS-F
6. KEZR-F							KATD-F		6. KEEN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON-F	102.5	Salinas	.4/1.9
KHIP-F	93.5	Hollister	.4/ .8
KLRS-F	99.1	Santa Cruz	1.0/3.4

See San Francisco for more about the following:

KABL A/F	1.4/ 4.6	KIOI-F	2.5/ 8.9	KOIT A/F	2.5/9.3
KBLX A/F	1.4/ 4.7	KIQI	1.4/ 1.6	KRQR-F	.6/3.9
KBRG-F	1.7/ 3.5	KITS-F	2.0/ 5.3	KSAN-F	2.5/7.9
KCBS	4.1/14.1	KKHI A/F	.9/ 3.8	KSFO	1.0/3.6
KFAX	.6/ 1.6	KKSF-F	1.6/ 6.0	KYA-F	1.1/4.2
KFOG-F	1.9/ 5.0	KMEL	3.8/11.0	KSOL-F	2.8/8.3
KFRC	.9/ 3.8	KNBR	1.5/ 6.6	KYUU-F	2.5/9.2
KGO	7.2/16.9	KOFY	.8/ 2.5		

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, SPANISH	,$ 56.00	(Caballero)		(GILROY)
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,$ 55.00	(MMR)		
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR,$ 30.00	(Katz)		
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,$ 46.88	(Eastman)	Empire	
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,$ 64.00	(Katz)	Davis/Weaver	
KNTA, 1430, 1 KW (DA-1)	, SPANISH	,$ 42.00	(Lotus)	Tamarack	
KARA-F, 105.7, 50 KW @ 500, AC		,$ 77.00	(Eastman)	Empire	
KATD-F, 95.3, 375 W @ 860, CHR		,$ 50.00	(Durpetti)		
KBAY-F, 100.3, 14 KW @ 2580, BTFL/EZ		,$ 90.00	(MMR)		
KBRG-F, 104.9, 3 KW @ 300, SPANISH		,$ 50.00	(Lotus)		(FREMONT)
KEZR-F, 106.5, 50 KW @ 430, AC		,$ 82.00	(Christal)		
KHQT-F, 97.7, 3 KW @ 300, CHR		,$ 60.00*	(Republic)		
KOME-F, 98.5, 13 KW @ 880, AOR		,$120.00	(Torbet)	Infinity	
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R,$120.00	(Katz)	Narragansett	
KWSS-F, 94.5, 1.2 KW @ 2580, CHR		,$135.00*	(Mc-Guild)	Nationwide	

Other ranked stations - See San Francisco

American Radio Winter Supplement 1988, Copyright 1988

SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 17/1,900,500

MSA Rank/Pop: Seattle - 1,763,600
ADI # 15 Tacoma - 92/535,900
Average Person Ratings: 15.3
Market TSL: 20.3 hours

Stations: 31/31
Diaries: 1802/1080:1/56.0%
Sample Target: 1670
% Below Line: 0.4
% Not Listed: 7.9

1987 Revenue: $67,600,000
HH Inc.: $35,634
Retail $: 16.3 Bil
Pop per Station: 62,784
#1 Biller: KIRO $18,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KUBE-F	280/9.4	6.3	6.6	5.2	5.5	6.9	322/4606	3949/20.3	19.4	16.9			10.2	342	4391	KUBE-F
2. KIRO	264/8.9	11.3	8.7	9.5	9.1	9.6	305/5186	4264/21.9	25.8	23.1			9.2	307	3990	KIRO
3. KBRD-F	180/6.1	4.2	5.9	6.1	5.5	5.6	242/2517	1877/ 9.6	8.8	9.3			3.3	110	1449	KBRD-F
4. KOMO	165/5.5	5.4	5.9	7.4	7.2	6.1	211/3627	2960/15.2	15.8	15.4			5.8	193	2862	KOMO
5. KPLZ-F	163/5.5	5.5	6.0	4.1	5.2	5.3	220/3769	2923/15.0	15.1	12.6			8.1	271	3994	KPLZ-F
6. KISW-F	140/4.7	3.8	5.1	5.4	6.2	4.8	164/2377	1957/10.1	10.5	13.1			6.0	202	2320	KISW-F
7. KMPS A/F	137/4.6	5.9	4.4	5.0	5.5	5.0	192/2376	1869/ 9.6	11.2	8.8			4.6	154	1901	KMPS A/F
8. KXRX-F	133/4.5	4.6	4.8	3.8	4.3	5.4	169/2394	1763/ 9.1	9.6	6.8			4.1	136	1813	KXRX-F
9. KSEA-F	117/3.9	4.2	3.9	3.6	3.6	3.9	136/2281	1887/ 9.7	7.8	8.8			2.3	76	1374	KSEA-F
KMGI-F	117/3.9	2.4	3.0	2.8	3.7	3.0	143/2115	1752/ 9.0	6.2	8.5			2.6	86	1316	KMGI-F
11. KLSY A/F	116/3.9	3.3	2.8	3.2	3.6	3.3	133/2178	1834/ 9.4	9.0	8.9			3.2	107	1795	KLSY A/F
12. KIXI	106/3.6	3.8	3.7	2.8	3.0	3.5	145/2012	1562/ 8.0	6.6	7.4			3.6	122	1648	KIXI
13. KZOK-F	94/3.2	3.0	3.3	4.5	3.5	3.5	114/1960	1671/ 8.6	9.6	9.7			2.8	95	2112	KZOK-F
14. KRPM A/F	79/2.7	4.4	3.3	3.2	3.7	3.4	131/1701	1102/ 5.7	6.7	6.1			2.9	97	904	KRPM A/F
15. KLTX-F	76/2.6	2.4	2.7	2.0	1.9	2.4	87/1480	1267/ 6.5	5.8	5.5			1.0	37	541	KLTX-F
16. KING-F	72/2.4	3.4	3.2	3.0	3.4	3.0	98/1595	1244/ 6.4	8.0	9.3			3.6	122	1347	KING-F
17. KJR	67/2.3	2.3	1.7	2.9	2.4	2.3	76/1677	1411/ 7.2	8.6	8.8			2.0	67	1256	KJR
18. KVI	64/2.2	2.5	2.6	2.5	2.0	2.5	79/1754	1481/ 7.6	7.8	7.3			2.7	89	1514	KVI
19. KCMS-F	61/2.1	1.7	1.7	2.1	1.7	1.9	63/ 890	765/ 3.9	4.4	4.2			1.6	53	1265	KCMS-F
20. KING	58/2.0	1.7	2.1	1.9	2.0	1.9	66/1402	1179/ 6.1	5.3	6.6			1.8	62	1222	KING
21. KBSG-F	57/1.9	3.1	3.4	2.9	2.2	2.8	73/1428	1148/ 5.9	9.4	8.6			2.4	80	1626	KBSG-F
22. KNUA-F	52/1.7	2.3	1.3	1.7	1.8	1.8	55/1067	986/ 5.1	5.2	5.8			2.6	88	1307	KNUA-F
23. KEZX-F	47/1.6	2.1	1.9	2.2	2.3	2.0	59/ 970	703/ 3.6	6.1	6.3			1.1	38	806	KEZX-F
24.																
25.																

12+ FM SHARE (METRO): 69.46% (1901 of 2737) (WIN 87: 66.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KUBE-F	1. KUBE-F>	1. KUBE-F>	1. KUBE-F>	1. KUBE-F	1. KIRO >	1. KIRO	1. KUBE-F	1. KUBE-F>	1. KIRO	1. KIRO >
2. KPLZ-F	2. KISW-F	2. KISW-F	2. KMGI-F	2. KIRO	2. KBRO-F	2. KUBE-F	2. KIRO	2. KIRO	2. KUBE-F	2. KOMO
3. KBSG-F	3. KXRX-F	3. KXRX-F	3. KIRO	3. KMGI-F	3. KOMO	3. KOMO	3. KBRD-F	3. KBRD-F	3. KPLZ-F	3. KBRD-F
KISW-F	4. KPLZ-F	4. KMGI-F	4. KZOK-F	4. KMPS-F+	4. KSEA-F	4. KPLZ-F	4. KIXI	4. KPLZ-F	4. KISW-F	4. KBSG-F
5.	5. KZOK-F	5. KLSY-F+	5. KLSY-F+	5. KOMO	5. KIXI	5. KBRD-F	5. KMGI-F	5. KOMO	5. KBRD-F	5. KMPS-F
6.	6. KLSY-F+	6. KPLZ-F	6. KMPS-F+	6. KZOK-F	6. KMPS-F+>	6. KMPS-F+	KOMO	6. KMPS-F+	6. KLSY-F+	6. KIXI
7.	KMGI-F	7. KIRO	7. KXRX-F	7. KLSY-F+	7. KING-F	7. KXRX-F	7. KXRX-F	KXRX-F	7. KSEA-F	7. KISW-F
8.	8.	8.	8.	8.	8.	8.	8.	8. KISW-F	8.	KXRX-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KUBE-F>	1. KUBE-F>	1. KUBE-F	1. KUBE-F>	1. KUBE-F
2. KISW-F	2. KMGI-F	2. KMGI-F	2. KMGI-F	2. KMGI-F
KXRX-F	3. KLSY-F+	3. KLSY-F+	3. KLSY-F+	3. KLSY-F+
4. KPLZ-F	4. KPLZ-F	4. KPLZ-F	4. KMPS-F+	4. KOMO
5. KLSY-F+	5. KLTX-F	5. KLTX-F	5. KLTX-F	5. KMPS-F+
6. KMPS-F+	6. KXRX-F	6. KZOK-F	6. KOMO	6. KLTX-F
7. KBSG-F	7. KMPS-F+	7. KMPS-F+	7. KPLZ-F	KSEA-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISW-F	1. KISW-F	1. KXRX-F	1. KISW-F	1. KIRO
2. KPLZ-F	2. KXRX-F	2. KISW-F	2. KUBE-F	2. KUBE-F
3. KXRX-F	3. KUBE-F	3. KZOK-F	3. KXRX-F	3. KZOK-F
4. KUBE-F>	4. KZOK-F	4. KUBE-F>	4. KZOK-F	4. KXRX-F
5.	5. KPLZ-F	5. KIRO-F	5. KIRO	5. KISW-F
6.	6.	6. KNUA-F	6. KPLZ-F	6. KMPS-F+
7.	7.	7. KMGI-F	7. KMGI-F	7. KMGI-F
8.	8.	8. KLSY-F+	8.	8.
9.	9.	KMPS-F	9.	9.
10.	10.	KRPM-F	10.	10.

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OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEZX	1150	Seattle	.3/ .9
KJET	1590	Seattle	.8/1.5
KKFX	1250	Seattle	.7/1.9
KRIZ	1420	Renton	.4/ .8
KWYZ	1230	Everett	.5/ .9
KISM-F	92.9	Bellingham	.4/1.3

RADIO STATIONS

AM STATIONS

KBLE, 1050,	5 KW/453 W	, RELIGION	,$ 30.00	(---)		
KCIS, 630,	5 KW/2.5 KW (DA-N)	, RELIGION	UPI,APR,$ 50.00	(---)		
KING, 1090,	50 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,$ 57.00*	(Banner)	King	
KEZX, 820,	50 KW/5 KW (DA-2)	, JAZZ/NEW AGE	,$ 30.00*	(Republic)	Park	
KIRO, 710,	50 KW (DA-N)	, NEWS/TALK	CBS,$200.00*	(Torbet)	Bonneville	
KIXI, 880,	50 KW/1 KW (DA-2)	, NOSTALGIA	,$ 65.00*	(Christal)		
KJET, 1590,	5 KW (DA-2)	, CHR	Source,$ NA	(Banner)	SRO	
KJR , 950,	5 KW (DA-N)	, AC	,$ 63.00	(HNWH)	Ackerly	
KKFX, 1250,	5 KW (DA-N)	, BLACK	APR,$ 35.00	(Roslin)		
KLSY, 1540,	5 KW (DA-N)	, AC	CBS-R,$ NA	(Banner)	Sandusky	
KMPS, 1300,	5 KW (DA-N)	, COUNTRY	APR,$?	(Mc-Guild)	EZ	
KOMO, 1000,	50 KW (DA-N)	, MOR	ABC-I,$160.00	(Katz)		
KRKO, 1380,	5 KW (DA-N)	, MOR	,$ 20.00	(---)		
KVI , 570,	5 KW	, AC/OLDIES	,$ 60.00*	(Durpetti)	Golden West	
KRPM, 770,	1 KW	, COUNTRY	,$ NA	(Torbet)	Olympic	

FM STATIONS

KBRD, 103.7,	100 KW @ 1675, BTFL/EZ	,$ 85.00*	(Republic)	Entercom	
KCMS, 105.3,	115 KW @ 721, RELIGION	UPI,$ 50.00	(Radio Spot)		
KEZX, 98.9,	100 KW @ 1070, AOR/JAZZ	ABC-E,$ 75.00	(Republic)	Park	
KNUA, 106.9,	100 KW @ 819, JAZZ/NEW AGE	ABC-R,$ 45.00*	(HNWH)	Gannett	
KING, 98.1,	100 KW @ 850, CLASSICAL	,$ 75.00*	(MMR)	King	
KISW, 99.9,	100 KW @ 1200, AOR	,$100.00*	(Mc-Guild)	Alexander	
KLSY, 92.5,	100 KW @ 1100, AC	CBS-R,$ 95.00*	(Banner)	Sandusky	
KLTX, 95.7,	100 KW @ 1150, AC	,$ 60.00*	(HNWH)		
KMGI, 107.7,	100 KW @ 1194, SOFT AC	Trans,$ 70.00*	(Republic)	Sunbelt	
KMPS, 94.1,	100 KW @ 1165, COUNTRY	APR,$110.00*	(Mc-Guild)	EZ	
KBSG, 97.3,	100 KW @ 700, ? ?	,$ 60.00	(Christal)	Viacom	
KPLZ, 101.5,	100 KW @ 1150, CHR	,$ 80.00*	(Durpetti)	Golden West	
KSEA, 100.7,	100 KW @ 730, BTFL/EZ	,$ 90.00*	(Torbet)	Bonneville	
KRPM, 106.1,	100 KW @ 700, COUNTRY	,$ 70.00*	(Christal)	Olympic	
KUBE, 93.3,	100 KW @ 300, CHR	,$130.00*	(MMR)	Cook Inlet	
KXRX, 96.5,	81 KW @ 1100, AOR	,$ 40.00	(Katz)	Shamrock	
KZOK, 102.5,	100 KW @ 1165, CLASSIC AOR	Source,$ 60.00*	(Banner)	SRO	

KRPM A/F simulcasted during rating period
KMPS A/F simulcasted during rating period
KLSY A/F simulcasted during rating period

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 70/498,300

MSA Rank/Pop: 86/590,000
ADI # 108
Average Person Ratings: 17.4
Market TSL: 22.8 hours

Stations: 27/13
Diaries: 901/556:1/54.5%
Sample Target: 890
% Below Line: 34.6
% Not Listed: 12.7

1987 Revenue: $10,800,000
HH Inc.: $33,206
Retail $: 4.5 Bil
Pop per Station: 38,554
#1 Biller: WHYN A/F $2,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WRCH-F	82/9.4	9.0	8.9	10.5	7.8	9.5	84/ 788	766/15.3	17.1	17.7			5.4	49	766	WRCH-F
2. WTIC-F	81/9.3	7.1	8.7	8.1	8.8	8.3	81/1163	1137/22.7	22.6	25.2			10.3	93	1484	WTIC-F
3. WMAS-F	78/9.0	8.6	11.5	10.4	10.2	9.9	78/1085	1050/20.9	21.6	20.4			7.1	64	907	WMAS-F
4. WHYN-F	74/8.5	10.6	8.5	8.9	7.6	9.1	94/1277	1105/22.0	25.3	19.0			9.1	82	1069	WHYN-F
5. WAQY-F	67/7.7	10.0	8.2	7.3	8.6	8.3	68/1022	977/19.5	23.0	22.4			11.5	104	1417	WAQY-F
6. WMAS	64/7.3	8.3	6.9	7.5	8.1	7.5	64/ 531	531/10.6	12.3	12.1			6.4	58	787	WMAS
7. WHYN	62/7.1	5.6	7.1	7.3	6.9	6.8	62/ 866	858/17.1	15.8	19.0			5.2	47	794	WHYN
8. WHMP	37/4.2	1.7	3.5	2.9	3.2	3.1	37/ 310	310/ 6.2	5.1	6.2			1.6	14	254	WHMP
9. WDRC-F	30/3.4	3.2	3.8	4.1	3.4	3.6	33/ 589	568/11.3	10.2	7.9			3.4	31	508	WDRC-F
10. WTIC	25/2.9	2.5	2.1	3.1	2.8	2.7	29/ 409	363/ 7.2	8.0	7.4			3.3	30	525	WTIC

12+ FM SHARE (METRO): 67.24% (511 of 760) (WIN 87: 67.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>	1. WTIC-F	1. WAQY-F	1. WMAS-F	1. WMAS-F	1. WRCH-F	1. WHYN	1. WRCH-F	1. WAQY-F	1. WTIC-F	1. WTIC >
2. WHYN-F	2. WAQY-F	WMAS-F	2. WHYN-F	2. WHYN-F	2. WMAS >	2. WMAS-F	2. WMAS-F	2. WTIC-F	2. WAQY-F>	2. WAQY-F
3. WAQY-F	3. WHYN-F	3. WTIC-F	3. WTIC-F	3. WHYN	3. WHYN	3. WTIC-F	3. WHYN-F>	3. WMAS-F	3. WHYN-F	3. WHYN-F
WHMP-F	WMAS-F>	4. WHYN-F	WHYN	4. WAQY-F	4. WMAS-F	4. WHYN-F	WMAS	4. WRCH-F	4. WRCH-F	WMAS-F
5.	5.	5. WHYN	5. WAQY-F	5. WTIC-F	5. WHYN-F	5. WMAS	5. WTIC-F	5. WHYN-F	5. WMAS-F	5.
					6. WHMP	6. WRCH-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F>	1. WTIC-F	1. WHYN-F	1. WTIC-F	1. WMAS-F	1. WAQY-F>	1. WAQY-F>	1. WAQY-F	1. WAQY-F>	1. WAQY-F
2. WHYN-F>	2. WHYN-F	WMAS-F	WMAS-F	2. WHYN-F	2. WMAS-F	2. WTIC-F	2. WTIC-F	2. WMAS-F	2. WHYN-F
3. WAQY-F	3. WMAS-F>	3. WTIC-F	3. WHYN-F	3. WHYN	3. WTIC-F	3. WMAS-F>	3. WHYN-F	3. WTIC-F	WMAS-F
WMAS-F	4. WAQY-F	4.	4. WHYN	4. WTIC-F	4.	4.	WMAS-F	4. WDRC-F	4. WDRC-F
WCCC-F+	WHYN	5.	5. WAQY-F	5.	5.	5.	WDRC-F	5. WHYN-F	5. WTIC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	1.0/3.1
WHMP-F	99.3	Northampton	2.5/7.6
WIXY	1600	E. Longmeadow	1.3/4.1
WHNZ	640	Westfield	2.5/5.5
WREB	930	Holyoke	1.5/2.6
WSPR	1270	Springfield	.7/4.2
WTTT	1430	Amherst	.3/2.3
WAAF-F	107.3	Worcester	1.5/7.0
WBZ	1030	Boston	.3/1.9
WCCC-F	106.9	Hartford	2.5/7.7
WDRC	1360	Hartford	.3/1.3
WHCN-F	105.9	Hartford	1.0/4.7
WIOF-F	104.1	Waterbury	.3/2.7
WKSS-F	95.7	Hartford	1.1/7.4
WRSI-F	95.3	Greenfield	.6/1.1
WSRS-F	96.1	Worcester	1.4/3.9
WWYZ-F	92.5	Waterbury	.3/2.5

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC,$ 19.00* (Republic)		
WHYN, 560, 5 KW/1 KW (DA-N)	, MOR/AC	ABC-I,$ 50.00 (Mc-Guild)	Wilks-Schwartz	
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS,$ 18.00 (Katz)	Sunshine	
WMAS, 1450, 1 KW	, NOSTALGIA	MBS,$ 38.00* (Banner)		
WREB, 930, 500 W (DAYS)	, TALK	,$ 14.00 (---)		
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	APR,$ 19.00* (Roslin)		
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC-F,$ 59.00* (Katz)	Sunshine	
WHYN-F, 93.1, 9 KW @ 970, AC		,$ 70.00* (Mc-Guild)	Wilks-Schwartz	
WHMP-F, 99.3, 3 KW @ 300, CHR		,$ 26.00* (Republic)		
WMAS-F, 94.7, 50 KW @ 360, AC		,$ 64.00* (Banner)		

Other ranked stations - See Hartford or Worcester

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SYRACUSE

Arbitron Rank/Pop (12+): 61/553,800

MSA Rank/Pop: 74/657,000
ADI # 67
Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 23/19
Diaries: 976/559:1/57.8%
Sample Target: 920
% Below Line: 2.8
% Not Listed: 13.9

1987 Revenue: $15,000,000
HH Inc.: $36,884
Retail $: 4.0 Bil
Pop per Station: 28,659
#1 Biller: WYYY-F $4,300,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WSYR	125/13.7	11.8	11.7	9.3	14.4	11.6	135/1702	1452/26.7	26.2	27.5			12.0	107	1426	WSYR
WYYY-F	125/13.7	13.5	17.5	17.9	16.4	15.7	158/2326	1736/31.9	33.6	35.4			14.4	128	1714	WYYY-F
3. WNTQ-F	124/13.6	13.2	11.8	10.8	9.4	12.4	143/1891	1430/26.3	30.1	25.4			14.4	128	1784	WNTQ-F
4. WEZG-F	75/ 8.2	7.2	7.5	6.5	6.8	7.4	76/ 797	780/14.3	11.4	15.5			5.3	47	559	WEZG-F
5. WAQX A/F	56/ 6.1	7.2	8.4	9.3	7.8	7.8	58/1054	934/17.2	18.2	16.3			8.5	76	814	WAQX A/F
6. WRHP-F	53/ 5.8	5.7	6.2	5.8	7.3	5.9	89/ 970	668/12.3	11.2	14.8			7.9	70	638	WRHP-F
7. WKFM-F	52/ 5.7	7.0	4.8	4.6	3.9	5.5	92/1124	803/14.7	15.6	10.3			5.1	45	840	WKFM-F
WSEN A/F	52/ 5.7	3.9	5.3	5.4	4.7	5.1	57/ 860	755/13.9	12.8	13.3			4.7	42	548	WSEN A/F
9. WHEN	32/ 3.5	4.0	4.5	6.1	5.0	4.5	40/ 925	674/12.4	10.2	15.8			4.0	36	662	WHEN
10. WNDR	15/ 1.6	1.7	2.4	1.0	1.0	1.7	17/ 438	380/ 7.0	6.8	4.7			1.1	10	246	WNDR

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 73.60% (580 of 788) (WIN 87: 70.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNTQ-F>	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>	1. WSYR >	1. WSYR	1. WYYY-F	1. WNTQ-F	1. WNTQ-F>	1. WSYR >
2.	2. WNTQ-F>	2. WNTQ-F>	2. WSEN-F+	2. WSEN-F+	2. WEZG-F	2. WYYY-F>	2. WNTQ-F	2. WYYY-F	2. WSYR >	2. WNTQ-F
3.	3. WAQX-F+	3. WKFM-F	3. WKFM-F	3. WSYR	3. WYYY-F	3. WNTQ-F>	3. WSYR	3. WSYR	3. WAQX-F	3. WYYY-F
4.	4. WKFM-F>	4. WAQX-F+	4. WSYR	4. WKFM-F	4. WRHP-F	4. WRHP-F	4. WEZG-F	4. WEZG-F	WYYY-F	4. WSEN-F
5.	5.	5. WSEN-F+	5. WAQX-F	5. WNTQ-F	5. WSEN-F+	5. WEZG-F	5. WKFM-F	5. WAQX-F+	5. WRHP-F	5. WKFM-F
		6. WSYR	WNTQ-F	WRHP-F		WHEN				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WYYY-F	1. WYYY-F	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>
2. WNTQ-F>	2. WNTQ-F>	2. WNTQ-F	2. WNTQ-F>	2. WSEN-F+
3. WAQX-F+	3. WKFM-F	3. WKFM-F	3. WSEN-F+	3. WNTQ-F
4. WKFM-F	4. WAQX-F+	WSEN-F+	WSYR	WSYR
WSYR	5. WSEN-F+	5.	5. WAQX-F+	5. WEZG-F
			WHEN	
			WKFM-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNTQ-F>	1. WNTQ-F	1. WYYY-F	1. WYYY-F	1. WYYY-F>
2. WAQX-F+	2. WAQX-F+	2. WAQX-F+	2. WNTQ-F	2. WKFM-F
3. WKFM-F	3. WKFM-F	WKFM-F>	3. WKFM-F	3. WSEN-F+
4.	4. WYYY-F>	4. WSYR	4. WAQX-F+	4. WAQX-F+
5.	5.	5. WSEN-F+	5. WSEN-F	WSYR

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMCR	1600	Oneida	.7/ .8
WMCR-F	106.3	Oneida	1.2/1.4
WMHR-F	102.9	Syracuse	1.1/2.8
WSGO-F	105.5	Oswego	.3/1.8
WXRA	1220	N. Syracuse	1.0/3.0
WNYZ-F	98.7	Utica	.3/2.4
WOUR-F	96.9	Utica	1.5/4.3
WRCK-F	107.3	Utica	.5/2.3
WUUU-F	102.5	Rome	.4/1.4

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E,$ 64.00*	(Eastman)	Park
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 19.00*	(Mc-Guild)	Osborn
WSYR, 570, 5 KW (DA-2)	, MOR	NBC,$ 85.00*	(Katz)	New City
WAQX-F, 95.3, 3 KW @ 300, AOR		ABC-R,$ 60.00*	(MMR)	
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ		,$ 37.00*	(Durpetti)	
WKFM-F, 104.7, 50 KW @ 500, AOR		Source,$ 36.00*	(Christal)	Wilks-Schwartz
WMHR-F, 102.9, 16 KW @ 780, RELIGION		,$ 8.00	(---)	
WNTQ-F, 93.1, 97 KW @ 660, CHR		,$ 63.00*	(Mc-Guild)	Osborn
WRHP-F, 107.9, 50 KW @ 500, COUNTRY		,$ 48.00*	(Eastman)	Park
WSEN-F, 92.1, 3 KW @ 300, OLDIES		,$ 32.00*	(HNWH)	Buckley
WYYY-F, 94.5, 100 KW @ 650, AC		,$115.00*	(Katz)	New City

WOUR - See Utica

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TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,663,500

MSA Rank/Pop: 22/1,960,000
ADI # 14
Average Person Ratings: 18.1
Market TSL: 24.5 hours

Stations: 27/23
Diaries: 1709/995:1/52.8%
Sample Target: 1530
% Below Line: 5.8
% Not Listed: 9.4

1987 Revenue: $52,000,000
HH Inc.: $29,007
Retail $: 13.3 Bil
Pop per Station: 73,956
#1 Biller: WRBQ A/F $16,500,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WRBQ-F	513/16.6	14.5	16.9	17.8	16.9	16.5	602/6299	5157/30.3	30.1	32.8			23.6	673	6067	WRBQ-F
2. WWBA-F	324/10.5	10.8	10.3	9.4	13.0	10.3	356/3117	2656/15.6	16.2	21.2			5.9	168	2161	WWBA-F
3. WQYK-F	267/ 8.7	8.0	5.3	6.4	4.9	7.9	300/2992	2490/14.6	14.2	10.7			7.8	222	2008	WQYK-F
4. WYNF-F	183/ 5.9	4.8	6.5	6.0	5.7	5.8	229/2612	1881/11.1	12.6	12.6			7.4	212	2178	WYNF-F
5. WUSA-F	162/ 5.2	4.8	5.0	5.0	5.1	5.0	178/2138	1812/10.7	12.3	12.2			5.3	152	1634	WUSA-F
6. WNLT-F	159/ 5.2	4.0	3.9	5.1	5.2	4.6	171/1907	1698/10.0	11.0	11.5			5.5	158	1627	WNLT-F
7. WFLZ-F	145/ 4.7	4.1	3.9	3.5	2.9	4.0	234/2626	1666/ 9.8	9.4	7.6			3.0	86	1739	WFLZ-F
8. WFLA	137/ 4.4	5.1	3.7	3.8	4.7	4.3	151/1970	1678/ 9.9	11.9	10.8			5.3	151	1911	WFLA
9. WKRL-F	116/ 3.8	3.2	4.8	3.4	3.3	3.8	126/1589	1296/ 7.6	8.9	9.4			4.8	137	1506	WKRL-F
10. WSUN	105/ 3.4	2.7	3.3	3.6	3.8	3.3	147/2048	1390/ 8.2	4.0	5.5			1.7	48	933	WSUN
11. WGUL A/F	97/ 3.2	5.2	3.5	4.5	4.2	4.1	99/1052	1026/ 6.0	7.4	6.5			1.9	53	601	WGUL A/F
12. WDUV-F	93/ 3.0	3.2	2.6	2.5	3.0	2.8	250/2724	1156/ 6.8	7.0	6.9			2.4	69	854	WDUV-F
13. WDAE	88/ 2.9	2.2	3.7	3.8	4.0	3.2	99/ 928	852/ 5.0	4.6	6.8			2.2	63	633	WDAE
14. WPLP	79/ 2.6	3.7	3.4	3.3	3.3	3.3	86/1210	1061/ 6.2	7.9	6.7			2.9	84	868	WPLP
15. WTMP	56/ 1.8	1.7	2.0	2.1	2.1	1.9	56/ 771	720/ 4.2	1.9	1.6			1.7	48	893	WTMP
16. WHVE-F	55/ 1.8	2.2	1.7	.8	1.4	1.6	101/1558	852/ 5.0	6.1	3.9			1.3	37	797	WHVE-F
17.																
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.75% (2173 of 2795) (WIN 87: 74.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F+>	1. WRBQ-F>	1. WWBA-F	1. WRBQ-F>	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WFLA
2. WYNF-F	2. WYNF-F	2. WYNF-F	2. WUSA-F	2. WUSA-F	2. WQYK-F	2. WWBA-F	2. WWBA-F	2. WQYK-F	2. WYNF-F	2. WRBQ-F
3. WTMP	3. WNLT-F	3. WNLT-F	3. WQYK-F	3. WQYK-F	3. WRBQ-F	3. WQYK-F	3. WQYK-F	WWBA-F	3. WNLT-F	3. WSUN
4. WCAT-F	4. WKRL-F	4. WUSA-F	4. WNLT-F	4. WNLT-F	4. WFLA	4. WUSA-F	4. WUSA-F	4. WYNF-F	4. WWBA-F	4. WWBA-F
5. WNLT-F	5. WUSA-F	5. WQYK-F	5. WYNF-F	5. WFLZ-F	5. WFLZ-F	5. WNLT-F	5. WYNF-F	5. WUSA-F	5. WFLA	5. WQYK-F
6.	6. WQYK-F	6. WKRL-F	6. WFLZ-F	6. WKRL-F	6. WSUN	6. WYNF-F	6. WFLZ-F	6. WFLA	6. WTMP	6. WNLT-F
7.	7. WFLZ-F	7. WFLZ-F	7.	7. WYNF-F	7. WGUL-F+	7. WFLZ-F	7. WFLA	7. WFLZ-F	7. WKRL-F	7. WFLZ-F
8.	8.	8.	8.	8.	8.	8. WSUN	8. WKRL-F	8.	8.	WPLP
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>
2. WYNF-F	2. WNLT-F	2. WUSA-F	2. WUSA-F	2. WUSA-F
3. WNLT-F	3. WUSA-F	3. WNLT-F	3. WNLT-F	3. WFLZ-F
4. WQYK-F	4. WYNF-F	4. WFLZ-F	4. WFLZ-F	4. WQYK-F
5. WKRL-F	5. WFLZ-F	5. WKRL-F	5. WQYK-F	5. WNLT-F>
6.	WQYK-F	WQYK-F	6. WYNF-F	6.
7.	7. WKRL-F	7. WYNF-F	7. WKRL-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYNF-F>	1. WRBQ-F	1. WRBQ-F>	1. WRBQ-F>	1. WRBQ-F>
2. WRBQ-F	WYNF-F	2. WKRL-F	2. WYNF-F	2. WKRL-F
3. WNLT-F	3. WNLT-F	3. WNLT-F	3. WKRL-F	WUSA-F
4. WKRL-F	4. WKRL-F	WYNF-F	4. WNLT-F	4. WQYK-F
5. WQYK-F	5.	5. WHVE-F	5. WUSA-F	5. WYNF-F
6.	6.	6. WUSA-F	6. WQYK-F	6. WNLT-F
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHBO	1040	Tampa	1.3/2.6
WLFF	680	St. Petersburg	.5/1.6
WPAS	1400	Zephyrhills	.5/ .9
WPLA	910	Plant City	.5/1.3
WRBQ	1380	St. Petersburg	.8/3.2
WRFA	820	Largo	.4/1.5
WRXB	1590	St. Petersburg	.7/1.9
WXCR-F	92.1	Safety Harbor	1.3/3.5
WPCV-F	97.5	Winter Haven	.4/2.0
WCAT-F	106.7	Leesburg	.6/1.8

RADIO STATIONS

AM STATIONS

WAMA, 1550, 10 KW (DAYS)	, SPANISH	,$ 25.00	(Caballero)	
WCBF, 1010, 50 KW/5 KW (DA-2)	, RELIGION	,$ 13.00	(---)	Sudbrink
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I,$ 69.00*	(Mc-Guild)	Gannett
WFLA, 970, 5 KW (DA-2)	, NEWS/TALK	NBC,$ 65.00*	(Durpetti)	Sconnix
WHBO, 1040, 5 KW (DAYS)	, OLDIES	,$ 40.00	(Mc-Guild)	Metroplex
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	,$ 32.00	(Christal)	Century
WPLP, 570, 1 KW (DA-2)	, TALK/NEWS	MBS,CBS,$ 44.00	(HNWH)	Susquehanna
WPSO, 1500, 250 W (DAYS)	, TALK	ABC-T,ABC-I,$ 20.00	(---)	
WQBN, 1300, 5 KW/1 KW (DA-2)	, SPANISH	,$ 34.00	(Caballero)	
WRFA, 820, 50 KW/1 KW (DA-2)	, COUNTRY	,$ 20.00*	(---)	
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 35.00	(Lazar)	
WSUN, 620, 10 KW (DA-2)	, COUNTRY	CBS,ABC-E,$ 72.00*	(CBS)	CBS
WTAN, 1340, 1 KW (DA-1)	, MOR	,$ 25.00	(Torbet)	
WTIS, 1110, 10 KW (DAYS,DA)	, RELIG/ETHNIC	,$ 17.00*	(---)	
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN,$ 35.00*	(HNWH)	

FM STATIONS

WGUL+, 105.5, 3 KW @ 300,	NOSTALGIA	MBS,$ 49.00*	(Masla)		
WKRL , 97.9, 100 KW @ 639,	CLASSIC AOR	Source,$ 70.00*	(Christal)	Sandusky	
WLVU , 106.3, 3 KW @ 300,	AC (?)	,$ 32.00	(HNWH)		(HOLIDAY)
WNLT , 95.7, 100 KW @ 650,	AC	,$ 60.00*	(Mc-Guild)	Metroplex	
WFLZ , 93.3, 100 KW @ 930,	AC	,$ 60.00*	(Durpetti)	Sconnix	
WQYK , 99.5, 100 KW @ 550,	COUNTRY	,$119.00*	(Katz)	Infinity	
WRBQ , 104.7, 100 KW @ 555,	CHR	ABC-F,$220.00*	(Eastman)	Edens	
WUSA , 100.7, 100 KW @ 503,	AC	,$112.00*	(Mc-Guild)	Gannett	
WWBA , 107.3, 100 KW @ 649,	BTFL/EZ	,$110.00*	(Republic)	Metropolitan	
WXCR , 92.1, 2 KW @ 400,	CLASSICAL	UPI,$ 40.00*	(CMBS)	Entercom	
WYNF , 94.9, 100 KW @ 1360,	AOR	ABC-R,$100.00*	(CBS)	CBS	

WGUL (860, 500 W (DA-1)) simulcasts with WGUL-F

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TOLEDO

Arbitron Rank/Pop (12+): 68/505,300

MSA Rank/Pop: 81/614,000
ADI # 64
Average Person Ratings: 16.3
Market TSL: 21.8 hours

Stations: 22/13
Diaries: 1045/481:1/56.0%
Sample Target: 1010
% Below Line: 11.7
% Not Listed: 10.4

1987 Revenue: $14,400,000
HH Inc.: $32,816
Retail $: 4.9 Bil
Pop per Station: 38,638
#1 Biller: WMHE-F $3,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WMHE-F	126/15.4	15.3	13.3	13.2	12.9	14.3	214/2983	1656/33.0	33.4	32.8			15.4	128	1888	WMHE-F
2. WLQR-F	80/ 9.8	10.2	12.1	9.5	10.8	10.4	118/1466	955/19.0	19.0	19.0			9.4	78	1051	WLQR-F
3. WKKO-F	78/ 9.5	10.0	8.5	8.3	9.4	9.1	92/1267	954/19.0	19.3	19.1			8.7	72	963	WKKO-F
4. WIOT-F	72/ 8.8	9.7	10.0	11.0	9.9	9.9	124/1831	1125/22.4	22.6	23.0			13.8	115	1357	WIOT-F
5. WSPD	68/ 8.3	6.5	7.6	8.6	7.6	7.8	77/1195	936/18.6	15.9	20.4			6.0	50	939	WSPD
6. WRQN-F	52/ 6.3	5.2	5.0	7.4	6.2	6.0	63/1252	941/18.7	14.9	18.6			6.4	53	1211	WRQN-F
7. WWWM-F	51/ 6.2	7.9	6.3	8.3	5.3	7.2	71/1068	843/16.8	19.5	16.7			6.9	57	921	WWWM-F
8. WTOD	39/ 4.8	4.7	3.4	4.0	5.0	4.2	46/ 517	406/ 8.1	8.8	9.5			2.6	22	317	WTOD
9. WJR	33/ 4.0	6.9	7.2	4.7	3.8	5.7	92/1289	564/11.2	14.1	11.1			4.1	34	546	WJR
10. WCWA	31/ 3.8	2.7	3.2	2.3	2.8	3.0	34/ 516	445/ 8.9	8.5	8.3			1.8	15	328	WCWA
CKLW	31/ 3.8	2.7	3.6	2.3	4.1	3.1	63/ 785	376/ 7.5	6.8	8.1			2.0	17	249	CKLW
12. WVOI	26/ 3.2	4.3	3.8	4.4	4.3	3.9	26/ 322	322/ 6.4	7.5	8.0			7.1	59	609	WVOI
13.																
14.																
15.																

12+ FM SHARE (METRO): 67.71% (497 of 734) (WIN 87: 67.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WMHE-F>	1. WMHE-F>	1. WMHE-F>	1. WMHE-F>	1. WMHE-F>	1. WLQR-F	1. WMHE-F	1. WMHE-F	1. WMHE-F>	1. WMHE-F	1. WSPD >
2. WRQN-F>	2. WIOT-F>	2. WIOT-F	2. WKKO-F	2. WKKO-F	2. WSPD >	2. WKKO-F	2. WLQR-F	2. WIOT-F	2. WSPD	2. WLQR-F>
3. WIOT-F>	3. WRQN-F	3. WKKO-F	3. WWWM-F	3. WLQR-F	3. WKKO-F	3. WSPD	3. WKKO-F	3. WLQR-F	3. WRQN-F	3. WMHE-F
4. WVOI >	4. WWWM-F	4. WWWM-F	4. WIOT-F	4. WWWM-F	4. WTOD	4. WLQR-F	4. WWWM-F	4. WKKO-F	4. WIOT-F>	4. WKKO-F
5.	5. WKKO-F	5. WRQN-F	5. WLQR-F	5. WIOT-F	5. CKLW	5. WRQN-F	5. WIOT-F	5. WWWM-F	5. WWWM-F	5. WIOT-F
						6. WIOT-F	6. WSPD	6. WSPD		WWWM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMHE-F	1. WMHE-F>	1. WMHE-F>	1. WMHE-F>	1. WMHE-F	1. WIOT-F>	1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WMHE-F>
2. WRQN-F>	2. WRQN-F>	2. WWWM-F	2. WKKO-F	2. WKKO-F	2. WMHE-F	2. WMHE-F>	2. WMHE-F>	2. WMHE-F>	2. WIOT-F
3. WIOT-F	3. WWWM-F	3. WIOT-F	3. WWWM-F	3. WWWM-F	WKKO-F	3. WKKO-F	3. WWWM-F	3. WKKO-F	3. WLQR-F
4.	4. WIOT-F	WKKO-F	WRQN-F	4. WLQR-F>	4.	4. WWWM-F	4. WKKO-F	4. WWWM-F	4. WKKO-F
5.	5. WKKO-F	5. WVOI	5. WIOT-F	5. WSPD	5.	5. WRQN-F	5. WRQN-F	5. WLQR-F	5. WWWM-F
		6. WRQN-F	6. WLQR-F						6. WCWA

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOHO	1470	Toledo	.7/5.2
WTWR-F	98.3	Monroe	.4/1.7
CKLW-F	93.9	Windsor	.7/3.4
WCXI	1130	Detroit	.4/1.0
WGPR-F	107.5	Detroit	.4/1.7
WHMQ-F	100.5	Findlay	.9/1.4
WIQB-F	102.9	Ann Arbor	.5/1.3
WJLB-F	97.9	Detroit	.6/2.8
WRIF-F	101.1	Detroit	.5/3.0

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	CBS,MBS,$ 21.00*	(Mc-Guild)	Reams	
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	,$ 16.00*	(Banner)		
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC,$ 51.00*	(Katz)	Commonwealth	
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I,$ 34.00*	(MMR)	Booth	
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN,$ 20.00*	(Roslin)		
WIOT-F, 104.7, 37 KW @ 655,	AOR	Source,$ 64.00*	(Mc-Guild)	Reams	
WLQR-F, 101.5, 15 KW @ 810,	BTFL/EZ	,$ 64.00*	(Katz)	Commonwealth	
WMHE-F, 92.5, 50 KW @ 480,	CHR	ABC-F,$ 72.00*	(Christal)	Osborn	
WRQN-F, 93.5, 3 KW @ 176,	CHR	,$ 23.00*	(Republic)		(BOWLING GREEN)
WKKO-F, 99.9, 50 KW @ 500,	COUNTRY	ABC-E,$ 54.00*	(MMR)	Booth	
WWWM-F, 105.5, 3 KW @ 300,	AC	,$ 41.00*	(Banner)		

WJR, CKLW - See Detroit

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TUCSON

Arbitron Rank/Pop (12+): 63/542,700

MSA Rank/Pop: 79/626,000
ADI # 83
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 22/21
Diaries: 877/596:1/58.3%
Sample Target: 830
% Below Line: 3.0
% Not Listed: 11.5

1987 Revenue: $16,000,000
HH Inc.: $27,740
Retail $: 3.7 Bil
Pop per Station: 24,890
#1 Biller: KRQQ $2,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F	166/19.3	15.8	11.2	11.6	9.2	14.5	194/2079	1734/33.2	28.9	22.0			22.2	197	1952	KRQQ-F
2. KIIM-F	89/10.4	8.5	11.3	7.6	8.1	8.7	101/1081	907/17.4	17.0	17.6			11.8	105	1121	KIIM-F
KJYK-F	89/10.4	12.6	12.0	13.1	15.5	12.0	94/ 973	924/17.7	20.5	23.3			8.2	73	956	KJYK-F
4. KWFM-F	79/ 9.2	9.5	11.2	9.0	7.4	9.7	90/1148	975/13.7	18.2	20.0			7.9	70	1176	KWFM-F
5. KLPX-F	75/ 8.7	9.2	7.6	8.0	8.0	8.4	76/1008	990/18.9	16.9	17.6			8.9	79	1166	KLPX-F
6. KNST	31/ 3.6	4.0	4.3	3.2	4.2	3.8	33/ 630	610/11.7	13.9	11.2			3.2	28	603	KNST
7. KCUB	30/ 3.5	4.2	4.6	3.2	4.3	3.9	32/ 423	390/ 7.5	9.4	9.3			4.6	41	626	KCUB
8. KUPD-F	26/ 3.0	3.0	4.0	5.0	6.1	3.8	43/ 517	372/ 7.1	6.5	11.2			6.1	54	521	KUPD-F
9. KGVY	24/ 2.8	2.5	3.2	3.9	4.4	3.1	24/ 235	229/ 2.8	3.6	5.4			.9	8	79	KGVY
KQTL	24/ 2.8	.8	3.3	1.8	3.0	2.2	28/ 221	173/ 3.3	2.8	4.7			.6	5	81	KQTL
11. KAIR	19/ 2.2	2.7	2.6	2.5	1.8	2.5	19/ 335	329/ 6.3	7.2	6.4			1.9	17	419	KAIR
12. KXEW	18/ 2.1	1.8	1.9	4.3	2.2	2.5	18/ 220	206/ 7.9	3.9	5.9			.7	6	165	KXEW
13. KTKT	14/ 1.6	1.6	1.7	1.6	2.8	1.6	14/ 348	331/ 6.3	7.3	8.5			.9	8	211	KTKT
KVOI	14/ 1.6	.6	.7	2.0	1.8	1.2	14/ 129	123/ 2.4	2.6	4.4			2.0	18	179	KVOI
15. KFXX-F	11/ 1.3	.7	.7	.6	.3	0.8	11/ 298	298/ 5.7	4.7	3.0			1.6	14	412	KFXX-F

12+ FM SHARE (METRO): 72.20% (548 of 759) (WIN 87: 62.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F	1. KJYK-F>	1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F>	1. KRQQ-F>	1. KJYK-F>
2.	2. KLPX-F>	2. KWFM-F	2. KWFM-F	2. KWFM-F	2. KIIM-F>	2. KJYK-F	2. KJYK-F	2. KWFM-F	2. KJYK-F	2. KIIM-F
3.	3. KWFM-F>	3. KLPX-F	3. KLPX-F	3. KIIM-F	3. KWFM-F	KWFM-F	3. KIIM-F	3. KIIM-F	3. KIIM-F>	KNST
4.	4. KIIM-F	4. KIIM-F>	4. KIIM-F>	4. KLPX-F>	4. KRQQ-F	4. KLPX-F	4. KLPX-F	4. KLPX-F	4. KLPX-F	KRQQ-F
5.	5. KUPD-F	5.	5.	5. KJYK-F	5. KCUB	5. KIIM-F	5. KWFM-F	5. KJYK-F	5. KWFM-F	KTUC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F	1. KRQQ-F	1. KLPX-F>	1. KLPX-F>	1. KLPX-F	1. KWFM-F
2. KWFM-F	2. KWFM-F	2. KLPX-F	2. KWFM-F	2. KIIM-F	2. KLPX-F	2. KRQQ-F>	2. KRQQ-F	2. KRQQ-F	2. KLPX-F
3. KUPD-F	3. KLPX-F>	3. KWFM-F	3. KIIM-F	3. KJYK-F	3. KUPD-F	3. KWFM-F	3. KWFM-F	3. KWFM-F>	3. KRQQ-F
4. KLPX-F	4. KJYK-F	4.	4. KJYK-F	4. KWFM-F	4.	4. KUPD-F	4. KIIM-F	4. KIIM-F	4. KIIM-F>
5.	5. KIIM-F	5.	5. KLPX-F	5. KLPX-F	5.	5. KIIM-F	5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCEE	790	Tucson	1.2/3.8
KFXX	1450	Tucson	1.2/4.1
KHYT-F	103.1	Oracle	.9/2.3
KJMM	580	Tucson	.5/1.5
KMRR	1330	Tucson	.3/1.8
KTUC	1400	Tucson	1.2/6.2
KXMG-F	98.3	Marana	.6/1.1

RADIO STATIONS

KAIR, 1490, 1 KW	, AC	NBC,$ 24.00*	(Christal)	Duchossois	
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES/AC	CBS,$ 20.00*	(MMR)	American	
KCUB, 1290, 1 KW	, COUNTRY	,$ 38.00*	(Katz)		
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR,$ 18.00	(Roslin)		(GREEN VALLEY)
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,$ 23.00*	(Republic)		
KFXX, 1450, 1 KW	, URBAN	,$ 17.00*	(K & P)		
KNST, 940, 1 KW/250 W	, TALK	ABC-I,MBS,$ 27.00*	(Mc-Guild)	Nationwide	
KQTL, 1210, 10 KW/500 W (DA-2)	, SPANISH	,$ 15.00*	(Caballero)		
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	UPI,Trans,$ 17.00*	(HNWH)	Lotus	
KTUC, 1400, 1 KW	, NEWS	CBS,CNN,$ 20.00*	(Roslin)		
KVOI, 690, 250 W (DAYS)	, ? ?	,$ 12.00	(---)		
KXEW, 1600, 1 KW (DA-N)	, SPANISH	,$ 26.00*	(Lotus)		
KIIM-F, 99.5, 96 KW @ 2000,	COUNTRY	,$ 40.00*	(Katz)	Duchossois	
KJYK-F, 94.9, 97 KW @ 1952,	BTFL/EZ	,$ 42.00*	(Christal)	Lotus	
KLPX-F, 96.1, 93 KW @ 505,	AOR	,$ 38.00*	(Torbet)	Nationwide	
KRQQ-F, 93.7, 26 KW @ 150,	CHR	,$ 45.00*	(Mc-Guild)	American	
KWFM-F, 92.9, 93 KW @ 2036,	AC	,$ 50.00*	(MMR)		(GREEN VALLEY)
KFXX-F, 92.1, 2 KW @ 445,	CHR	,$ 23.00	(K & P)		(MARANA)
KXMG-F, 98.3, 3 KW @ 200,	SPANISH	,$ NA	(Lotus)		

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TULSA

Arbitron Rank/Pop (12+): 57/651,300

MSA Rank/Pop: 67/757,000
ADI # 54
Average Person Ratings: 15.2
Market TSL: 20.8 hours

Stations: 19/18
Diaries: 1110/584:1/61.8%
Sample Target: 970
% Below Line: 0.5
% Not Listed: 7.9

1987 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.7 Bil
Pop per Station: 36,017
#1 Biller: KWEN-F $2,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F	127/12.9	12.8	10.3	13.1	11.2	12.3	197/2188	1468/22.6	23.2	21.6			13.3	142	1237	KWEN-F
2. KMOD-F	123/12.5	13.8	14.9	12.5	10.2	13.4	197/2028	1392/21.5	23.3	19.9			18.9	202	1864	KMOD-F
3. KAYI-F	99/10.1	9.0	10.2	12.0	10.5	10.3	130/1889	1310/20.2	20.0	22.2			10.3	110	1582	KAYI-F
4. KBEZ-F	87/ 8.8	7.8	7.9	9.1	10.5	8.4	126/1259	892/13.8	14.2	18.2			4.4	47	714	KBEZ-F
5. KRMG	86/ 8.7	10.2	9.0	10.4	11.2	9.6	106/1629	1277/19.7	19.3	24.9			9.8	105	1261	KRMG
6. KVOO	83/ 8.4	7.4	9.1	8.8	9.1	8.4	141/1945	1096/16.9	14.6	19.0			6.0	64	1058	KVOO
7. KRAV-F	66/ 6.7	6.8	5.7	7.6	5.7	6.7	72/1200	1011/15.6	15.6	15.0			6.1	65	893	KRAV-F
8. KMYZ-F	56/ 5.7	4.4	3.6	2.8	2.7	4.1	75/1222	956/14.7	14.0	7.5			5.9	63	1016	KMYZ-F
9. KTFX-F	46/ 4.7	4.7	5.2	3.2	3.9	4.5	115/1352	627/ 9.7	11.3	11.7			4.1	44	599	KTFX-F
10. KVLT-F	29/ 2.9	3.7	4.1	3.8	4.2	4.0	67/ 876	555/ 8.6	10.9	7.4			1.4	15	365	KVLT-F
11. KQMJ-F	26/ 2.6	3.2	2.2	1.3	1.6	2.3	39/ 880	529/ 8.2	7.8	6.6			2.6	28	528	KQMJ-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 75.52% (685 of 907) (WIN 87: 72.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KAYI-F>	1. KMOD-F>	1. KMOD-F	1. KWEN-F	1. KWEN-F>	1. KBEZ-F	1. KWEN-F	1. KWEN-F	1. KMOD-F	1. KMOD-F	1. KRMG >
2. KMOD-F	2. KAYI-F	2. KWEN-F	2. KMOD-F	2. KMOD-F	2. KRMG	2. KRMG	2. KMOD-F	2. KWEN-F	2. KAYI-F	2. KWEN-F
3. KMYZ-F+	3. KWEN-F	3. KAYI-F	3. KRAV-F>	3. KRAV-F	3. KWEN-F	3. KMOD-F	3. KBEZ-F	3. KAYI-F	3. KRMG	3. KMOD-F
4.	4. KRAV-F	4. KRAV-F	4. KAYI-F	4. KRMG	4. KVOO >	4. KVOO	4. KVOO	4. KBEZ-F	4. KMYZ-F	4. KVOO
5.	5. KMYZ-F+	5. KMYZ-F+	5. KRMG	5. KAYI-F	5.	5. KAYI-F	5. KRAV-F	5. KVOO	5. KWEN-F	5. KBEZ-F
				6. KBEZ-F			6. KAYI-F		6. KVOO	6. KAYI-F
				7. KVOO						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAYI-F	1. KMOD-F	1. KMOD-F	1. KWEN-F	1. KWEN-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F	1. KWEN-F
2. KWEN-F	2. KAYI-F	2. KRAV-F	2. KAYI-F	2. KRAV-F	2. KAYI-F	2. KAYI-F	2. KRAV-F	2. KWEN-F>	2. KMOD-F>
3. KMOD-F	3. KWEN-F>	3. KWEN-F	KMOD-F	3. KBEZ-F	3. KMYZ-F+	KWEN-F	3. KWEN-F	3. KRAV-F	3. KRAV-F
4. KMYZ-F+	4. KMYZ-F+	4. KAYI-F	4. KRAV-F	4. KRMG	4. KWEN-F	4. KRAV-F>	4. KAYI-F	4. KAYI-F>	4. KRMG
5.	5. KRAV-F	5. KMYZ-F+	5. KMYZ-F+	5. KMOD-F	5.	5. KMYZ-F+	5.	5.	5. KAYI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKL	1300	Tulsa	.6/3.0
KCFO	970	Tulsa	.9/2.7
KCMA-F	92.1	Broken Arrow	1.2/3.3
KGTO	1050	Tulsa	1.5/2.5
KUSO-F	98.5	Tulsa	1.3/4.0
KXOJ	1550	Sapulpa	1.0/1.0
KXOJ-F	100.9	Sapulpa	.9/2.3
KMGL-F	104.1	Oklahoma City	.5/1.4

RADIO STATIONS

KCFO, 970, 2.5 KW/1 KW (DA-2)	, RELIGION	,$ 12.00	(---)	Salem	
KGTO, 1050, 5 KW (DAYS)	, OLDIES	US 1,$ 13.00*	(Torbet)		
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR	ABC-I,$ 71.00*	(Katz)	New City	
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	CNN,$ 62.00*	(Mc-Guild)		
KAKC, 1300, 5 KW/1 KW (DA-2)	, OLDIES	,$ 15.00*	(HNWH)	Clear Channel	
KSKS, 1430, 5 KW (DA-N)	, SOFT AC	,$ 16.00*	(Durpetti)	Federated	
KAYI-F , 106.9, 100 KW @ 1005,	CHR	ABC-F,$ 67.00*	(Katz)	Narragansett	(MUSKOGEE)
KBEZ-F , 92.9, 100 KW @ 680,	BTFL/EZ	,$ 64.00*	(Republic)	WIN	
KUSO-F , 98.5, 100 KW @ 660,	COUNTRY	,$ 25.00*	(Mc-Guild)		
KCMA-F , 92.1, 3 KW @ 300,	CLASSICAL	,$ 20.00*	(CMBS)		
KMOD-F , 97.5, 100 KW @ 1330,	AOR	,$ 73.00*	(HNWH)	Clear Channel	
KMYZ-F+, 104.5, 78 KW @ 1300,	CHR	Source,$ 32.00*	(Eastman)	Shamrock-Lynett	(PRYOR)
KQMJ-F , 99.5, 28 KW @ 984,	AC	,$ 29.00*	(Christal)	Swanson	(HENRIETTA)
KRAV-F , 96.5, 100 KW @ 1329,	AC	,$ 71.00*	(Torbet)		
KTFX-F , 103.3, 100 KW @ 1280,	COUNTRY	,$ 51.00*	(MMR)		
KVLT-F , 106.1, 100 KW @ 1315,	AC	,$ 35.00*	(Durpetti)	Federated	(OWASSO)
KWEN-F , 95.5, 100 KW @ 1328,	COUNTRY	APR,$100.00*	(Katz)	New City	

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WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/2,965,900

MSA Rank/Pop: 7/3,580,000
ADI # 9
Average Person Ratings: 16.7
Market TSL: 22.0 hours

Stations: 34/32
Diaries: 2486/1210:1/53.3%
Sample Target: 2050
% Below Line: 0.9
% Not Listed: 11.8

1987 Revenue: $126,000,000
HH Inc.: $46,665
Retail $: 28.6 Bil
Pop per Station: 93,966
#1 Biller: WMAL $14,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WGAY-F	408/8.1	7.4	6.7	6.8	7.6	7.3	443/4726	4188/13.9	14.9	14.4			5.0	270	2929	WGAY-F
2. WKYS-F	314/6.2	6.5	5.1	7.2	7.4	6.3	327/4336	4039/13.4	13.2	14.9			7.2	387	3809	WKYS-F
3. WMAL	313/6.2	6.5	6.6	6.0	6.0	6.3	341/4928	4529/15.1	16.1	15.6			5.1	274	4074	WMAL
4. WMZQ A/F	287/5.7	7.3	5.4	5.8	7.0	6.1	354/4776	3710/12.3	13.2	12.3			6.7	363	3400	WMZQ A/F
5. WAVA-F	264/5.2	4.5	6.1	5.5	5.3	5.3	297/6072	5156/17.1	9.4	8.7			7.2	386	5446	WAVA-F
6. WHUR-F	262/5.2	5.0	5.3	5.3	5.9	5.2	278/4020	3695/12.3	13.6	14.0			5.1	276	3064	WHUR-F
7. WWDC-F	258/5.1	5.6	4.7	5.9	4.7	5.3	391/6787	4568/15.2	15.0	14.9			7.1	381	6131	WWDC-F
8. WPGC A/F	234/4.7	5.1	4.5	2.1	1.5	4.1	253/3731	3276/10.9	11.9	6.8			5.0	270	3320	WPGC A/F
9. WTOP	221/4.4	4.7	4.3	4.1	4.5	4.4	245/5209	4651/15.5	16.4	15.9			5.2	278	4126	WTOP
10. WDJY-F	195/3.9	3.6	5.7	5.1	4.5	4.6	203/3018	2864/ 9.5	9.6	10.3			4.5	243	2993	WDJY-F
11. WRQX-F	192/3.8	4.3	4.8	4.6	3.8	4.4	258/5631	4220/14.0	13.8	14.6			5.6	300	4648	WRQX-F
12. WLTT-F	181/3.6	3.4	3.0	3.2	3.2	3.3	191/3786	3475/11.6	11.1	11.6			2.3	122	1978	WLTT-F
13. WCXR-F	169/3.4	4.0	3.8	3.7	3.3	3.7	224/3976	3478/11.6	11.6	10.8			5.4	289	3944	WCXR-F
14. WGMS A/F	165/3.3	2.7	2.3	2.5	3.6	2.7	176/2716	2473/ 8.2	7.8	9.8			1.6	86	1800	WGMS A/F
15. WXTR-F	136/2.7	2.3	3.0	2.3	1.8	2.6	161/3189	2666/ 8.9	6.6	6.6			2.1	112	2075	WXTR-F
16. WASH-F	124/2.5	2.9	2.6	3.1	3.0	2.8	156/2621	2281/ 7.6	9.4	8.7			2.7	143	1867	WASH-F
17. WWRC	116/2.3	2.3	2.1	2.3	2.4	2.3	120/1774	1660/ 5.5	4.8	6.1			2.4	128	1667	WWRC
18. WBMW-F	86/1.7	1.7	1.3	2.4	3.4	1.8	99/1763	1546/ 5.1	5.6	10.0			2.2	116	2024	WBMW-F
19. WHFS-F	84/1.7	.9	1.5	1.9	.8	1.5	117/1686	1191/ 4.0	3.1	3.1			2.1	113	1284	WHFS-F
20. WOL	77/1.5	1.7	1.5	1.0	1.3	1.4	77/1077	1077/ 3.6	3.8	3.1			1.0	52	925	WOL
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 78.45% (3480 of 4436) (WIN 87: 75.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAVA-F	1. WWDC-F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WGAY-F>	1. WMAL	1. WGAY-F	1. WGAY-F>	1. WHUR-F	1. WKYS-F
2. WRQX-F	2. WKYS-F	2. WWDC-F	2. WHUR-F	2. WMZQ A/F	2. WMAL	2. WAVA-F	2. WMZQ-F	2. WMAL	2. WKYS-F>	2. WTOP
3. WDJY-F	3. WPGC A/F	3. WHUR-F	3. WMZQ A/F	3. WHUR-F	3. WMZQ A/F	3. WTOP	3. WKYS-F	3. WMZQ-F	3. WGAY-F	3. WGAY-F
4. WPGC A/F>	4. WAVA-F	WMZQ A/F	4. WLTT-F	4. WGAY-F	4. WTOP	4. WKYS-F	4. WHUR-F	4. WPGC-F	4. WDJY-F	WHUR-F
5.	5. WCXR-F	5. WPGC A/F	5. WWDC-F	5. WLTT-F	5. WHUR-F	5. WWDC-F	WMAL	5. WWDC-F	5. WPGC-F	5. WMAL
6.	6. WLTT-F	6. WAVA-F	6. WCXR-F	6. WWDC-F	6. WGMS A/F	6. WGAY-F	6. WWDC-F	6. WRXQ-F	6. WRQX-F	6. WMZQ-F
7.	7. WDJY-F	7. WLTT-F	7. WAVA-F	7. WMAL	7. WKYS-F	7. WMZQ A/F	7. WPGC-F	7. WAVA-F	7. WAVA-F	7. WWRC
8.	8. WHUR-F	8. WCXR-F	8. WGAY-F	8. WXTR-F	8. WWRC	8. WLTT-F	8. WLTT-F	8. WKYS-F	8. WMZQ-F	8. WPGC-F
9.	9. WMZQ A/F	9. WDJY-F	WPGC A/F	9. WCXR-F	9. WXTR-F	9. WPGC-F	9. WAVA-F	9. WDJY-F	9. WWRC	9. WWDC-F
10.	WRQX-F	10. WRQX-F	WXTR-F	WTOP	10.	10. WDJY-F	10. WGMS-F	10. WTOP	10. WWDC-F	10. WAVA-F
		WXTR-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPGC A/F	1. WKYS-F	1. WKYS-F	1. WKYS-F	1. WKYS-F
2. WKYS-F	2. WPGC A/F	2. WLTT-F	2. WLTT-F	2. WGAY-F
3. WAVA-F	3. WAVA-F	3. WPGC A/F	3. WPGC A/F	3. WLTT-F
4. WRQX-F	4. WLTT-F	4. WAVA-F	4. WAVA-F	4. WHUR-F
5. WCXR-F	5. WHUR-F	WHUR-F	5. WHUR-F	5. WMZQ A/F
WDJY-F	WRQX-F	6. WWDC-F	6. WMZQ A/F	6. WAVA-F
7. WMZQ A/F	7. WCXR-F	7. WCXR-F	7. WRQX-F	7. WASH-F
8. WHUR-F	8. WWDC-F	8. WRQX-F	8. WGAY-F	WPGC A/F
9. WLTT-F	9. WMZQ A/F	9. WMZQ A/F	9. WASH-F	9. WMAL
10.	10. WDJY-F	10. WASH-F	10. WWDC-F	10. WGMS A/F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWDC-F	1. WWDC-F>	1. WWDC-F	1. WWDC-F>	1. WMZQ A/F>
2. WDJY-F	2. WKYS-F	2. WCXR-F	2. WKYS-F	WWDC-F
3. WAVA-F	3. WCXR-F	3. WKYS-F	3. WMZQ A/F	3. WHUR-F
4. WPGC A/F	4. WDJY-F	4. WBMW-F	4. WHUR-F	WKYS-F
5. WKYS-F	5. WPGC A/F	5. WHFS-F	5. WCXR-F	5. WCXR-F
6. WCXR-F	6. WAVA-F	6. WMZQ A/F	6. WAVA-F	6. WXTR-F
7. WRQX-F	7. WHFS-F	7. WLTT-F	WDJY-F	7. WMAL
8.	8. WMZQ A/F	8. WPGC A/F	8. WPGC A/F	WTOP
9.	9. WBMW-F	9. WHUR-F	9. WXTR-F	9. WBMW-F
10.	10. WHUR-F	10. WTOP	10. WTOP	WLTT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABS	780	Arlington	.4/ .8
WCPT	730	Alexandria	.7/1.7
WFMD	930	Frederick	.6/1.3
WFRE-F	99.9	Frederick	.8/1.5
WMMJ-F	102.3	Bethesda	.9/3.6
WUST	1120	Washington	.4/ .9
WWDC	1260	Washington	.4/ .8
WYCB	1340	Washington	1.3/2.9
WZYO-F	820	Frederick	.5/ .9
WLIF-F	101.9	Baltimore	.4/1.0
WWMX-F	106.5	Baltimore	.5/1.0

RADIO STATIONS

AM STATIONS

WABS,	780,	5 KW (DAYS)	, RELIGION	,$ 30.00	(---)	
WCPT,	730,	5 KW/20 W	, BLACK	SMN,$ 35.00*	(Mc-Guild)	Legacy
WDCT,	1310,	5 KW/500 W (DA-2)	, RELIGION	,$ 36.00	(---)	Universal
WFAX,	1220,	5 KW (DAYS)	, RELIGION	,$ 20.00	(---)	
WMAL,	630,	5 KW (DA-2)	, MOR	ABC-I,$230.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, SPANISH	,$ 57.00	(Lotus)	Lotus
WMZQ,	1390,	5 KW (DA-2)	, COUNTRY	,$ NA	(Christal)	Viacom
WNTR,	1050,	1 KW/500 W	, TALK	ABC-T,$ 33.0	(---)	
WOL ,	1450,	1 KW	, BLACK	NBN,$ 43.00	(K & P)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	CBS,MBS,$133.00*	(HNWH)	Outlet
WUST,	1120,	1 KW (DAYS)	, GOSPEL	NBN,$ 26.00	(---)	
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 2,$ 48.00*	(Christal)	
WWRC,	980,	5 KW (DA-N)	, TALK	MBS,NBC,NBC-T,$ 85.00*	(MMR)	Greater Media
WYCB,	1340,	1 KW	, GOSPEL	SBN,$ 50.00	(---)	

FM STATIONS

WASH ,	97.1,	23 KW @ 690,	AC	Trans,$130.00*	(Katz)	Outlet
WAVA ,	105.1,	50 KW @ 500,	CHR	,$180.00	(HNWH)	Emmis
WBMW ,	106.7,	23 KW @ 731,	JAZZ/NEW AGE	ABC-R,$120.00*	(Torbet)	Infinity
WCXR ,	105.9,	50 KW @ 500,	CLASSIC AOR	,$138.00*	(Mc-Guild)	Legacy
WDJY ,	100.3,	40 KW @ 330,	BLACK	APR,$ 90.00*	(Mc-Guild)	United
WGAY ,	99.5,	21 KW @ 780,	BTFL/EZ	,$200.00*	(MMR)	Greater Media
WGMS+,	103.5,	47 KW @ 510,	CLASSICAL	MBS,$140.00	(Republic)	RKO
WHUR ,	96.3,	24 KW @ 669,	BLACK	,$134.00*	(Durpetti)	Howard University
WKYS ,	93.9,	50 KW @ 485,	URBAN	NBC,$205.00*	(Eastman)	NBC
WLTT ,	94.7,	21 KW @ 780,	AC	,$175.00*	(CBS)	CBS
WMZQ ,	98.7,	50 KW @ 490,	COUNTRY	,$176.00*	(Christal)	Viacom
WPGC+,	95.5,	50 KW @ 496,	URBAN/CHR	,$130.00*	(Banner)	Cook Inlet
WRQX ,	107.3,	50 KW @ 410,	CHR	ABC-C,$172.00	(Katz)	Cap Cities/ABC
WMMJ ,	102.3,	1 KW @ 480,	? ?	,$ 70.00*	(K & P)	
WWDC ,	101.1,	22 KW @ 750,	AOR	US 1,$170.00*	(Christal)	
WXTR ,	104.1,	50 KW @ 500,	OLDIES	,$ 95.00	(Mc-Guild)	(LA PLATA)
WHFS ,	99.1,	50 KW @ 390,	AOR	MBS,$ 55.00	(Masla)	(ANNAPOLIS)

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WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/661,100

MSA Rank/Pop: 65/784,000
ADI # 53
Average Person Ratings: 16.6
Market TSL: 22.3 hours

Stations: 31/15
Diaries: 1050/652:1/48.0%
Sample Target: 940
% Below Line: 30.6
% Not Listed: 9.8

1987 Revenue: $18,500,000
HH Inc.: $36,567
Retail $: 6.7 Bil
Pop per Station: 45,633
#1 Biller: WRMF-F $5,000,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WEAT A/F	166/14.6	12.9	14.3	14.7	14.2	14.1	299/2710	1521/22.2	22.1	22.1			9.5	91	1203	WEAT A/F
2. WRMF-F	96/ 8.4	8.9	7.8	12.0	10.6	9.3	119/1551	1216/17.8	17.0	19.3			7.8	74	1119	WRMF-F
3. WJNO	90/ 7.9	5.9	5.4	5.6	6.5	6.2	91/ 865	844/12.3	11.9	12.8			7.9	75	846	WJNO
4. WIRK-F	71/ 6.2	5.2	7.3	4.7	6.2	5.9	76/ 855	751/11.0	9.1	10.5			5.2	50	614	WIRK-F
5. WNJY-F	69/ 6.1	4.6	4.8	6.1	7.0	5.4	83/ 726	596/ 8.7	9.6	11.0			5.1	49	774	WNJY-F
6. WPOM	53/ 4.7	3.0	2.9	3.7	3.7	3.6	53/ 552	529/ 7.7	5.0	6.8			4.2	40	591	WPOM
7. WMXJ-F	42/ 3.7	3.7	2.8	2.1	2.0	3.1	140/2010	511/ 7.5	9.1	4.4			3.4	32	517	WMXJ-F
8. WGTR-F	36/ 3.2	1.8	1.6	2.1	1.5	2.2	129/1549	332/ 4.9	4.7	3.3			3.6	34	432	WGTR-F
9. WNGS-F	35/ 3.1	2.6	3.5	1.3	2.7	2.6	40/ 620	509/ 7.4	5.2	7.5			3.8	36	403	WNGS-F
WHYI-F	35/ 3.1	5.1	5.7	5.3	5.2	4.8	146/2524	839/12.3	11.8	15.6			4.7	45	1165	WHYI-F

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 74.76% (767 of 1026) (WIN 87: 77.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHQT-F	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>	1. WRMF-F	1. WEAT-F+>	1. WEAT-F	1. WEAT-F+>	1. WEAT-F+>	1. WJNO	1. WPOM
2. WPOW-F	2. WPOM	2. WPOM	2. WMJX-F	2. WIRK-F	2. WJNO	2. WRMF-F>	2. WRMF-F	2. WJNO	2. WEAT-F	2. WJNO
3. WJNO	3. WGTR-F>	WMJX-F	3. WPOM	WMXJ-F	3. WNJY-F	3. WJNO	3. WNJY-F	3. WRMF-F	3. WPOM	3. WEAT-F>
WHYI-F	4. WMXJ-F	4. WGTR-F	4. WIRK-F	4. WPOM	4. WIRK-F>	4. WIRK-F	4. WIRK-F	4. WNJY-F	4. WHQT-F	4. WNJY-F
5. WPOM	5. WHYI-F	5. WIRK-F	5. WNGS-F	5. WEAT-F+	5. WRMF-F	5. WNJY-F	5. WJNO	5. WIRK-F	5. WIRK-F	5. WPBR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRMF-F>	1. WRMF-F	1. WPOM	1. WRMF-F>	1. WRMF-F	1. WGTR-F	1. WGTR-F	1. WGTR-F	1. WRMF-F	1. WIRK-F>
2.	2. WPOM >	2. WRMF-F>	2. WPOM >	2. WPOM	2. WSHE-F	2. WRMF-F>	2. WRMF-F	2. WGTR-F	WRMF-F
3.	3.	3. WMXJ-F>	3. WMXJ-F	3. WEAT-F+	3. WHYI-F	3. WSHE-F	WYFX	3. WMXJ-F	3. WMXJ-F
4.	4.	4.	4. WIRK-F	WIRK-F	4. WRMF-F	4. WHYI-F	WSHE-F	4. WIRK-F	4. WGTR-F
5.	5.	5.	5. WNGS-F	WMXJ-F	5.	5. WIRK-F	5.	5. WSHE-F	5. WEAT-F
								WHYI-F	WJNO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	.6/2.3
WKGR-F	98.7	Fort Pierce	1.8/6.6
WLVS	1380	Lake Worth	.4/ .8
WPBG	1290	West Palm Beach	1.2/2.8
WPBR	1340	Palm Beach	2.1/4.6
WSBR	740	Boca Raton	.5/2.7
WYFX	1040	Boynton Beach	2.0/3.7
WAXY-F	105.9	Fort Lauderdale	1.6/4.8
WHQT-F	105.1	Coral Gables	2.9/8.1
WIOD	610	Miami	1.2/4.2
WJQY-F	106.7	Fort Lauderdale	1.9/4.3
WKQS-F	99.9	Boca Raton	.6/3.7
WLVE-F	93.9	Miami Beach	.7/3.0
WLYF-F	101.5	Miami	2.3/4.1
WNWS	790	South Miami	.7/2.2
WOVV-F	95.5	Fort Pierce	2.3/7.1
WPOW-F	96.5	Miami	2.4/7.6
WSHE-F	103.5	Fort Lauderdale	1.4/4.7
WTMI-F	93.1	Miami	1.2/3.7
WZTA-F	94.9	Miami Beach	1.4/3.7

RADIO STATIONS

WJNO, 1230, 1 KW	, NEWS/TALK	CBS,ABC-E,NBC-T,$ 50.00* (Banner)	Fairbanks	
WPBR, 1340, 1 KW	, TALK	MBS,ABC-T,$ 22.00* (Savalli)		
WPOM, 1600, 1 KW (DA-N)	, BLACK	ABC-D,$ 25.00* (Republic)		
WEAT-F+, 104.3, 56 KW @ 1250,	BTFL/EZ	,$ 70.00* (Katz)	Taylor	
WIRK-F , 107.9, 100 KW @ 400,	COUNTRY	ABC-E,$ 51.00* (HNWH)	Price	
WKGR-F , 98.7, 100 KW @ 1384,	AOR	UPI,$ 45.00* (HNWH)		(FORT PIERCE)
WNGS-F , 92.1, 2 KW @ 378,	AC	,$ 30.00* (Eastman)		
WNJY-F , 94.3, 1 KW @ 480,	NOSTALGIA	NBC,$ 35.00* (Republic)		
WRMF-F , 97.9, 100 KW @ 1350,	AC	,$ 87.00* (Banner)	Fairbanks	

Other ranked stations - See Miami

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WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 58/627,600

MSA Rank/Pop: 69/734,000
ADI # 51
Average Person Ratings: 16.8
Market TSL: 23.0 hours

Stations: 37/26
Diaries: 1025/610:1/58.5%
Sample Target: 1000
% Below Line: 10.2
% Not Listed: 12.0

1987 Revenue: $13,600,000
HH Inc.: $27,627
Retail $: 4.4 Bil
Pop per Station: 24,054
#1 Biller: WKRZ A/F $2,300,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	146/13.9	11.5	10.6	9.5	9.7	11.4	162/2138	1781/28.5	28.9	25.7			14.7	160	2026	WKRZ-F
2. WNAK	76/ 7.3	4.3	6.4	6.7	7.1	6.2	76/ 646	646/10.3	8.2	11.0			5.4	59	535	WNAK
3. WEZX-F	72/ 6.9	10.8	8.0	8.6	7.3	8.6	79/ 951	862/13.8	14.5	13.4			11.0	119	1249	WEZX-F
4. WEJL	62/ 5.9	4.8	5.1	3.6	3.3	4.9	64/ 493	443/ 7.1	7.6	7.8			2.7	29	244	WEJL
5. WARM	54/ 5.2	6.4	7.2	6.8	6.1	6.4	67/1138	998/16.0	19.4	17.8			7.4	80	1523	WARM
6. WMGS-F	52/ 5.0	4.7	4.7	4.9	5.1	4.8	56/ 918	779/12.5	12.7	11.6			2.8	30	477	WMGS-F
7. WGBI-F	48/ 4.6	6.3	6.2	6.1	5.0	5.8	60/ 866	707/11.3	15.5	14.5			3.4	27	831	WGBI-F
8. WBAX	43/ 4.1	1.2	2.0	1.9	1.9	2.3	43/ 448	448/ 7.2	3.9	5.5			1.7	18	258	WBAX
9. WTLQ-F	41/ 3.9	5.5	6.2	5.0	4.1	5.2	42/ 766	749/12.0	13.8	13.5			5.6	61	1114	WTLQ-F
10. WWSH-F	33/ 3.1	4.7	5.2	5.9	5.7	4.7	62/ 730	467/ 7.5	9.6	11.9			4.3	47	717	WWSH-F
11. WZZO-F	30/ 2.9	.9	.7	1.4	1.6	1.5	45/ 429	254/ 4.1	2.6	3.9			1.7	18	246	WZZO-F
12. WHLM-F	29/ 2.8	3.0	2.6	2.1	2.3	2.6	36/ 489	335/ 5.4	6.0	4.6			2.6	28	416	WHLM-F

12+ FM SHARE (METRO): 62.91% (580 of 922) (WIN 87: 62.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WNAK	1. WKRZ-F	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WHLM-F
2. WTLQ-F	2. WEZX-F>	2. WEZX-F>	2. WGBI-F	2. WGBI-F	2. WEJL	2. WARM	2. WNAK	2. WEZX-F	2. WEZX-F>	2. WARM
3. WQQQ-F	3. WZZO-F	3. WMGS-F	3. WMGS-F	3. WMGS-F	3. WARM	3. WNAK	3. WEZX-F	3. WNAK	3. WTLQ-F	3. WEZX-F
WEZX-F	4. WMGS-F	4. WGBI-F	4. WEZX-F	4. WARM	4. WKRZ-F	4. WEZX-F	4. WGBI-F	4. WMGS-F	4. WMGS-F	4. WGBI-F
5.	5. WGBI-F	5. WZZO-F	5. WARM	WEZX-F	5. WBAX	5. WEJL	5. WMGS-F	5. WGBI-F	5. WARM	5. WMGS-F
	6. WTLQ-F					6. WMGS-F		6. WEJL		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F	1. WEZX-F	1. WEZX-F	1. WKRZ-F	1. WKRZ-F
2. WZZO-F	2. WEZX-F	2. WGBI-F	2. WMGS-F	2. WGBI-F	2. WEZX-F>	2. WKRZ-F>	2. WKRZ-F>	2. WEZX-F>	2. WEZX-F
3. WEZX-F	3. WMGS-F	3. WMGS-F	3. WEZX-F	3. WMGS-F	3. WZZO-F	3. WZZO-F>	3. WGBI-F	3. WGBI-F	3. WGBI-F
4. WMGS-F	WZZO-F	4. WEZX-F	WGBI-F	4. WARM	4.	4.	WZZO-F	WMGS-F	4. WMGS-F
WTLQ-F	5. WTLQ-F	5. WTLQ-F	5. WARM	WEJL	5.	5.	5.	5. WZZO-F	5. WARM
	6. WGBI-F		WTLQ-F						

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARD	1550	Pittston	1.5/4.5	WABC	770	New York	.6/1.8
WAZL	1490	Hazelton	1.0/2.4	WAEB-F	104.1	Allentown	.6/2.3
WCNR	930	Bloomsburg	.7/1.0	WAVT-F	101.9	Pottsvillle	.4/1.2
WEAY-F	92.1	Nanticoke	.7/2.8	WFMU-F	106.3	Blairstown	.5/1.6
WGBI	910	Scranton	1.8/4.7	WFMZ-F	100.7	Allentown	1.4/2.5
WHLM	550	Bloomsburg	.5/2.1	WILQ-F	105.1	Williamsport	.7/1.6
WICK	1400	Scranton	1.2/2.9	WPAT-F	93.1	Paterson	.5/1.3
WILK	980	Wilkes Barre	1.4/6.3	WQQQ-F	99.9	Easton	1.2/2.7
WLSP-F	94.3	Carbondale	1.2/2.4	WRKZ-F	106.7	Hershey	.7/2.2
WQEQ-F	103.1	Freeland	1.0/2.6	WYSP-F	94.1	Philadelphia	.4/2.1
WSBG-F	93.5	Stroudsburg	1.3/3.2				
WSCR	1320	Scranton	.6/2.3				
WVPO	840	Stroudsburg	.6/1.9				
WWDL-F	104.9	Scranton	1.2/2.8				
WXPX	1300	W. Hazelton	.4/1.8				

RADIO STATIONS

WARM, 590, 5 KW (DA-2)	, MOR	NBC,$ 54.00*	(Eastman)	Susquehanna		
WARD, 1550, 5 KW/500 W (DA-2)	, TALK	APR,ABC-T,$ 13.00	(Savalli)			
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,$ 15.00*	(---)			
WEJL, 630, 500 W (DAYS)	, NOSTALGIA	ABC-I,$ 20.00*	(Christal)	Shamrock-Lynett		
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,$ 16.00*	(Torbet)			
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,$ 17.00*	(Masla)			
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	ABC-E,NBC-T,MBS,$ 18.00*	(Mc-Guild)			
WNAK, 730, 1 KW (DAYS)	, NOSTALGIA	NBC,$ 30.00*	(Masla)			
WEZX-F, 107.1, 125 W @ 1270,	AOR	ABC-R,$ 39.00*	(Christal)	Shamrock-Lynett		
WGBI-F, 101.3, 7 KW @ 1110,	AC	CBS-R,$ 34.00*	(Torbet)			
WHLM-F, 106.5, 37 KW @ 597,	AC	US 2,$ 17.00*	(Banner)			(BLOOMSBURG)
WKRZ-F, 98.5, 7 KW @ 1180,	CHR	APR,$ 54.00*	(Katz)	Osborn		
WMGS-F, 92.9, 9 KW @ 1060,	AC	,$ 36.00*	(Eastman)	Susquehanna		
WEAY-F, 92.1, .9 KW @ 552,	CHR	,$ 13.00*	(---)			
WSBG-F, 93.5, 3 KW @ 300,	CHR	APR,$ 15.00*	(Market 4)			(STROUDSBERG)
WTLQ-F, 102.3, 3 KW @ 71,	CHR	ABC-C,$ 25.00*	(Mc-Guild)			(PITTSTON)
WWDL-F, 104.9, 1.6 KW @ 1093,	SOFT AC	ABC-D,$ 18.00*	(Masla)			
WWSH-F, 97.9, 24 KW @ 640,	BTFL/EZ	,$ 23.00*	(---)			

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YORK

Arbitron Rank/Pop (12+): 103/336,700

MSA Rank/Pop: 114/400,000
ADI # 45 (w/Harrisburg & Lancaster)
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 25/11
Diaries: 724/459:1/61.8%
Sample Target: 730
% Below Line: 42.0
% Not Listed: 9.7

1987 Revenue: $11,000,000
HH Inc.: $31,680
Retail $: 2.1 Bil
Pop per Station: 30,227
#1 Biller: WSBA-F $2,800,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WARM-F	54/10.2	12.1	9.5	10.2	7.7	10.5	116/1520	622/18.7	21.3	18.0						WARM-F
2. WRKZ-F	46/ 8.7	9.6	10.0	12.4	10.1	10.2	157/1743	502/15.1	16.1	18.1						WRKZ-F
3. WQXA-F	44/ 8.3	10.1	12.0	11.3	12.0	10.4	86/1533	727/21.9	23.9	27.3						WQXA-F
4. WNCE-F	44/ 8.3	7.4	7.7	6.9	6.8	7.6	202/1894	506/15.2	14.5	12.3						WNCE-F
5. WYCR-F	43/ 8.2	7.2	6.1	4.1	2.8	6.4	58/1194	712/21.4	17.8	10.7						WYCR-F
6. WSBA	41/ 7.8	7.2	6.4	6.9	9.1	7.1	44/ 730	623/18.7	19.4	22.6						WSBA
7. WGTY-F	31/ 5.9	5.5	3.0	3.2	5.9	4.4	31/ 292	284/ 8.5	8.4	8.8						WGTY-F
8. WNNK-F	22/ 4.2	2.9	2.9	4.2	2.3	3.6	195/2254	322/ 9.7	8.1	6.5						WNNK-F
9. WHTF-F	21/ 4.0	2.4	5.2	3.9	3.5	3.9	79/1317	367/11.0	7.7	10.2						WHTF-F
10. WOYK	18/ 3.4	1.8	5.0	2.5	4.0	3.2	18/ 238	196/ 5.9	5.6	5.4						WOYK
11. WGRX-F	17/ 3.2	3.9	3.8	5.3	3.3	4.1	35/ 503	276/ 8.3	9.1	7.7						WGRX-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 81.09% (386 of 476) (WIN 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYCR-F>	1. WQXA-F	1. WARM-F>	1. WARM-F>	1. WARM-F>	1. WNCE-F	1. WSBA	1. WARM-F>	1. WARM-F	1. WQXA-F	1. WRKZ-F
2. WQXA-F>	2. WYCR-F	2. WQXA-F	2. WRKZ-F	2. WRKZ-F	2. WSBA	2. WARM-F	2. WRKZ-F	2. WQXA-F	2. WYCR-F>	2. WSBA
3. WHTF-F	3. WARM-F>	3. WYCR-F	3. WGTY-F	3. WGTY-F	3. WRKZ-F	3. WQXA-F	3. WNCE-F	WYCR-F	3. WRKZ-F	3. WNCE-F
WNNK-F	4. WHTF-F	4. WRKZ-F	4. WQXA-F	WQXA-F	4. WARM-F	4. WYCR-F	4. WQXA-F	4. WRKZ-F	4. WARM-F	4. WGTY-F
5.	WNNK-F	5. WGTY-F	5. WYCR-F	5. WNCE-F	5. WGTY-F	5. WRKZ-F	5. WGTY-F	5. WNCE-F	5. WGTY-F	5. WQXA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WARM-F	1. WARM-F	1. WARM-F	1. WARM-F>	1. WARM-F>	1. WQXA-F	1. WQXA-F>	1. WQXA-F	1. WRKZ-F	1. WRKZ-F
2. WQXA-F	2. WYCR-F	2. WYCR-F	2. WQXA-F	2. WNCE-F	2. WHTF-F	2. WHTF-F	WYCR-F	2. WQXA-F	2. WARM-F
WYCR-F	3. WQXA-F>	3. WQXA-F	3. WYCR-F	3. WQXA-F	WLAN-F	WYCR-F	3. WHTF-F	3. WARM-F	3. WGTY-F
4.	4. WNNK-F>	4. WNNK-F	4.	4. WGTY-F	WNNK-F	4. WRKZ-F	WTPA-F	4. WHTF-F	WGRX-F
5.	5. WHTF-F	5.	5.	5. WYCR-F	5. WXCR-F	5. WNNK-F	5. WARM-F	WYCR-F	5. WQXA-F
	WRKZ-F			WRKZ-F	WRKZ-F	WTPA-F	WRKZ-F		WYCR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	.6/2.5
WGET	1320	Gettysburg	1.7/4.0
WHVR	1280	Hanover	.9/4.5
WOBG	1250	York	1.3/3.5
WDAC-F	94.5	Lancaster	2.1/3.4
WHIT-F	99.3	Harrisburg	.4/1.7
WHP	580	Harrisburg	.6/2.4
WHP-F	97.3	Harrisburg	.9/2.5
WIOV-F	105.1	Harrisburg	2.3/4.2
WLAN-F	96.9	Lancaster	1.5/6.3
WTPA-F	93.5	Mechanicsburg	1.7/6.2
WBAL	1090	Baltimore	1.3/3.2
WPOC-F	93.1	Baltimore	1.1/4.4
WWMD-F	104.1	Hagerstown	1.5/3.4

RADIO STATIONS

WOBG, 1250,	1 KW (DAYS)	, MOR/OLDIES	SMN,ABC-I,$ 15.00*	(Katz)		
WHVR, 1280,	5 KW/500 W (DA-2)	, MOR	NBC,$ 11.00*	(HNWH)		(HANOVER)
WOYK, 1350,	5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,$ 13.00	(Republic)		
WSBA, 910,	5 KW/1 KW (DA-2)	, MOR	,$ 42.00*	(Eastman)	Susquehanna	
WGTY-F, 107.7,	10 KW @ 350,	COUNTRY	MBS,$ 18.00*	(---)		(GETTYSBURG)
WHTF-F, 92.7,	3 KW @ 300,	AOR	Source,$ 25.00*	(Banner)		(STARVIEW)
WQXA-F, 105.7,	25 KW @ 717,	CHR	ABC-C,$ 47.00*	(Katz)		
WARM-F, 103.3,	12 KW @ 890,	AC	,$ 50.00*	(Eastman)	Susquehanna	
WYCR-F, 98.5,	11 KW @ 930,	CONTEMP	,$ 30.00*	(HNWH)		

Other ranked stations - See Harrisburg, Lancaster or Baltimore

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YOUNGSTOWN

Arbitron Rank/Pop (12+): 82/425,300

MSA Rank/Pop: 96/514,000
ADI # 88
Average Person Ratings: 17.3
Market TSL: 22.8 hours

Stations: 29/15
Diaries: 966/442:1/61.9%
Sample Target: 850
% Below Line: 15.0
% Not Listed: 7.6

1987 Revenue: $10,900,000
HH Inc.: $31,666
Retail $: 3.1 Bil
Pop per Station: 28,453
#1 Biller: WHOT A/F $2,700,000

12+ METRO	1/4/SHARE	FAL 87	SUM 87	SPG 87	WIN 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	WIN 87	25-54 Conversion	% Male	Birch Share	Birch AQH	Birch Cume	
1. WHOT-F	118/16.0	15.6	18.2	16.7	15.4	16.6	201/2587	1598/37.5	37.4	36.8			20.6	151	1686	WHOT-F
2. WKBN	87/11.8	9.3	9.0	8.0	9.3	9.5	101/1191	977/22.9	20.9	22.3			9.3	68	762	WKBN
3. WKBN-F	78/10.6	8.6	8.3	9.8	10.8	9.3	136/1625	870/20.4	19.5	20.6			10.2	75	896	WKBN-F
4. WYFM-F	75/10.1	9.0	11.5	8.1	8.7	9.7	143/1718	997/23.4	20.2	20.6			8.9	65	980	WYFM-F
5. WQXK-F	58/ 7.8	8.6	7.6	12.0	9.0	9.0	123/1217	689/16.2	15.8	15.3			9.0	66	701	WQXK-F
6. WBBW	41/ 5.5	5.7	6.6	5.0	6.1	5.7	42/ 596	559/13.1	13.5	14.5			4.1	30	430	WBBW
7. WMGZ-F	29/ 3.9	4.2	3.2	5.1	2.7	4.1	34/ 786	480/11.3	10.3	9.3			5.0	37	492	WMGZ-F
8. WMMS-F	26/ 3.5	3.0	2.2	3.0	2.7	2.9	31/ 376	327/ 7.7	7.9	8.9			5.3	39	502	WMMS-F
9. WQOD-F	20/ 2.7	3.5	2.6	4.7	2.1	3.4	27/ 392	278/ 6.5	8.1	5.8			2.0	15	147	WQOD-F
10. WDVE-F	16/ 2.2	1.3	2.6	2.4	1.3	2.1	32/ 546	223/ 5.2	4.2	4.3			2.6	19	331	WDVE-F

12+ FM SHARE (METRO): 71.60% (489 of 688) (WIN 87: 71.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WYFM-F	1. WYFM-F	1. WKBN	1. WHOT-F	1. WKBN	1. WHOT-F>	1. WHOT-F	1. WKBN
2. WMGZ-F>	2. WYFM-F	2. WYFM-F>	2. WHOT-F>	2. WHOT-F>	2. WKBN-F>	2. WKBN >	2. WKBN-F	2. WKBN-F	2. WKBN >	WKBN-F
3.	3. WMMS-F	3. WQXK-F	3. WQXK-F	3. WQXK-F	3. WQXK-F	3. WYFM-F	3. WYFM-F	3. WYFM-F	3. WKBN-F	3. WBBW
4.	4. WMGZ-F	4. WKBN-F	4. WKBN-F	4. WKBN-F	4. WYFM-F	4. WKRN-F	4. WHOT-F	4. WQXK-F>	4. WYFM-F	4. WHOT-F
5.	WQXK-F	WMMS-F	5. WKBN	5. WKBN	5. WBBW	5. WQXK-F	5. WQXK-F	5. WKBN	5. WMGZ-F	5. WQXK-F
					6. WHOT-F	6. WBBW			WQXK-F	WYFM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHOT-F>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WMMS-F	1. WHOT-F	1. WYFM-F	1. WHOT-F	1. WYFM-F
2.	2. WYFM-F>	2. WYFM-F	2. WYFM-F>	2. WYFM-F	2. WHOT-F	2. WMMS-F	WHOT-F>	WYFM-F>	2. WHOT-F
3.	3. WQXK-F>	3. WQXK-F	3. WKBN-F	3. WKBN-F	3. WDVE-F	3. WYFM-F	3. WQXK-F	3. WMMS-F	3. WQXK-F
4.	4.	4.	4. WQXK-F	4. WQXK-F	4. WMGZ-F	4. WMGZ-F	4.	4. WQXK-F	4. WKBN
5.	5.	5.	5. WKBN	5. WKBN	5.	5. WDVE-F	5.	5. WMGZ-F	5. WKBN-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFMJ	1390	Youngstown	1.8/7.7
WGFT	1500	Youngstown	1.1/2.3
WHOT	1330	Campbell	1.1/4.8
WKTX-F	96.7	Mercer	.7/1.5
WNIO	1540	Niles	1.1/2.0
WOKG	1570	Warren	1.5/1.2
WRRO	1440	Warren	1.8/6.3
WAMO-F	105.9	Pittsburgh	.8/1.5
WDJQ-F	92.5	Alliance	.7/2.3
WHBC-F	94.1	Canton	.5/1.0
WKDD-F	96.5	Akron	.5/2.3
WMJI	1260	Cleveland	.1/ .1
WMJI-F	105.7	Cleveland	1.6/5.4
WNCR-F	98.5	Cleveland	.5/1.8
WNIR-F	100.1	Kent	.5/1.5
WONE-F	97.5	Akron	1.6/5.2
WPHR-F	107.9	Cleveland	1.2/5.2
WTOF-F	98.1	Canton	.5/2.0
WWWE	1100	Cleveland	.5/2.6

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E,$ 30.00*	(Mc-Guild)			
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,NBC-T,$ 22.00*	(Unirep)			
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,$ NA	(Eastman)	Myron Jones		
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,$ 45.00*	(Katz)			
WRRO, 1440, 5 KW (DA-N)	, MOR/OLDIES	ABC-I,$ 15.00*	(Regional)			(WARREN)
WHOT-F, 101.1, 16 KW @ 710,	CHR	,$ 65.00*	(Eastman)	Myron Jones		
WKBN-F, 98.9, 9 KW @ 1370,	BTFL/EZ	,$ 55.00*	(Katz)			
WMGZ-F, 95.9, 3 KW @ 165,	CHR	,$ NA	(---)			(SHARPSVILLE, PA)
WQOD-F, 93.3, 50 KW @ 280,	SOFT AC	MBS,$ 28.00*	(---)			
WQXK-F, 105.1, 88 KW @ 430,	COUNTRY	ABC-D,$ 41.00*	(Mc-Guild)	Lincoln		
WYFM-F, 102.9, 26 KW @ 455,	AC	ABC-C,$ 36.00	(Durpetti)	Regional		

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AMERICAN RADIO

Spring 1988

James H. Duncan, Jr.

AMERICAN RADIO

SPRING 1988 REPORT

(Arbitron Rating Period: 31 March - 22 June)

COMPILED AND EDITED BY:

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August 1988

Volume XIII, Number 1

INTRODUCTION

This is the 14th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 10 August 1988.

Work on this edition was completed on August 14, 1988. Mailing will begin on August 22, 1988. Working on such tight deadlines may cause production problems. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

HIGHLIGHTS AND COMMENTS

FM SHARE - THE FIRST DECLINE

For the first time since the 1960's the FM listening share actually declined in the Arbitron markets. This year's FM share was 71.376%. In the Spring of 1987 the share was 71.835%. The decline was 6/10 of one percent.

This was quite a shock especially considering that four or five years ago I predicted the FM share would grow to 75% to 80% of all listening before it leveled off.

I first checked with Arbitron to see if there were any methodological reasons for this event. Arbitron said no -- not to their knowledge. I then looked at formats to see if I could find any causes there. The only thing I could find was a sharp increase in listening to News/Talk stations. This increase might reflect interest in this year's active news. Also many of the baseball stations were higher than usual.

Whether these factors are enough to cause the decline in FM listening percentage is the question. I do not have an answer. We will have to wait a few more books so we can see a clear trend.

One other factor to consider. RADAR also tracks FM share. Until recently their figures were very close to Arbitron's -- usually less than a share difference. This is no longer the case. RADAR now shows the FM share at 75%.

Greenville-New Bern, NC had the highest FM share with 95.02%; Sioux Falls had the lowest with 50.74%.

SPRING 1988 ACHIEVEMENT AWARDS

			HONORABLE MENTION	
GROUP:	Brown Broadcasting		Legacy Noble Tichenor	
MAJOR MARKET:	WLUP A/F	Chicago	KXKL A/F WSNY-F	Denver Columbus
MEDIUM MARKET:	KRQQ-F	Tucson		
SMALL MARKET:	KUZZ A/F	Bakersfield		
VERY SMALL MARKET:	WTAK	Huntsville	WKFR-F WXLP-F	Kalamazoo Davenport

The achievement awards were begun in 1983. There is no formula for making these selections. The only requirement is that I think a group or station stands out because of its performance over the last year. There are no plaques or scrolls or anything like that. Just a "well done" and the fact that someone noticed an outstanding performance.

Sometimes a group with a limited portfolio of stations stands out amongst the large groups. Brown Broadcasting is such a group. Brown has been slowly developing a reputation as a well managed, well programmed radio group. This award reflects that growing reputation.

Brown has had fine properties in San Diego (KPOP, KGB-F) and Sacramento (KXOA A/F). In the last year or two they have succeeded in Salt Lake City (KKAT), a market where so many others have had trouble. In San Francisco Brown purchased KLOK-FM and junked that station's ratings successful format for a Jazz/AC/New Age format (KKSF) which many regard as the best station in that genre.

WLUP A/F in Chicago has become a giant in that market. The FM has been a great success in both ratings and revenue. It is now up to a 5.0 share and will probably bill over $12,000,000 this year. However, this award is mostly based on the success of WLUP-AM. They took a big chance when they took Steve Dahl off the FM and put him on the AM band. The risk paid off and WLUP-AM is up to a 2.3 share.

KRQQ in Tucson, owned by Nationwide, has built up a huge share in their market -- over a 20 share in some books. This is particularly remarkable considering how crowded the Tucson market has become.

KUZZ-AM in Bakersfield has been a very successful country music station for many years. The station's owner, Buck Owens, also owned KKXX-FM in the same market. For the last few years KKXX has usually equalled, if not exceeded, KUZZ in the ratings. Additionally KKXX billed in excess of $1,000,000 which is quite good in Bakersfield.

Earlier this year Owens blew up KKXX, changed the calls to KUZZ and is usually simulcasting with the AM. The new combined entity lost over 10 share points in the Spring Arbitrons. Their combined share is just about what KUZZ-AM had before the change.

A stupid move you say? Why do they get an achievement award you ask? With one exception I think it is a courageous move and smart positioning. Bakersfield has, until now, been a Mom and Pop type market. The more aggressive operators are bound to move in eventually and offer stronger competition to the Buck Owens properties. One obvious move would have been to compete with KUZZ from the FM band. Buck Owens' strategy solidified their country franchise. I would also believe that there is more revenue potential in the country format in this market than with CHR.

The exception, the move I think is unwise, is the simulcasting. I would have offered two different country formats. By simulcasting they insure and hasten the audience erosion of the AM.

Time will tell. This is a very interesting situation to watch.

WTAK in Huntsville, Alabama had the largest increase in its market this year. Their format is AOR. In fact, WTAK has the largest AQH of any AM AOR in the country. Quite an achievement. There is no FM AOR in Huntsville so WTAK has a position and is filling it well...at least until an FM decides it will program AOR.

ACHIEVEMENT AWARDS: 1983-1988

	1983	1984	1985	1986
GROUP	EZ	Stoner	Taft	Emmis
MAJOR MARKET	KHTR (St. Louis)	WHTZ (NY)	KIIS (LA)	KPWR (LA)
MEDIUM MARKET	WSYR (Syracuse)	WZPL (Indy)	KEX/KKRZ (Port)	WSTF/WSSP (Orl)
SMALL MARKET	WDCG (Raleigh)	KFAB (Omaha)	WKJN (Baton R)	WFBC-F (Green SC)
VERY SMALL MARKET	KIOK (Rich, WA)	KCCY (Pueblo)	WKSF (Ashe)	KGHL (Billings)

1987	1988
New City	Brown
WRBQ (Tampa)	WLUP A/F (Chi)
WIVK (Knox)	KRQQ (Tucson)
WIOG (Sag/Flint)	KUZZ A/F (Bakers)
WZFX (FayetteNC)	WTAK (Hunts, AL)

LEADING STATIONS BY FORMAT

	1/4 HOUR AVERAGE		METRO SHARE	
CHR/TOP 40/ CONTEMP	WHTZ-F	New York	KTRS-F	Casper (KRLB-F Lubbock)
AOR/CLASSIC	WXRK-F	New York	KGGO-F	Des Moines
AC/SOFT/OLDIES	WLTW-F	New York	WAJI-F	Fort Wayne
BTFL MUSIC/EZ	WPAT A/F	New York	WDUV-F	Sarasota
BLACK/URBAN	KPWR-F	Los Angeles	WIKS-F	Greenville, NC
COUNTRY	WYNY-F	New York	WIVK A/F	Knoxville
NEWS/TALK	WOR	New York	KMOX	St. Louis
MOR/VARIETY	WJR	Detroit	WJBC	Bloomington
NOSTALGIA	WPEN	Philadelphia	WINR	Binghamton
HISPANIC	KTNQ	Los Angeles	KGBT	McAllen-Brownsville
RELIGION/GOSPEL	WWRL	New York	WDAC-F	Lancaster
CLASSICAL	WNCN-F	New York	WGMS A/F	Washington
			KYTE-F	Portland, OR
JAZZ/NEW AGE	KTWV-F	Los Angeles	KNIK-F	Anchorage

GREATEST SHARE CHANGES
(Spring 1987 to Spring 1988)

Increases			Decreases		
WKFR-F	Kalamazoo	+12.9	WWNC	Asheville	-14.4
KTWO	Casper	+11.3	WSTO-F	Evansville	-11.6
KTGL-F	Lincoln	+11.3	KUZZ A/F	Bakersfield	-11.3
WVAM	Altoona	+10.0	WANM	Tallahassee	-10.8
WKMQ-F	Rockford	+9.6	KVOC	Casper	-10.0
WGLF-F	Tallahassee	+9.3	WAYS-F	Macon	-10.0
KEAG-F	Anchorage	+9.2	WIOG-F	Saginaw	-9.5

FORMATS

Formats with the largest share increases (Spring 1988 vs. Spring 1987) were Jazz/New Age (+47.1%), Hispanic (+11.0%), and News/Talk (+9.2%). The largest decreases were in MOR/Variety (-17.5%), Nostalgia (-9.1%), and BTFL/EZ (-8.4%). CHR shows a declining level of listenership this year while AC/Soft Rock/Oldies continues to grow -- a growth fueled largely by Oldies.

The gain for News/Talk and the loss for MOR/Variety was partially caused by reclassifying WGN in Chicago from MOR to Talk.

LEADING STATIONS

Once again WHTZ-F in New York is the most-listened-to station in the U.S. (1/4 HOUR AVG). Stations in the top 100 making impressive gains include: KPWR, KABC, KLOS, WYNY, KTNQ, WEGX, WLUP-F, WCKG, KABL, WYSP, KVIL, WPEN, KMEL, WLIB, WMZQ, WJMK, KRBE, WZGU, WKLS, WYTZ, KQRS, WPRO-F.

OTHER LEADERS

12+ Metro Share:	KTRS-F	Casper
12+ Cume Rating:	KTRS-F	Casper
12+ TSA Cume:	WHTZ-F	New York

We mourn the recent passing of these fine radio people:

Martin Sherry	Bob Kaghan
George Moore	Dick Evans, Sr.
Sarkes Tarzian	Hugh Beville

CHANGES IN THIS EDITION OF AMERICAN RADIO

We have made some major improvements to the market reports in this edition of American Radio. Basically we changed from a vertical format to a horizontal format for the top section of each market report. We did this for several reasons. First of all, it allows us to cram in more data. Secondly, it is easier to read. Finally, it eliminates the ranking of stations based on their TSA performance.

The added data includes Birch AQH and Cume numbers, a 24-54 conversion factor and a format code for each station.

The 25-54 conversion factor is quite interesting. First, I have to warn you that this figure does not represent the percentage of the station's audience which is 25-54. Instead it represents a ratio (expressed in a percentage) between a station's 25-54 share and its 12+ share. See these examples:

	12+ Share	25-54 Share	25-54 Conversion
Station A	5.0	5.0	100
Station B	5.0	10.0	200
Station C	5.0	2.0	40
Station D	5.0	0	0

This figure indicates a station's ability to convert 12+ shares into 25-54 shares. Since the 25-54 cell is currently the most sought after demo by advertisers, this data is particularly relevant.

Per your many requests, we added a format code next to each station's calls and Metro AQH and share. Below is the legend for the format codes:

FORMAT CODES

CHR	-	Contemporary Hit Radio, Top 40, Contemporary
AC	-	Adult Contemporary
O	-	Oldies (1955 to 1987)
B	-	Black (audience predominantly Black -- over 75%)
U	-	Urban (majority of audience is non-white although a relatively large segment is white)
EZ	-	Easy Listening, Beautiful Music
AOR	-	Album Oriented Rock, also includes Classic Rock
CL	-	Classical
C	-	Country
T	-	Talk
N	-	News
SP	-	Hispanic/Spanish
BB	-	Big Band, Nostalgia
M	-	Middle-of-Road (MOR), Full Service, Variety
J/NA	-	Jazz, New Age
R	-	Religion, Christian, Christian Music
G	-	Gospel
E	-	Ethnic
??	-	Others or Unknown

One other refinement can be found in the demo and daypart breakdowns. Arbitron does not allow us to print the actual shares in this section. Sometimes a ranker can be misleading because the difference between two stations can be wide or narrow but a simple ranker cannot show this. Thus we have come up with a secret code which lends utility to these tables. Below is a sample of the code:

1. KAAA<
2. KBBB

The < mark means that the share distance between the two stations is very small.

1. KCCC
2. KDDD>
3. KEEE

The > mark shows that the distance between KDDD and KEEE is great -- 25% or more, generally.

1. KFFF>>
2. KGGG

The >> mark means that there is a huge distance between the two stations with KFFF having about twice the audience (or more) of KGGG or that there is more than 10 share points separating the two stations.

GROUP OWNERS

The following groups had "up" books for two-thirds or more of their stations (based on Spring 87 to Spring 88 comparisons, 12+ Metro Share):

Cox	Statewide	Sconnix	Hartstone & Dickstein
Booth/Genesis	Shamrock-Clark	Osborn	Rivers
Sun Group	Shamrock-Lynett	Newmarket	Sunshine
Tichenor	Keymarket	Regional	

Tichenor deserves particular praise because thy had 8 stations with up books and one station which equalled its 1987 share. Not a single losing station in the company.

Capital Cities/ABC, CBS and Susquehanna all had 10 stations with positive books.

These groups showed major gains in the group rankings:

Cox	Noble	Edens	Tichenor
Legacy	Shamrock (Disney)	Century	Rivers
Booth/Genesis	Beasley	Henry	

The following groups had the most stations which are the 12+ Metro Share leaders in their markets:

Bloomington	4	(Johnson City, Chattanooga, Grand Rapids, Bloomington)
Capital Cities/ABC	4	(Detroit, Providence, Denver, San Francisco)
Clear Channel	4	(Beaumont, Tulsa, New Orleans, Louisville)
New City	4	(Bridgeport, Orlando, Syracuse, Birmingham)
Summit	4	(Springfield, MO; Lincoln; Dayton; Atlanta)
Booth/Genesis	3	(San Antonio, Toledo, Saginaw)
Great American	3	(Indianapolis, Kansas City, Portland)
Henry	3	(Fresno, Salinas-Monterrey, Riverside-San Bernardino)

QUOTE/UNQUOTE

It has been my responsibility to have a great deal of contact with the consumer press -- newspaper, magazines, etc. They call because I have a data base which is often useful to them. I probably average seven or eight press calls per week. Frankly the calls can be a pain and a distraction. However, I try to be helpful because I feel that often I can help the radio industry receive some favorable publicity.

In fourteen years I have been badly misquoted only twice. Both times were in our so-called magazine-of-record "Broadcasting." "Broadcasting's" coverage of the radio industry has been pathetic. When they do run something concerning radio, it is superficial and

Recently I was asked by the magazine for my comments concerning recent radio programming developments. When the discussion turned to Jazz/New Age I told the reporter that while a J/NA station has relatively low 12+ shares they will nearly double that share with their 25-54 share. I stressed this point several times because I could sense the reporter was not understanding the concept.

When the quote came out in print it said that I had said that Jazz/New Age stations double their share when they change into the format.

Well, I have learned my lesson and it will be a long time before I allow "Broadcasting" to use me as a source again. The Paducah Times understands radio concepts better than our "magazine-of-record."

A CLASS ACT

Chet Maxwell runs a company Metro Broadcast Monitor based in San Antonio. Chet's company monitors stations in several markets and issues reports concerning advertiser usage of radio on particular stations and for the market as a whole.

Maxwell made plans to move into the Seattle-Tacoma market with his service. He was just about ready to begin his reports when he learned that a severely handicapped woman was already offering a similar service to Seattle and radio broadcasters. Apparently, this was one of the few jobs this woman was capable of doing and Chet would have probably driven her out of business or at least harmed her business a great deal.

Chet Maxwell decided that he could not hurt this lady and he scrapped plans to move into Seattle.

A very classy thing to do.

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Albuquerque
Allentown-Bethlehem
Altoona
Amarillo
Anchorage
Ann Arbor
Appleton-Oshkosh
Asheville

Atlanta
Atlantic City
Augusta, GA
Austin
Bakersfield
Baltimore
Baton Rouge
Beaumont
Billings
Binghampton

Birmingham
Bloomington, IL
Boise
Boston
Bridgeport
Buffalo
Canton
Casper
Cedar Rapids
Charleston, SC

Charleston, WV
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, SC
Columbus, GA
Columbus, OH

Corpus Christi
Dallas-Fort Worth
Davenport-RI-Moline
Dayton
Daytona Beach

Denver
Des Moines
Detroit
Duluth
El Paso
Erie
Eugene
Evansville
Fargo
Fayetteville, NC

Flint
Fort Wayne
Fresno
Grand Rapids
Green Bay
Greensboro-WS
Greenville, NC
Greenville-Spartanburg
Harrisburg
Hartford

Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson, MS
Jacksonville
John City-Kingsport
Johnstown
Kalamazoo

Kansas City
Knoxville
Lafayette, LA
Lakeland
Lancaster
Lansing
Las Vegas
Lexington
Lincoln
Little Rock

Los Angeles
Louisville
Lubbock
Macon
Madison

Manchester
McAllen-Brownsville
Melbourne-Titusville-Cocoa
Memphis
Miami-Fort Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Montgomery

Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando
Oxnard-Ventura

Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, ME
Portland, OR
Portsmouth-Dover-Rochester, NH
Providence
Pueblo

Raleigh
Reno
Richmond
Riverside-San Bernardino
Roanoke-Lynchburg
Rochester
Rockford
Sacramento
Saginaw-Bay City-Midland
St. Louis

Salisbury-OC, MD
Salinas-Monterey-Santa Cruz
Salt Lake City
San Antonio
San Diego

San Francisco
San Jose
Sarasota-Bradenton
Savannah
Seattle-Tacoma
Shreveport
Sioux Falls
South Bend
Spokane
Springfield, MA

Springfield, MO
Steubenville
Stockton
Syracuse
Tallahassee
Tampa-St. Petersburg
Terre Haute
Toledo
Topeka
Tucson

Tulsa
Utica-Rome
Waco
Washington
Waterloo-Cedar Falls
West Palm Beach
Wheeling
Wichita
Wilkes Barre-Scranton
Wilmington, DE

Wilmington, NC
Worcester
York
Youngstown

THE JOHN BAYLISS BROADCAST FOUNDATION

INVEST IN RADIO'S FUTURE

THE FOUNDATION

The John Bayliss Broadcast Foundation was established by friends and colleagues in the radio industry to perpetuate the memory of John Bayliss, a leading broadcast executive, and his many contributions to the radio industry over a 30-year span. John Bayliss was introduced to radio while he served in the U.S. Air Force. After that he worked in a variety of increasingly responsible radio positions and established an enviable record of performance and profitability in radio management and sales. An innovative, problem-solving leader, John earned the Hall Radio Report nomination for Radio Executive of the Year and Group Executive of the Year in 1977 and 1978. The Foundation's purpose is the development of young talent for the radio industry, so that the broadcasting principles John stood for could live on in his name.

THE SCHOLARSHIP FUND

The scholarship fund helps finance the education of many college students who aspire to a career in radio broadcasting. Individual and corporate donations increase the Foundation's endowment so that outstanding young talent may be recognized and given every opportunity to succeed in the broadcasting field of their (and your) choice. In the past four years, 24 scholarships have been awarded to college juniors and seniors and an intern program has been established to allow a lucky student to gain "hands-on" training in a commercial environment.

In the four years since the Foundation was established by John Bayliss' industry friends and family, the Foundation has received its tax-exempt status; started scholarship programs at universities across the United States; initiated an intern program and held a "media-roast" fund-raiser, now an annual event, specifically to raise scholarship dollars. Please help us increase the endowment, and the scholarships the Foundation can award next year, by sending a generous donation today. Your investment will be seen, and heard, in tomorrow's radio broadcasts. The Foundation is supported solely by charitable contributions from industry leaders, who, like you, feel a responsibility to the future of radio.

Thank you for your support.

Please make checks payable to: THE JOHN BAYLISS BROADCAST FOUNDATION.

Mail to: Kit Hunter Franke, Executive Director
The John Bayliss Broadcast Foundation
P.O. Box 221070
Carmel, CA 93922
(408) 624-1536

METRO SHARE LEADERS AND MAJOR SHARE CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Spring 1987 to Spring 1988. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 11.3, CHR	WONE-F, +1.8, AOR	WQAL-F, -2.2, BTFL
Albany-Schen-Troy	WPYX-F, 12.4, AOR	WQBK-F, +2.0, AOR	WGFM-F, -3.4, CHR
Albuquerque	KKOB, 11.3, MOR	KKSS-F, +4.9, Urban/CHR	KNMQ-F, -4.1, CHR
Allentown-Beth	WFMZ-F, 12.6, BTFL	WXKW, +2.3, Country	WFMZ-F, -3.1, BTFL
Altoona	WVAM, 18.2, Country	WVAM, +10.0, Country	WPRR-F, -5.6, CHR
Amarillo	KQIZ-F, 13.5, CHR	KGNC, +5.0, News/Talk	KMML-F, -4.8, Country
Anchorage	KWHL-F, 14.3, AOR	KEAG-F, +9.2, Oldies	KFQD, -3.4, AC
Ann Arbor	WJR, 13.5, MOR	WHYT-F, +3.1, CHR	WRIF-F, -3.4, AOR
Appleton-Oshkosh	WAPL-F, 15.2, AOR	WMGV-F, +3.1, AC	WYNE, -4.2, Country
Asheville	WWNC, 27.4, Country	WMYI-F, +10.8, AC	WWNC, -14.4, Country
Atlanta	WVEE-F, 10.2, Black	WAPW-F, +2.5, CHR	WYAY-F, -2.6, Country
Atlantic City	WAYV-F, 17.7, CHR	WAYV-F, +4.3, CHR	WUSS, -5.6, Black
Augusta, GA	WBBQ-F, 27.2, CHR	WRDW-F, +5.4, Black	WNEZ-F, -2.3, BTFL
Austin	KASE-F, 15.9, Country	KQFX-F, +3.4, Oldies	KEYI A/F, -3.8, AC
Bakersfield	KUZZ A/F, 15.4, Country	KKXX-F, +5.7, CHR	KUZZ A/F, -11.3, Country
Baltimore	WLIF-F, 9.2, BTFL	WBAL, +2.1, News/Talk	WBSB-F, -2.4, CHR
Baton Rouge	WYNK A/F, 18.3, Country	WYNK A/F, +4.9, Country	WKJN-F, -3.5, Country
Beaumont	KHYS-F, 16.6, Black	KIOC-F, +6.1, CHR	KZZB-F, -3.8, CHR
			KYKR-F, -3.8, Country
Billings	KGHL, 22.2, Country	KOHZ-F, +7.2, BTFL	KYYA-F, -7.8, CHR
Binghamton	WAAL-F, 23.9, CHR	WINR, +4.7, Nost	WENE, -2.3, Oldies
Birmingham	WZZK A/F, 14.8, Country	WENN-F, +2.2, Black	WAGG, -1.9, Gospel
Bloomington, IL	WJBC, 33.8, MOR	WJBC, +3.8, MOR	WLS, -3.2, AC
Boise	KCIX-F, 16.3, AC	KHEZ-F, +5.1, BTFL	KFXD, -4.7, Nost
Boston	WXKS-F, 8.6, CHR	WODS-F, +3.1, Oldies	WBZ, -2.1, MOR
Bridgeport	WEZN-F, 13.5, BTFL	WYNY-F, +2.7, Country	WICC, -4.1, MOR
Buffalo	WKSE-F, 10.2, CHR	WKSE-F, +4.6, CHR	WGR, -2.1, MOR
Canton	WHBC-F, 11.8, BTFL	WDJQ-F, +3.5, CHR	WHBC-F, -3.8, BTFL
Casper	KTRS-F, 43.8, CHR	KTWO, +11.3, Country	KVOC, -10.0, Country
Cedar Rapids	WMT, 20.8, MOR	KRNA-F, +3.0, AOR	KQCR-F, -6.1, AC/Contemp
Charleston, SC	WEZL-F, 12.1, Country	WJYQ-F, +3.0, AC/Oldies	WDXZ-F, -2.6, BTFL
Charleston, WV	WQBE-F, 19.9, Country	WVAF-F, +2.5, AC	WVNS-F, -6.3, AC
Charlotte	WSOC-F, 13.7, Country	WCKZ-F, +5.4, Urban	WPEG-F, -3.6, Black
Chattanooga	WSKZ-F, 18.4, CHR	WJTT-F, +2.0, Black	WLMX-F, -1.8, AC
Chicago	WGCI-F, 9.2, Black	WCKG-F, +1.5, AOR	WBMX-F, -1.4, Black
Cincinnati	WEBN-F, 13.6, AOR	WEBN-F, +3.3, AOR	WWEZ-F, -1.9, BTFL
Cleveland	WMMS-F, 10.0, AOR	WNCX-F, +2.1, Classic Rock	WMJI A/F, -4.3, AC
Colorado Springs	KIKX-F, 11.5, CHR	KATM-F, +4.8, CHR	KIKX-F, -3.6, CHR
Columbia	WCOS-F, 19.5, Country	WKWQ-F, +2.4, AOR	WMFX-F, -3.5, AOR
Columbus, GA	WFXE-F, 16.4, Black	WRCG, +2.5, Nost	WOKS, -1.3, Black
Columbus, OH	WSNY-F, 12.1, AC	WSNY-F, +2.4, AC	WLVQ-F, -3.4, AOR
Corpus Christi	KOUL-F, 16.9, Country	KOUL-F, +4.5, Country	KLTG-F, -3.5, AC
Dallas-Ft. Worth	KVIL A/F, 10.0, AC	KVIL A/F, +2.4, AC	KEGL-F, -1.3, CHR
Daven-RI-Moline	WXLP-F, 16.1, AOR	WXLP-F, +7.8, AOR	KIIK-F, -8.6, AC
Dayton	WHIO-F, 12.8, BTFL	WHIO, +3.2, MOR	WGTZ-F, -2.3, CHR
	WTUE-F, 12.8, AOR		
Daytona Beach	WWLV-F, 12.0, BTFL	WOCL-F, +4.3, Oldies	WROD, -3.7, Nostalgia
Denver	KRXY A/F, 8.0, CHR	KXKL-F, +5.3, Oldies	KBCO A/F, -1.9, AOR
Des Moines	KGGO-F, 21.5, AOR	KLYF-F, +1.8, AC	KFMD-F, -2.6, AC
Detroit	WJR, 10.6, MOR	CKLW, +.8, Nost	WXYT, -1.6, Talk
Duluth	KDAL, 11.0, MOR	WCDK-F, +3.3, Country	WAVC-F, -6.3, Country
El Paso	KPRR-F, 13.1, CHR	KPRR-F, +8.5, CHR	KEZB-F, -2.9, CHR
Erie	WJET-F, 24.1, CHR	WJET-F, +3.2, CHR	WCCK-F, -6.5, Contemp
Eugene	KUGN-F, 13.8, Country	KZEL-F, +2.3, AOR	KDUK, -1.9, Nostalgia
			KMGE-F, -1.9, AC
Evansville	WIKY-F, 24.8, MOR	WGBF-F, +6.7, AOR	WSTO-F, -11.6, CHR
Fargo	WDAY-F, 17.0, CHR	WDAY, +3.8, Country	KFGO, -2.2, Country
Fayetteville, NC	WZFX-F, 17.5, Black	WZYZ-F, +2.4, AOR	WDKS-F, -5.4, Black
Flint	WIOG-F, 22.3, CHR	WIOG-F, +3.4, CHR	WCRZ-F, -2.4, AC
Ft. Wayne	WMEE-F, 24.6, CHR	WAJI-F, +7.4, AC	WOWO, -4.7, MOR
Fresno	KMJ, 9.5, News/Talk	KFSO-F, +3.3, Oldies	KXEX, -3.1, Hispanic
Grand Rapids	WKLQ-F, 11.8, CHR	WSNX-F, +3.0, CHR	WCUZ-F, -4.0, Country
Green Bay	WIXX-F, 29.0, CHR	WIXX-F, +6.2, CHR	WDUZ, -6.2, MOR
Greensboro-WS	WTQR-F, 17.5, Country	WBIG-F, +3.9, Country	WKSI-F, -3.5, CHR
Greenville, NC	WIKS-F, 23.1, Black	WSFL A/F, +2.1, AC	WKCP-F, -2.1, Country
Greenville, Spart	WESC-F, 12.7, Country	WLWZ-F, +7.0, Black	WHYZ, -5.7, Black
Harrisburg	WNNK-F, 21.7, CHR	WNCE-F, +2.4, BTFL	WHP-F, -3.2, AC

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Hartford	WTIC, 19.1, MOR	WRCH-F, +2.5, BTFL	WPOP, -1.4, News/Talk
Honolulu	KOMQ A/F, 14.2, CHR	KRTR-F, +2.5, AC	KXPW-F, -2.8, AC
Houston	KMJQ-F, 8.8, Black	KRBE-F, +1.8, CHR	KFMK-F, -1.4, AC
Huntington, WV	WTCR A/F, 31.7, Country	WTCR A/F, +5.9, Country	WAMX-F, -2.6, AC
Huntsville	WZYP-F, 21.7, CHR	WTAK, +5.2, AOR	WAHR-F, -2.1, AC
Indianapolis	WFBQ-F, 14.9, AOR	WZPL-F, +5.3, CHR	WTUX, -1.6, Nostalgia
Jackson, MS	WJMI-F, 17.8, Black	WSLI-F, +2.7, AC	WKXI, -2.6, Black
Jacksonville	WAPE A/F, 18.7, CHR	WPDQ-F, +2.9, Black	WCGL, -3.4, Gospel
John. City-Kings	WQUT-F, 22.6, CHR	WTFM-F, +3.0, AC	WQUT-F, -2.6, CHR
Johnstown	WGLU-F, 12.8, CHR	WGLU-F, +8.9, CHR	WKYE-F, -4.1, AC
Kalamazoo	WKFR-F, 28.5, CHR	WKFR-F, +12.9, CHR	WNWN-F, -3.4, Country
Kansas City	WDAF, 12.9, Country	KPRT, +1.8, Gospel	KMBR-F, -1.9, BTFL
Knoxville	WIVK A/F, 35.5, Country	WIMZ A/F, +4.5, AOR	WMYU-F, -5.0, AC
Lafayette, LA	KSMB-F, 19.3, CHR	WYNK A/F, +7.6, Country	KSMB-F, -7.4, CHR
Lakeland	WPCV-F, 13.8, Country	WFLZ-F, +4.1, AC	WYNF-F, -3.1, AOR
Lancaster	WNCE-F, 13.0, BTFL	WRKZ-F, +2.6, Country	WLAN-F, -2.5, CHR
Lansing	WVIC A/F, 22.0, CHR	WILS, +1.8, Black	WVIC A/F, -5.1, CHR
Las Vegas	KXTZ-F, 11.0, BTFL	KRLV-F, +3.1, AC	KMZQ-F, -4.0, AC
Lexington	WVLK-F, 15.4, Country	WKQQ-F, +5.0, AOR	WFMI-F, -2.7, CHR
Lincoln	KFOR, 12.8, MOR	KTGL-F, +11.3, Classic AOR	KFMQ-F, -5.9, AOR
Little Rock	KSSN-F, 20.3, Country	KIPR-F, +5.1, Black/CHR	KZOU-F, -4.4, CHR
Los Angeles	KPWR-F, 7.4, Urban/CHR	KLOS-F, +1.4, AOR	KIIS-F, -.9, CHR
Louisville	WAMZ-F, 16.1, Country	WDJX-F, +1.8, CHR	WRKA-F, -1.5, AC
Lubbock	KRLB-F, 30.7, CHR	KZII-F, +5.9, Classic AOR	KTEZ-F, -2.6, Soft AC
Macon	WDEN A/F, 20.9, Country	WFXM-F, +6.3, Black	WAYS-F, -10.0, CHR
Madison	WZEE-F, 18.4, CHR	WMLI-F, +3.1, AC	WSJY-F, -1.7, BTFL
Manchester	WZID-F, 17.2, BTFL	WZID-F, +6.3, BTFL	WGIR-F, -3.9, AOR/CHR
McAllen-Browns	KGBT, 20.6, Hispanic	KBFM-F, +4.0, CHR	KIWW-F, -2.8, Hispanic
Melbourne-Titus-Cocoa	WSSP-F, 15.2, BTFL	WOCL-F, +4.0, Oldies	WSTF-F, -3.3, AC
Memphis	WMC-F, 12.8, CHR	WGKX-F, +1.5, Country	WHRK-F, -4.0, Black
Miami-Ft. Lauderdale	WLYF-F, 8.7, BTFL	WMXJ-F, +2.5, Oldies	WINZ, -2.7, News/Talk
Milwaukee	WTMJ, 13.2, MOR	WLZR A/F, +4.2, AOR	WTMJ, -2.9, MOR
			WQFM-F, -2.9, AOR
Minneapolis-St. Paul	WCCO, 16.6, MOR	KQRS A/F, +3.7, AOR	KDWB-F, -2.1, CHR
Mobile	WKSJ A/F, 17.7, Country	WMML, +3.3, Black	WABB-F, -3.5, CHR
Modesto	KDJK-F, 13.0, AOR	KTRB, +2.8, Country	KBEE-F, -2.3, BTFL
Montgomery	WLWI-F, 19.2, Country	WSYA-F, +2.7, Oldies	WHHY-F, -5.0, CHR
Nashville	WYHY-F, 13.2, CHR	WSIX-F, +5.5, Country	WKDF-F, -6.5, AOR
Nassau-Suffolk	WALK A/F, 6.2, AC	WALK A/F, +1.6, AC	WWPR-F, -1.6, CHR
		WYNY-F, +1.6, Country	
New Haven	WKCI-F, 12.9, CHR	WEBE-F, +2.0, AC	WDRC-F, -2.7, Oldies
New Orleans	WQUE A/F, 15.6, Urban	WWL, +2.0, News/Talk	WYLD-F, -4.3, Black
New York	WHTZ-F, 6.0, CHR	WYNY-F, +.8, Country	WFAN, -.8, Talk
			WPAT A/F, -.8, BTFL
Norfolk	WNOR A/F, 11.0, AOR	WGH-F, +1.7, CHR	WCMS A/F, -2.9, Country
Oklahoma City	KXXY-F, 13.3, Country	KRXO-F, +3.5, AOR	KATT-F, -3.7, AOR
Omaha	KEZO A/F, 17.7, AOR	KEZO A/F, +3.6, AOR	KFAB, -4.4, MOR
Orlando	WWKA-F, 10.0, Country	WJHM-F, +4.3, Urban	WSSP-F, -3.6, BTFL
Oxnard-Ventura	KCAQ-F, 8.5, CHR	KZTR-F, +24, AC	KTRO, -2.7, Hispanic
			KRTH-F, -2.7, AC
Pensacola	WOWW-F, 12.7, Country	WAVH-F, +4.7, AC	WMEZ-F, -2.2, BTFL
Peoria	WKZW-F, 19.9, CHR	WKZW-F, +3.5, CHR	WWCT-F, -2.7, AOR
Philadephia	WUSL-F, 8.2, Black	WEGX-F, +4.0, CHR	WDAS-F, -1.5, Black
Phoenix	KNIX A/F, 13.0, Country	KTAR, +3.5, News/Talk	KZZP-F, -2.3, CHR
Pittsburgh	KDKA, 15.4, MOR	WMYG-F, +2.5, AOR	WDVE-F, -2.6, AOR
Portland, ME	WBLM-F, 16.8, AOR	WBLM-F, +4.7, AOR	WHOM-F, -3.8 BTFL
Portland, OR	KKRZ-F, 9.1, CHR	KKSN-F, +2.1, Oldies	KXL-F, -2.7, BTFL
Portsmouth-Dover, NH	WOKQ-F, 12.7, Country	WODS-F, +2.2, Oldies	WHEB-F, -2.3, AOR
Providence	WPRO-F, 16.8, CHR	WPRO-F, +3.3, CHR	WHJY-F, -1.9, AOR
Pueblo	KCCY-F, 16.4, Country	KCCY-F, +4.1, Country	KDZA, -4.6, Oldies
Raleigh	WRDU-F, 10.7, AOR	WQOK-F, +6.5, Black	WPTF, -2.5, News/Talk
Reno	KOZZ-F, 11.2, AOR	KIIQ-F, +3.5, Country	KOLO, -4.5, Country
Richmond	WRVQ-F, 14.5, CHR	WCDX-F, +5.8, Black	WPLZ-F, -4.0, Black
Riverside-SB	KDUO-F, 8.1, BTFL	KCAL-F, +2.0, AOR	KTWV-F, -2.0, Jazz/NA
Roanoke-Lynchburg	WXLK-F, 20.9, CHR	WBLT, +1.8, ?	WXYU-F, -1.5, Black
Rochester	WCMF-F, 16.0, AOR	WBEE-F, +3.9, Country	WDKX-F, -1.7, Black
Rockford	WZOK-F, 20.7, CHR	WKMQ-F, +9.6, Oldies/Classic	WLS, -2.3, AC
			WZOK-F, -2.3, CHR
Sacramento	KCTC-F, 8.7, BTFL	KQPT-F, +2.7, Jazz	KWOD-F, -2.9, CHR
Saginaw-BC-Midland	WIOG-F, 24.3, CHR	WHNN-F, +3.1, AC	WIOG-F, -9.5, CHR
St. Louis	KMOX, 25.0, Talk	WIL-F, +2.8, Country	KSHE-F, -2.0, AOR
			KHTR-F, -2.0, CHR

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Salisbury-OC, MD	WKHI-F, 18.3, CHR	WKHI-F, +9.2, CHR	WQHQ-F, -6.9, AC
Salinas-Seaside	KDON-F, 8.9, CHR	KDON-F, +2.0, CHR	KWSS-F, -3.2, CHR
Salt Lake City	KISN-F, 10.6, CHR	KCPX-F, +2.3, CHR	KFMY-F, -2.2, CHR
San Antonio	KITY-F, 9.1, CHR	KCYY-F, +5.3, Country	KAJA-F, -2.1, Country
			KTSA, -2.1, MOR
San Diego	KGB-F, 9.0, AOR	KKLQ-F, +5.1, CHR	KSON-F, -2.1, Country
San Francisco	KGO, 8.4, Talk	KMEL-F, +1.8, CHR	KNBR, -1.3, MOR
San Jose	KGO, 7.7, Talk	KBAY-F, +3.1, BTFL	KSOL-F, -3.9, Black
Sarasota-Bradenton	WDUV-F, 17.2, BTFL	WSRZ-F, +5.0, CHR	WDUV-F, -6.5, BTFL
Savannah	WEAS-F, 21.7, Black	WEAS-F, +7.7, Black	WZAT-F, -3.4, CHR
Seattle-Tacoma	KIRO, 10.4, News/Talk	KPLZ-F, +3.6, CHR	KOMO, -2.7, MOR
Shreveport	KDKS-F, 18.8, Black	KWKH-F, +1.8, Country	KOKA, -3.1, Black
Sioux Falls	KELO, 16.2, AC	KPAT-F, +4.1, CHR	KKRC-F, -6.5, CHR
South Bend	WSBT, 18.1, MOR	WSBT, +4.3, MOR	KNDU, -2.8, Country
Spokane	KZZU-F, 16.9, CHR	KTRW, +3.4, Country	KEZE-F, -3.9, AOR
Springfield, MA	WRQY-F, 10.3, AOR	WAQY-F, +3.0, AOR	WHYN-F, -1.9, AC
Springfield, MO	KWTO-F, 22.5, CHR	KWTO, +2.4, Country	KWTO-F, -3.3, Country
Steubenville	WSTV, 14.9, MOR	WWSW-F, +4.6, Oldies	WBZZ-F, -2.2, CHR
Stockton	KWIN-F, 7.3, CHR	KDJK-F, +3.2, AOR	KCBS, -4.4, News/Talk
Syracuse	WYYY-F, 15.2, AC	WSYR, +2.9, MOR	WRHP-F, -2.9, BTFL
Tallahassee	WGLF-F, 18.1, AOR	WGLF-F, +9.3, AOR	WANM, -10.8, Black
Tampa-St. Pete	WRBQ A/F, 17.1, CHR	WFLA, +2.1, News/Talk	WTKN, -2.2, Talk
Terre Haute	WTHI-F, 20.0, Country	WPFR-F, +6.9, CHR	WZZQ-F, -2.6, AOR
Toledo	WKKO-F, 14.4, Country	WKKO-F, +6.1, Country	WSPD, -2.4, MOR
Topeka	KTPK-F, 16.5, Country	KHUM-F, +4.9, BTFL	KDVV-F, -2.2, CHR
Tucson	KRQQ-F, 20.5, CHR	KRQQ-F, +8.9, CHR	KJYK-F, -3.6, BTFL
Tulsa	KMOD-F, 13.1, AOR	KMYZ-F, +3.3, CHR	KRAV-F, -2.0, AC
Utica-Rome	WOUR-F, 12.5, AOR	WFRG A/F, +8.7, Country	WRHP-F, -3.6, BTFL
Waco	KWTX-F, 16.0, CHR	KJNE-F, +4.4, Country	KNFO-F, -2.4, Country
Washington	WMZQ A/F, 7.3, Country	WPGC A/F, +3.6, Urban, CHR	WDJY-F, -1.7, Black
Waterloo-CF	KFMW-F, 19.9, CHR	KOKZ-F, +3.6, CHR	KWAY, -2.2, Country
West Palm Beach	WEAT A/F, 12.0, BTFL	WOVV-F, +4.9, Contemp	WRMF-F, -3.0, AC
Wheeling	WOMP-F, 25.8, CHR	WZMM-F, +5.2, AC	WHLX-F, -2.7, ??
Wichita	KKRD-F, 15.9, CHR	KKRD-F, +2.3, CHR	KRZZ-F, -3.5, Classic Rock
Wilkes Barre-Scranton	WKRZ-F, 12.3, CHR	WKRZ-F, +1.8, CHR	WTLQ-F, -1.8, CHR
Wilmington, DE	WSTW-F, 10.5, CHR	WEGX-F, +2.3, CHR	WMMR-F, -2.6, AOR
			WEAZ-F, -2.6, BTFL
Wilimington, NC	WSFM-F, 14.4, AOR	WSFM-F, +8.8, AOR	WHSL-F, -4.3, CHR
Worcester	WSRS-F, 12.7, BTFL	WODS-F, +5.2, Oldies	WTAG, -3.2, MOR
York	WRKZ-F, 11.5, Country	WYCR-F, +6.9, CHR	WQXA-F, -2.3, CHR
Youngstown	WHOT-F, 15.5, CHR	WNCD-F, +3.5, AOR	WQOD-F, -2.7, AC

NATIONAL FM SHARE*

SPG 88 71.376%

FAL 87	70.605%	FAL 81	58.651%
SPG 87	71.835%	SPG 81	57.353%
FAL 86	69.655%	OCT/NOV 80	56.116%
SPG 86	68.791%	APR/MAY 80	54.254%
FAL 85	67.109%	OCT/NOV 79	53.627%
SPG 85	66.549%	APR/MAY 79	50.887%
FAL 84	65.032%	OCT/NOV 78	50.698%
SPG 84	64.290%	APR/MAY 78	47.638%
FAL 83	63.058%	OCT/NOV 77	46.501%
SPG 83	62.291%	APR/MAY 77	44.428%
FAL 82	60.571%	OCT/NOV 76	43.818%
SPG 82	58.870%	APR/MAY 76	40.886%

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	7.225%
APR/MAY 77 TO APR/MAY 78:	8.663%
APR/MAY 78 TO APR/MAY 79:	6.820%
APR/MAY 79 TO APR/MAY 80:	6.617%
APR/MAY 80 TO APR/MAY 81:	5.712%
SPG 81 TO SPG 82:	2.645%
SPG 82 TO SPG 83:	5.811%
SPG 83 TO SPG 84:	3.201%
SPG 84 TO SPG 85:	3.514%
SPG 85 TO SPG 86:	3.369%
SPG 86 TO SPG 87:	4.442%
SPG 87 TO SPG 88:	-0.639%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in the Arbitron are included.

STATION TRADING ACTIVITY

(11 Feb 88 - 10 Aug 88)

Below are the major station sales made in rated markets of interest. Remember that these are announced sales and these transactions may not have closed. (E) = estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KMGL-F	Oklahoma City	From Guy Gannett to Renda	$ 3,050,000	(Don Clark)
WOIC, WMMC-F	Columbia, SC	From Alpha to John Price	2,750,000	(Blackburn)
WCCG-F	Folly Beach (Charleston, SC)	Sold to Lynn Martin	2,000,000	(MVP)
WDIA, WHRK-F	Memphis	From Adams to Ragan Henry	13,000,000+TaxCert	(Ford)
WKLS-AM	Atlanta	Sold by Great American	630,000	(La Rue)
WCKJ	Augusta		225,000	
KLTT	Brighton (Denver)	From Interstate to Mortenson	500,000	
WAMT, WSCF-F	Titusville, FL	Sold to Sage	3,000,000	(Peterson)
KEZL-F	Fowler (Fresno)		2,200,000	(Chapman)
KMGR A/F	Salt Lake City	From Trans Columbia to Bingham	1,922,000	(Kalil)
KUTR, KLTQ-F	Salt Lake City	From Sunrise to Citadel	1,400,000	
WTLB, WRCK-F	Utica	Sold to Hartstone & Dickstein	1,750,000	(Chapman/ Ansbacher)
WOOD, WBBW-F	Youngstown	Sold to Hartstone & Dickstein	3,000,000	(Americom)
WANS A/F	Anderson (Greenville,SC)	Sold to Burkhart	7,150,000	(Sailors)
WKTY, WSPL-F	La Crosse	From May to White Eagle/Comm Partners	2,310,000	
WHIT, WWQM-F	Madison	From McKenna to Media Capital	2,600,000	(Blackburn)
WNBC	New York	From NBC to Emmis	26,000,000 (E)	
WYNY-F	New York	From NBC to Emmis	39,000,000 (E)	
WJIB-F	Boston	From NBC to Emmis	16,000,000 (E)	
KYUU-F	San Francisco	From NBC to Emmis	21,500,000 (E)	
WKQX-F	Chicago	From NBC to Emmis	19,000,000 (E)	
			$121,500,000	(Morgan Stanley)
WSGA, WZAT-F	Savannah	Sold to Marcocci	4,200,000	(Richards)
KEYI-F	Austin	Sold to Burkhart	15,500,000	(Fischer)
WOMC-F	Detroit	From Metropolitan to Infinity	23,000,000	(Morgan Stanley)
WTAN	Clearwater (Tampa)		650,000	(Fischer)
WLQY	Hollywood (Miami)		1,900,000	
WIVY-F	Jacksonville	From Gilmore to Taylor	8,130,000	(Blackburn)
KZIA A/F	Albuquerque		1,870,000	
WCDL, WLSP-F	Carbondale (Scranton)	Sold to Sage	700,000	(Sherman)
WMVP	Greenfield (Milwaukee)	Sold to Willie Davis	750,000	
WBZW	Powell (Knoxville)		225,000	
WFLA, WFLZ-F	Tampa	From Sconnix to Jacor	20,000,000	(Stevens)
KWLN-F	Osceola (Memphis)	Sold to Dittman	5,200,000	(Americom)
WTIX	New Orleans	Sold by Price	1,300,000	
KPEL, KTDY-F	Lafayette, LA		3,500,000	(MVP)
WXOX	Bay City		105,000	
WJYY-F	Concord, NH	Sold to Empire	3,750,000	(Americom)
WDTX-F	Detroit	From Metropolis to Hoker	11,800,000	
WRFK-F	Richmond	Sold to Daytona	6,500,000	(Saylors)
WTRL	Sara-Braden		700,000	(Raymond)
KZSS, KXZR-F	Albuquerque	Sold by Anchor	4,400,000	
WTNZ-F	Clinton (Knoxville)	Sold by REBS	800,000	
WLLL, WGOL-F	Lynchburg	Sold to George Douglas	1,450,000	(Chapman)
KZAN-F	Salt Lake City		1,825,000	(Chapman)
KFGO A/F	Fargo	Sold by Communications Properties	6,100,000	(Blackburn)
WDBN-F	Medina (Cleve-Akron)		4,600,000	
WNYR, WEZO-F	Rochester	From Dorton to Atlantic Ventures	7,300,000	
WOKO, WGNA-F	Albany	Sold to Barnstable	6,750,000	(Blackburn)
WMME A/F	Augusta, ME	Sold by Target	1,400,000	(Blackburn)
KPUR, KATP-F	Canyon (Amarillo)	Sold to Holden	1,100,000	(Peterson)
KZAM A/F	Eugene	Sold to Jim Kefford	NA	
WKYS-F	Washington	From NBC to Albomar	49,500,000	(Kidder, Peabody)
KMFO-KMBY-F	Seaside (Monterey)	Sold to Frankhouser	2,850,000	(Blackburn)
WNOX	Knoxville	From REBS to Dick	450,000	
WAKN, WNEZ-F	Aikon (Augusta, GA)	Sold to Beasley	3,000,000	

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KTWV-F	Los Angeles	From Metropolitan to Sillerman	69,000,000	
WWBA-F	Tampa	From Metropolitan to Sillerman	17,100,000	
Texas State Network			8,000,000	
WNEW	New York	From Metropolitan to Sillerman	22,000,000	
WNEW-F	New York	From Metropolitan to Sillerman	81,000,000	
WMMR-F	Piladephia	From Metropolitan to Sillerman	62,000,000	
KRLD	Dallas	From Metropolitan to Sillerman	41,000,000	
			$300,000,000	
KHAT A/F	Lincoln	From TM to Marathon		
WAVH-F	Mobile	From TM to Marathon		
KBUL-F	Reno	From TM to Marathon		
			$ 7,100,000	
WYNY-F	New York	From Emmis to Westwood One	$ 41,000,000	
WEJZ-F	Jacksonville	From WIN to ML	8,000,000(E)	
KBEZ-F	Tulsa	From WIN to ML	9,000,000(E)	
WQAL	Cleveland	From WIN to ML	15,000,000(E)	
WIRE, WXTZ-F	Indianapolis	From WIN to ML	16,000,000(E)	
			$ 48,000,000	(Richards)
WFLB	Fayetteville, NC	Sold by Resort	NA	
KSMG-F	San Antonio	From American to Rusk	8,000,000	(MVP)
WWBA-F	Tampa	From Metropolitan to Cox	17,100,000	(Blackburn)
WMHE-F	Toledo	From Osborn to Noble	18,000,000(E)	(Americom)
KMJQ-F	Houston	From Keymarket to Noble	65,000,000	
KMJM-F	St. Louis	From Keymarket to Noble	16,000,000	
			$ 81,000,000	(Blackburn)
KSSN-F	Little Rock	From Barnstable to Southern Skies	10,000,000	
KLOK	San Jose		5,200,000	(Chapman)
KQAM, KEYN-F	Wichita	From Long-Pride to Aberdeen	4,430,000	(Americom)
KKSW A/F	Portland, OR	Sold to Heritage	5,900,000	(Americom)
WMSP-F	Harrisburg	Sold to Barnstable	4,000,000	(Americom)
WXIL-F	Parkersburg, WV	From Burbach to Silver Star	2,814,000	(La Rue)
WJTO, WIGY-F	Bath, ME	From REBS to Marathon		
WIBX, WNYZ-F	Utica	From REBS to Marathon		
			$ 6,500,000	
KFRC	San Francisco	From RKO to Daytona	8,000,000	
KRNT/KRNQ-F	Des Moines	From Stauffer to Saga	3,250,000	(Hogan-Feldman)
KLMS/KFMQ-F	Lincoln	From Woodward to Midwest	2,800,000	(Frank Boyle)
WQBK A/F	Albany		2,9000,000	(Jack Maloney)
KAKS A/F	Canyon (Amarillo)	48%	1,450,000	
KIXI, KMGI-F	Seattle	From Sunbelt to Noble	15,900,000	(Americom)
KOMA, KRXO-F	Oklahoma City	From Price to Diamond	4,650,000	(Hepburn)
WFBG A/F	Altoona	Sold to Empire	3,900,000	(Comm. Equity)
WNFI-F	Palatka (Daytona)	From Daytona to Heritage (Polacek)	10,500,000	(MVP)
WWRB A/F	Franklin (Nashville)	From REBS to GMX	975,000	
KKYK-F	Little Rock	From Ted Snyder to Shepard	6,500,000	(Americom)
WKIN-F	Hammond (Baton Rouge)	Sold by Sterling	6,000,000	(Blackburn)
KFYE-F	Fresno	From EZ to Henry	5,100,000	
KNAX-F	Fresno	From Henry to First Sierra	4,000,000	
WMJI	Cleveland	From Jacor to Gore	845,000	
KAMA, KAMZ-F	El Paso	From Thrash to Pinnacle		
KEND, KLLL-F	Lubbock	From Thrash to Pinnacle		
			$ 6,900,000	
WLTI-F	Detroit	Swapped to Viacom for WRVR A/F in Memphis		(Dick Foreman)
WRVR A/F	Memphis	Swapped to Keymarket for WLTI-F in Detroit		(Dick Foreman)
WFBR	Baltimore	Sold to JAG	1,900,000	
KCVR, KWIN-F	Lodi (Stockton)		3,000,000+Liab.	
WBMX-F	Chicago	From Dorton to Broadcast Partners	27,000,000(E)	
KSKY	Dallas	From Dorton to Broadcast Partners	3,500,000(E)	
WCZY-F	Detroit	From Dorton to Broadcast Partners	23,000,000(E)	
WGIV, WPEG-F	Charlotte	From Dorton to Broadcase Partners	13,500,000(E)	
			$ 67,00,000(E)	
WSOR-F	Ft. Myers/Naples	From Daytona to Heritage (Polacek)	4,750,000	(MVP)
WFAN	New York	From Emmis to Spanish Bdcst System	23,000,000+TaxCert	
WRKO, WROR-F	Boston	From RKO to Atlantic Ventures	28,300,000	
KHAK A/F	Cedar Rapids	Sold by Stoner	2,500,000	

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
WAVG, WLRS-F	Louisville	From Henson to Radio One	4,500,000	(Blackburn)
KLSQ-F	Las Vegas	From SRO to Southwest	2,750,000	(Fischer)
WCRO	Johnstown, PA		132,000	
WNEW-AM	New York	50% sold to Westwood One	11,000,000	
KRLD	Dallas	From Legacy to Command	42,000,000(E)	
KJOI	Los Angeles	From Legacy to Command	73,000,000(E)	
KHOW/KSYY-F	Denver	From Legacy to Comand	22,000,000(E)	
Texas State Network		From Legacy to Command	8,000,000(E)	
			$145,000,000	
KAYK	Pueblo		195,000	
WBLZ-F	Cincinnati	From Panache to Dalton	7,800,000	(MVP)
KMLE-F	Phoenix	From Ostrander-Wilson to Shamrock	8,000,000	(Blackburn)
KFAC-AM	Los Angeles	Sold to Lotus	8,700,000	(Stevens)
KWKW	Los Angeles	From Lotus to Group III	4,500,000	(Stevens)
WIZD-F	Atmore (Mobile-Pensa)	Sold by Keymarket	4,500,000	(Blackburn)
KFRE-F	Fresno	From Guild Guild to Group III	2,500,000	
WKNE A/F	Keene, NH		5,500,000	(Blackburn)
WAZY-F	Lafayette, IN	Sold to Heritage Venture	3,360,000	(Crisler)
KELT-F	Harlingen	Sold by Tichenor	1,500,000	(Fischer)
WUST	Washington		1,400,000	(Barry Skidelsky)
WCKS	Cocoa		275,000	
WMLX	Florence (Cincinnati)	Sold to Hoker	350,000	
WBYR-F	Wethersfield (Buffalo)	Wold to Casciani	1,265,000	
WQCL	Charlotte		431,000	
WIVK-AM	Knoxville	Donated to Unviersity of Tennessee		
WCII, WDJX-F	Louisville	From Great Trails to Stoner	5,500,000	
KQDI, KOOZ-F	Great Falls, MT		400,000	(Blackburn)
WAQX A/F	Syracuse	Sold to Atlantic Ventures	4,500,000	(Mahlman)
KEBC-F	Oklahoma City	From Van Wagner to Independance	3,900,000	(Americom)
WAES, WROQ-F	Charlotte	From CRB to Adams	11,500,000	(Blackburn)
KRPM A/F	Seattle	From Olympic to Heritage	12,000,000	(Americom)
KVOR, KSPZ-F	Colorado Springs	Sold by Penn	7,200,000	(Kalil)
WREN	Topeka		375,000	
KUAD-F	Ft. Collins, CO	Sold to Brill	2,300,000	(Chapman)
KIWW-F	Harlingen, TX	Sold to Tichenor	1,600,000	
WMNX-F	Tallahassee	Sold by HVS	1,500,000	
KHAA-F	P.Sulphur/New Orleans	From Salem to Beasley	3,400,000	
WJBQ	Portland, ME		236,000	
WLVW-F	Salisbury, MD	Sold by HVS	1,250,000	
WNAM, WAHC-F	Oshkosh, WI		1,250,000	
WERE, WNCX-F	Cleveland	From Metropolis to Metroplex	11,600,000	
KLVV-F	(Pahrump) Las Vegas	Sold to EZ	2,000,000	(Ansbacher)
KMGK-F	Minneapolis-St. Paul	From Sunbelt to Trumper	8,750,000	(Americom)

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1987 REVENUE
1.	KTRS-F	Casper	43.8	CHR		NA
2.	WIVK A/F	Knoxville	35.5	Cntry	Dick	4,600,000
3.	WJBC	Bloom IL	33.8	MOR	Blooming-ton	2,000,000
4.	WTCR A/F	Hunt. WV	31.7	Cntry	CRB	1,800,000
5.	KRLB-F	Lubbock	30.7	CHR		1,800,000
6.	WIXX-F	Green Bay	29.0	CHR	Midwest Comm	2,300,000
7.	WKFR-F	Kalamazoo	28.5	CHR		2,200,000
8.	WWNC	Asheville	27.4	Cntry	Polacek	2,300,000
9.	WBBQ-F	Augusta	27.2	CHR		3,000,000
10.	WKEE-F	Hunt. WV	27.1	CHR		1,600,000
11.	WOMP-F	Wheeling	25.8	CHR		
12.	WBNQ-F	Bloom IL	25.0	CHR	Blooming-ton	1,350,000
	KMOX	St. Louis	25.0	Talk	CBS	18,400,000
14.	WIKY-F	Evans.	24.8	MOR	S.Central	2,900,000
15.	WMEE-F	Ft.Wayne	24.6	CHR	Federated	3,200,000
16.	WIOG-F	Saginaw	24.3	CHR	Booth/Genesis	NA
17.	WJET-F	Erie	24.1	CHR	Myron Jones	900,000
18.	WAAL-F	Bingh.	23.9	CHR	Regional	1,300,000
19.	WIKS-F	Grn-NB NC	23.1	Black	Joyner	NA
20.	WQUT-F	J.Cty/Kng	22.6	CHR	Blooming-ton	1,800,000
21.	KWTO-F	Spg. MO	22.5	CHR	Summit	2,300,000
22.	KGHL	Billings	22.2	Cntry		NA
23.	WVIC A/F	Lansing	22.0	CHR	Goodrich	3,200,000
24.	WZYP-F	Huntsvle	21.7	CHR		1,800,000
	WEAS-F	Savannah	21.7	Black	Rivers	700,000
	WNNK-F	Harrisbg	21.7	CHR	Keymarket	4,100,000
27.	KGGO-F	DesMoines	21.5	AOR	Stoner	2,000,000
28.	WDEN A/F	Macon	20.9	Cntry		1,700,000
	WXLK-F	Roanoke	20.9	CHR	Coloman	3,500,000
30.	WMT	Ced Rpd	20.8	MOR		1,700,000
31.	WKSF-F	Asheville	20.7	CHR	Polacek	1,700,000
	WZOK-F	Rockford	20.7	CHR		2,000,000
33.	KGBT	McAllen	20.6	Hisp.	Tichenor	1,800,000
34.	KRQQ-F	Tucson	20.5	CHR	Nat'nwide	2,000,000
35.	KSSN-F	L. Rock	20.3	Cntry	So.Skies	3,000,000
36.	KTWO	Casper	20.2	Cntry		NA
37.	WTHI-F	Terre H	20.0	Cntry		NA
38.	KFMW-F	Water-CF	19.9	CHR	Park	830,000
	WKZW-F	Peoria	19.9	CHR	Midwst TV	1,250,000
	WQBE-F	Charls WV	19.9	Cntry	Nininger	1,800,000
	WSTO-F	Evansvle	19.9	CHR		2,200,000
42.	WXBQ-F	J.Cty/Kng	19.6	Cntry	Nininger	1,500,000
43.	WCOS-F	Col SC	19.5	Cntry	Buck	2,700,000
44.	KSMB-F	Laf LA	19.3	CHR		1,750,000
45.	KTTS-F	Spg MO	19.2	Cntry	Great Empire	2,300,000
	WLWI-F	Montgmry	19.2	Cntry	Colonial	2,600,000
47.	WAJI-F	Ft.Wayne	19.1	AC	Sarkes-Tarzian	1,800,000
	WTIC	Hartford	19.1	MOR	Chase	9,000,000
49.	KDKS-F	Shreveprt	18.8	Black		500,000
50.	WAPE A/F	Jkville	18.7	CHR	Statewide	3,800,000
	WWDM-F	Col SC	18.7	Black		1,500,000
52.	WSKZ-F	Chatt	18.4	CHR	Bloom-ington	2,100,000
	WZEE-F	Madison	18.4	CHR	Midcont-inent	2,100,000
54.	WYNK A/F	Baton R	18.3	Cntry	Narra-gansett	2,400,000
	WKHI-F	Salis-bury-OC	18.3	CHR		NA
56.	WVAM	Altoona	18.2	Cntry		300,000
57.	WSBT	S. Bend	18.1	MOR		1,000,000
	WGLF-F	Tallahse	18.1	CHR		800,000
59.	WJMI-F	Jckson MS	17.8	Black	Holt	1,350,000
60.	WKSJ A/F	Mobile	17.7	Cntry	Capitol-Johnson	4,000,000
	KEZO A/F	Omaha	17.7	AOR	Narra-gansett	2,500,000
	WAYV-F	Atl City	17.7	CHR		NA
63.	WAYS-F	Macon	17.6	CHR	Multi-media	2,100,000
64.	WZFX-F	Fayettvl	17.5	Black	Joyner	1,250,000
	WTQR-F	Grnsb-WS	17.5	Cntry	New-market	4,100,000
66.	WDZZ-F	Flint	17.4	Black		1,750,000
67.	WZID-F	Manch NH	17.2	BTFL	Sunshine	NA
	WXKC-F	Erie	17.2	AC		1,450,000
	WDUV-F	Sarasota	17.2	BTFL		2,100,000
70.	WTFM-F	J.Cty/Kng	17.1	AC	HomeNews	1,300,000
71.	WRBQ A/F	Tampa	17.1	CHR	Edens	16,500,000
72.	WDAY-F	Fargo	17.0	CHR		950,000
73.	WDRM-F	Huntsvle	16.9	Cntry		1,250,000
	KLLL-F	Lubbock	16.9	Cntry	Pinnacle	1,300,000
	KZZU-F	Spokane	16.9	CHR	Olympic	1,700,000
	KOUL-F	Corpus C	16.9	Cntry		1,100,000
77.	WPRO-F	Providnce	16.8	CHR	Cap Cit-ies/ABC	4,600,000
	WBLM-F	Port ME	16.8	AOR	Fuller-Jeffrey	1,700,000
79.	KHYS-F	Beaumont	16.6	Black	Clear Channel	1,000,000
	WROK	Rockford	16.6	MOR		2,000,000
	WCCO	Minn	16.6	MOR		19,000,000
82.	KTPK-F	Topeka	16.5	Cntry		1,200,000
83.	WFXE-F	Col Ga	16.4	Black	Davis	NA
	WIMZ A/F	Knoxvle	16.4	AOR	Stoner	3,000,000
	KCCY-F	Pueblo	16.4	Cntry		825,000
86.	KCIX-F	Boise	16.3	AC		1,400,000
87.	KELO	S. Falls	16.2	AC	Midcontinent	NA
88.	WXLP-F	Davenport	16.1	AOR	Goodrich	600,000
	WAMZ-F	Louisvle	16.1	Cntry	Clear Channel	4,000,000
	WVAF-F	Charls WV	16.1	AC	Capitol-Johnson	1,500,000
	KFAB	Omaha	16.1	MOR	Henry	5,000,000
92.	WCMF-F	Rochester	16.0	AOR	Stoner	3,900,000
	KWTX-F	Waco	16.0	CHR		900,000
94.	KASE-F	Austin	15.9	Cntry		4,700,000
	WFBG-F	Altoona	15.9	BTFL	Empire	600,000
	KKRD-F	Wichita	15.9	CHR	Osborn	1,800,000
97.	KZLS-F	Billings	15.7	CHR		NA
	KVOC	Casper	15.7	Cntry		NA
99.	WQUE A/F	New Orl	15.6	Urban	Clear Channel	3,100,000
	KOKZ-F	Wtrloo-CF	15.6	CHR	Bahabel	600,000

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '87 RANK	ESTIMATED 1987 REVENUE
1. WHTZ-F	New York	1639	CHR	Malrite	1	$ 19,000,000
2. WPAT A/F	New York	1548	BTFL/EZ	Park	3	10,500,000
3. WOR	New York	1331	Talk	RKO	5	18,000,000
4. KPWR-F	Los Angeles	1313	CHR/Urban	Emmis	11	19,000,000
5. KIIS A/F	Los Angeles	1284	CHR	Gannett	4	29,000,000
6. WGN	Chicago	1276	Talk/Variety	Tribune Co.	7	31,000,000
7. WRKS-F	New York	1270	Black/Urban	RKO	10	13,500,000
8. WLTW-F	New York	1230	AC	Viacom	12	17,700,000
9. WWPR-F	New York	1206	CHR	Cap Cities/ABC	2	17,700,000
10. WCBS-F	New York	1174	Oldies	CBS	13	16,000,000
11. WQHT-F	New York	1132	Urban/CHR	Emmis	8	8,600,000
12. WBLS-F	New York	1102	Black	Inner City	6	13,200,000
13. WGCI-F	Chicago	1098	Black	Gannett	14	14,000,000
14. KABC	Los Angeles	1093	Talk	Cap Cities/ABC	22	24,000,000
15. WINS	New York	1075	News	Westinghouse	8	23,000,000
16. KMOX	St. Louis	1065	Talk	CBS	18	18,400,000
17. WABC	New York	1040	Talk	Cap Cities/ABC	21	11,000,000
18. WXRK-F	New York	1018	Classic AOR	Infinity	17	12,000,000
19. WNEW-F	New York	1000	AOR	Legacy (P)	16	14,300,000
20. WCBS	New York	939	News	CBS	15	16,300,000
21. WJR	Detroit	907	MOR	Cap Cities/ABC	20	$ 18,600,000
22. KLOS-F	Los Angeles	890	AOR	Cap Cities/ABC	39	12,500,000
23. KOST-F	Los Angeles	872	AC	Cox	28	18,000,000
24. KGO	San Francisco	859	News/Talk	Cap Cities/ABC	27	20,000,000
25. WCCO	Minneapolis	840	MOR	--	30	19,000,000
26. WMMR-F	Philadelphia	800	AOR	Legacy (P)	19	14,600,000
27. KRTH-F	Los Angeles	794	Oldies/AC	RKO	24	18,000,000
28. WYNY-F	New York	790	Country	Westwood One (P)	80	6,800,000
29. WBBM	Chicago	783	News	CBS	26	18,000,000
30. WNSR-F	New York	777	AC	Bonneville	33	10,600,000
31. WUSL-F	Philadelphia	754	Black/Urban	Tak	31	8,100,000
32. KJOI-F	Los Angeles	713	BTFL/EZ	Command (P)	25	10,500,000
33. KTNQ	Los Angeles	705	Hispanic	Heftel	66	4,700,000
34. KBIG-F	Los Angeles	669	Soft AC	Bonneville	33	10,600,000
35. KDKA	Pittsburgh	660	MOR	Westinghouse	35	9,700,000
36. WEGX-F	Philadelphia	640	CHR	Malrite	195	5,500,000
37. KNX	Los Angeles	639	News	CBS	43	15,400,000
38. KROQ-F	Los Angeles	630	AOR	Infinity	32	13,200,000
39. WLUP-F	Chicago	624	AOR	Statewide	70	12,500,000**
40. WRBQ A/F	Tampa	584	CHR	Edens	38	16,500,000
41. WEAX-F	Philadelphia	579	EZ	--	29	$ 9,000,000
42. KYW	Philadelphia	573	News	Westinghouse	41	13,400,000
WXEZ-F	Chicago	578	BTFL/EZ	Century	36	9,500,000
44. WXKS-F	Boston	574	CHR	Pyramid	40	12,000,000
45. WFAN	New York	573	Talk	Spanish Bdcst (P)	23	8,500,000
46. KCBS	San Francisco	564	News	CBS	57	13,500,000
47. WBAP	Dallas/FW	562	Country	Cap Cities/ABC	44	11,000,000
48. WCKG-F	Chicago	553	AOR	Cox	123	NA
49. WJLB-F	Detroit	540	Black	Booth	54	8,500,000
50. KABL A/F	San Francisco	537	BTFL/EX	Shamrock	101	6,700,000
51. WRKO	Boston	533	Talk	RKO	73	8,700,000
WYSP-F	Philadelphia	533	Classic Rock	Infinity	76	6,700,000
53. KLVE-F	Los Angeles	530	Hispanic	Heftel	67	4,700,000
54. KVIL A/F	Dallas	527	AC	Infinity	123	18,000,000
55. WBZ	Boston	525	MOR	Westinghouse	37	11,100,000
56. KMJQ-F	Houston	523	Black/Urban	Noble (P)	49	11,000,000
57. WPEN	Philadelphia	522	Nostalgic	Greater Media	110	5,800,000
58. WADO	New York	520	Hispanic	--	88	NA
59. KMEL-F	San Francisco	516	CHR	Century	148	6,000,000
60. WLIB	New York	505	Black	Inner City	140	NA
61. WSKQ	New York	504	Hispanic	Spanish Bdcst	47	$ NA
62. WKSZ-F	Philadelphia	488	AC	--	55	7,000,000
63. WLAK-F	Chicago	486	Soft AC	Viacom	52	8,800,000
64. KLSX-F	Los Angeles	485	Classic AOR	Greater Media	48	15,000,000
65. WMZQ A/F	Washington	482	Country	Viacom	123	9,500,000
66. WFBQ-F	Indianapolis	479	AOR	Great American	75	7,500,000
67. WBCN-F	Boston	477	AOR	Infinity	42	16,000,000
68. KFWB	Los Angeles	475	News	Westinghouse	63	12,900,000
69. WJMK-F	Chicago	474	Oldies	Infinity	120	10,200,000
70. KSHE-F	St. Louis	472	AOR	Emmis	62	7,600,000

**Includes AM

	STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '87 RANK	ESTIMATED 1987 REVENUE
	WBZZ-F	Pittsburgh	472	CHR	EZ	55	$ 6,500,000
	KRBE-F	Houston	472	CHR	Susquehanna	96	6,300,000
73.	WLYF-F	Miami	468	BTFL/EZ	Jeff-Pilot	72	5,100,000
74.	KKDA-F	Dallas	464	Black	--	67	10,000,000
75.	KIKK-F	Houston	463	Country	Viacom	60	12,000,000
76.	WZOU-F	Boston	461	CHR	Ardman	111	4,000,000
77.	WBBM-F	Chicago	455	CHR	CBS	69	6,500,000
78.	KNIX A/F	Phoenix	454	Country	Buck Owens	83	10,700,000
79.	WDAF	Kansas City	451	Country	Great American	65	4,900,000
80.	KMPC	Los Angeles	450	Nostalgia	Golden West	63	15,600,000
81.	KIQQ-F	Los Angeles	445	Soft AC	Outlet	61	9,000,000
	WMMS-F	Cleveland	445	AOR	Malrite	46	9,000,000
83.	WXTU-F	Philadelphia	444	Country	Beasley	119	5,700,000
84.	WIVK A/F	Knoxville	442	Country	Dick	45	4,600,000
85.	WKLS-F	Atlanta	439	AOR	Great American	129	10,000,000
86.	WYTZ-F	Chicago	437	CHR	Cap Cities/ABC	123	5,500,000
87.	WVEE-F	Atlanta	434	Black/Urban	Summit	86	12,400,000**
88.	WNEW	New York	433	Nostalgia	Westwood One (P)	53	7,700,000
89.	KQRS A/F	Minneapolis	428	AOR	Cap Cities/ABC	180	7,000,000
90.	WCLR-F	Chicago	424	AC	Bonneville	117	7,700,000
91.	WNBC	New York	422	AC	Emmis (P)	51	7,400,000
	KNBR	San Francisco	422	MOR	NBC	58	11,500,000
93.	WODS-F	Boston	421	Oldies	CBS	98	NA
94.	KILT-F	Houston	415	Country	Legacy	79	7,000,000
95.	WTIC	Hartford	413	MOR	Chase	94	9,000,000
	WPRO-F	Providence	413	CHR	Cap Cities/ABC	183	4,600,000
97.	KPLX-F	Dallas-FW	409	Country	Susquehanna	93	10,900,000
	WIOG-F	Saginaw, MI	409	CHR	Booth	87	NA
99.	WJOI-F	Detroit	397	BTFL/EZ	Federal	118	5,000,000
100.	WGAY-F	Washington	395	BTFL/EZ	Greater Media	111	10,800,000

101.	WWDC-F	Wash	393	141.	WPIX-F	NY	334	181.	WAVA-F	Wash	293		WZPL-F	Indy	259
	WWDB-F	Phila	393		WSHH-F	Pitt	334		WMYG-F	Pitt	293	222.	WCMF-F	Roch	257
103.	KZLA-F	LA	392	143.	WWWE	Cleve	333	183.	KSSN-F	L.Rock	292		WMXJ-F	Mia	257
104.	KIRO	Sea	391		WSB-F	Atl	333	184.	KMEO A/F	Phoe	291	224.	WSM-F	Nash	256
105.	KOIT A/F	SF	387	145.	KTWV-F	LA	329	185.	KHYI-F	Dallas	289	225.	WKTI-F	Milw	254
106.	WNCN-F	NY	383	146.	WCZY-F	Det	327	186.	WNCI-F	Col O	287	226.	KEEY-F	Minn	253
107.	KKBQ A/F	Hous	382	147.	WZZK A/F	Birm	322	187.	WRIF-F	Det	286		KSAN-F	SF	253
108.	KTRH	Hous	377		KSOL-F	SF	322		KYYS-F	KC	286		WYNK A/F	BatonR	253
109.	WQXR-F	NY	375	149.	WTIC-F	Hart	319	189.	WZGC-F	Atl	285		WAPE A/F	Jkvil	253
	WMJI-F	Cleve	375	150.	KWKW	LA	318	190.	WXLK-F	Roan	283	230.	KKLQ-F	SD	252
111.	WTQR-F	GrenWS	370		WEBN-F	Cinci	318	191.	KZZP-F	Phoe	282		WFOX-F	Atl	252
	WTMJ	Milw	370	152.	KEGL-F	Dallas	316	192.	WBOS-F	Boston	280	232.	KNX	LA	250
	WBMX-F	Chi	370	153.	KTAR	Phoe	315		WWKA-F	Orl	280		WESC-F	GrnSC	250
114.	WSOC-F	CharNC	369	154.	WLS	Chi	314		KJLH-F	LA	280		KDAY	LA	250
115.	WKQX-F	Chi	368	155.	KIOI-F	SF	312	195.	KGB-F	SD	279	235.	WKLH-F	Milw	249
116.	WLW	Cinci	367	156.	WLUP	Chi	311	196.	KPLZ-F	Sea	278	236.	WQBA	Mia	247
117.	WCAU	Phil	365		WAPW-F	Atl	311		WROR-F	Boston	278	237.	WAMO-F	Pitt	246
118.	WKYS-F	Wash	360	158.	WHUR-F	Wash	309		KFRC	SF	278		WZLX-F	Boston	246
	KSTP-F	Minn	360	159.	WWBA-F	Tampa	308	199.	WNIC-F	Det	277		KRQR-F	SF	246
120.	WMGK-F	Phil	359		WYNF-F	Tampa	308		WWSW-F	Pitt	277	240.	WEZB-F	New Or	245
121.	KSCS-F	Dallas	358	161.	KRLD	Dallas	307	201.	WEEI	Boston	274		KEZK-F	St.Lou	245
122.	WLLZL-F	Det	357	162.	WLTF-F	Cleve	306	202.	WHDH	Boston	273	242.	KITS-F	SF	243
123.	CKLW	Det	356		WSNI-F	Phil	306		WRQX-F	Wash	273		WIOQ-F	Phil	243
124.	WKHX-F	Atl	354		WSB	Atl	306	204.	KUBE-F	Sea	272		WFMS-F	Indy	243
125.	WYAY-F	Atl	353	165.	WQAL-F	Cleve	304	205.	WKRQ-F	Cinci	270	245.	WHRK-F	Memp	241
126.	WPCH	Atl	350		WDAS-F	Phil	304		WAMZ-F	Louis	270		WBAB-F	LongIs	241
127.	WLIF-F	Balt	349	167.	WIL-F	St. L	303	207.	WHAS	Louis	269	247.	KRLA	LA	240
128.	KLOL-F	Hous	348		WXRT-F	Chi	303	208.	WLTE-F	Minn	268		WCSX-F	Detr	240
129.	WRCH-F	Hart	343		WALK A/F	LongIs	303		WQYK A/F	Tampa	268		KFAB	Omaha'	240
	KFI	LA	343	170.	WOGL-F	Phil	301	210.	WXYV-F	Balt	266	250.	WMJX-F	Boston	239
131.	WQUE A/F	New Or	342		WBSB-F	Balt	301	211.	KFAC-F	LA	265	251.	KMJM-F	St.Lou	238
	WWRL	NY	342	172.	WLKW-F	Prov	300		WHYI-F	Mia	265	252.	KXKL-F	Den	236
	WJJD	Chi	342		KLAC	LA	300		KOA	Denver	265	253.	WHUD-F	PeckNY	235
134.	WBAL	Balt	340		KODA-F	Hous	300	214.	WFYR-F	Chi	263		WMIL-F	Milw	235
135.	WSSH-F	Boston	339	175.	WEDR-F	Mia	299	215.	WEZN-F	Bridge	262	255.	WDTX-F	Detr	234
	WUSN-F	Chi	339		WWWW-F	Det	299		WJIT	NY	262		WJQY-F	Mia	234
137.	WPGC A/F	Wash	338	177.	KMEZ A/F	Dallas	297	217.	WKDM	NY	260	257.	KAZY-F	Den	233
138.	WJIB-F	Boston	337		WMAL	Wash	297		KJJO-F	Minn	260		WRAL-F	Raleigh	233
139.	WLOL-F	Minn	335	179.	WDVE-F	Pitt	296	219.	WZAK-F	Cleve	259	259.	KRXY A/F	Den	232
	WHYT-F	Det	335		WWJ	Det	296		WPOW-F	Mia	259		KBEQ-F	KC	232

	WYHY-F	Nash	232
	WCXR-F	Wash	232
	WGTK-F	Mia	232
264.	WIBC	Indy	231
	WOCL-F	Orl	231
266.	KXXY-F	Okl C	229
267.	WRVQ-F	Rich	228
	WKDF-F	Nash	228
	WHIO-F	Dayton	228
	WTOP	Wash	228
	KYUU-F	SF	228
272.	WNCX-F	Cleve	227
	WAAF-F	WORC/B	227
274.	KSDO	SD	226
	WEAT A/F	W.Palm	226
276.	WSSP-F	Orl	225
277.	WESC-F	GrnSC	224
	WVLK-F	Lex	224
	WQXI-F	Atl	224
	WSNY-F	Col O	224
	KSKQ	LA	224
282.	KBAY-F	SJ	223
	WBLI-F	Longls	223
284.	WCKZ-F	CharNC	222
	KOSI-F	Den	222
286.	WMEE-F	F.Wayne	221
	KSD-F	St.Lou	221
	WMAQ	Chi	221
289.	WGAR-F	Cleve	220
290.	KJYO-F	Okl C	219
291.	KSFO	SF	218
	KASE-F	Austin	218
	WCOS-F	ColSC	218
	WMCA	NY	218
	WXYT	Detr	218
296.	WMC-F	Memp	217
	WNUA-F	Chi	217
	KFMB	SD	217
299.	WSSL A/F	GrnSC	216
	KFMK-F	Hous	216
	KUPD-F	Phoe	216
302.	WBJW A/F	Orl	215
303.	WFLZ-F	Tampa	214
	KTXQ-F	Dallas	214
	WNOR A/F	Norflk	214
	KMPS A/F	Sea	214
307.	KDFC A/F	SF	213
	WTVN	Col O	213
309.	KJQY-F	SD	210
310.	WWDM-F	ColSC	209
	KHTR-F	St.Lou	209
312.	WWMX-F	Balt	208
313.	WPYX-F	Albany	207
	WPOC-F	Balt	207
	WNWS	Mia	207
	WKRR-F	GrnWS	207
317.	WHJY-F	Prov	206
	WDRC-F	Hart	206
	WUSY-F	Chatt	206
	KKRZ-F	Port O	206
	WFLA	Tampa	206
	KZFX-F	Hous	206
323.	WAPI-F	Birm	204
	WMJQ-F	Buff	204
325.	WDJX-F	Louis	203
326.	KNAC-F	LB/LA	202
	KBPI-F	Den	202
328.	KRQQ-F	Tucson	201
	WLZR A/F	Milw	201
330.	WDUV-F	Sra/Tmp	200
	WSTF-F	Orl	200
	WDOK-F	Cleve	200
	WUSA-F	Tampa	200
	KKSF-F	SF	200
	WMSI-F	Jack MS	200
336.	WNNK-F	Harris	199
	WIXX-F	G Bay	199
338.	WMJJ-F	Birm	198
	WHOT-F	Young	198
	WIMZ A/F	Knox	198
341.	WROW-F	Albany	197
	WGY	Albany	197
	KBCO A/F	Denver	197
	KQXT-F	S. Ant	197
	WJHM-G	Orlando	197
	WTUE-F	Dayton	197
347.	KATT-F	Okl C	196
348.	KFBK	Sacra	195
	WKCI-F	N. Haven	195
	WAXY-F	Miami	195
	WBCY-F	Char NC	195
352.	KGBT	Mc-Brown	194
	WLVK-F	Char NC	194
	WJMI-F	Jack MS	194
	KLDE-F	Hous	194
	WINZ	Miami	194
357.	KZAP-F	Sacra	193
	KEZO A/F	Omaha	193
	WIOD	Miami	193
	WXTR-F	Wash	193
361.	KCTC-F	Sacra	192
	WPXY A/F	Roch	192
	KQUE-F	Houston	192
	WKSE-F	Buffalo	192
365.	KQZY-F	Dallas	191
	WIKS-F	Green-NB	191
367.	WDJY-F	Wash	190
	KDKB-F	Phoenix	190
	WMHE-F	Toledo	190
	KALI	LA	190
	WHCN-F	Hart	190
372.	WCMS A/F	Norf	189
	KISN-F	SLC	189
374.	WOMC-F	Detr	188
	WFOG-F	Norf	188
	KKGO-F	LA	188
	KFMB-F	SD	188
	WBUF-F	Buffalo	188
	WIYY-F	Balt	188
380.	WLTI-F	Detr	187
	KYGO-F	Denver	187
	KFKA A/F	KC	187
	WQDR-F	Raleigh	187
	WRDU-F	Raleigh	187
385.	WGKX-F	Memphis	186
	KCMO	KC	186
	WGMS A/F	Wash	186
	WCMQ-F	Miami	186
389.	KITY-F	S. Ant	185
	WKQS-F	Miami	185
	WSTO-F	Evans	185
392.	WVBF-F	Boston	184
	WGTZ-F	Dayton	184
	WQUT-F	JC/King	184
	KDWB-F	Minn	184
396.	WBBQ-F	Aug GA	183
	KLTR-F	Houston	183
	WRKZ-F	Harris	183
399.	WLTT-F	Wash	182
400.	WBLX-F	Mobile	182
	WKSS-F	Hart	182
	WASH-F	Wash	182
403.	KGGO-F	Des M	181
404.	WBEE-F	Roch	180
	WBNS-F	Col O	180
406	WENN-F	Birm	179
	WVON	Chicago	179
408.	WDRE-F	Long Is	178
	KSKQ-F	LA	178
410.	WOKI-F	Knox	177
	WYLD-F	New Orl	177
	WSKZ-F	Chatt	177
	KBTS-F	Austin	177
	WEZW-F	Milw	177
	WTMI-F	Miami	177
416.	KSMB-F	Laf LA	176
417.	WLVQ-F	Col O	175
418.	WDIZ-F	Orlando	173
	KCYY-F	San Ant	173
420.	WFLN-F	Phil	172
	WHTT-F	Buff	172
	WXTZ-F	Indy	172
423.	WAYL-F	Minn	170
	WWEZ-F	Cinci	170
425.	WRFX-F	Char NC	169
	WTCR A/F	Hunt WV	169
	KDUO-F	River-SB	169
	KQMQ A/F	Hono	169
	KBRD-F	Sea	169
	WLUM-F	Milw	169
	KMOD-F	Tulsa	169
432.	WHQT-F	Miami	168
	KWEN-F	Tulsa	168
	WOJO-F	Chicago	168
	WSIX-F	Nash	168
	WRVA	Rich	168
	KSFI-F	SLC	168
	KLUV-F	Dallas	168
439.	KBLX A/F	SF	167
	KTFM-F	S. Ant	167
	KOMO	Sea	167
	KMJI-F	Denver	167
	WVIC A/F	Lansing	167
444.	KKAT-F	SLC	166
445.	WZFX-F	Fayette	165
	WSUN	Tampa	165
	WZEE-F	Madison	165
	WAQI	Miami	165
449.	KCOR	S. Ant	164
	WDSY-F	Pitt	164
451.	KGOR-F	Omaha	163
452.	XTRA-F	TIJ/SD	162
	WKEE-F	Hunt WV	162
454.	WENS-F	Indy	161
	KWSS-F	SJ	161
456.	WGNA-F	Albany	160
	WFBC-F	GreenSC	160
	KXYQ-F	Port O	160
	WKDD-F	Akron	160
	KZPS-F	Dallas	160
461.	KFOG-F	SF	159
	WBEN	Buffalo	159
	KKYK-F	L Rock	159
	KBFM-F	Mc-Brown	159
465.	KKHI A/F	SF	158
	KISS-F	S. Ant	158
	KKYX	S. Ant	158
	KACE-F	LA	158
	WNDU-F	S Bend	158
470.	WRNS-F	Green-NB	157
	WYRK-F	Buff	157
	KXRX-F	Sea	157
	WQIK-F	Jkville	157
474.	KRSP-F	SLC	156
	KKCW-F	Port O	156
	WWL	New Orl	156
477.	WDEN A/F	Macon	155
	KRNB-F	Memp	155
	WHAM	Roch	155
	KMBZ	KC	155
481.	WYYY-F	Syra	154
	WHO	Des M	154
	WNCE-F	Lanc	154
	WVOR-F	Roch	154
	WHTX-F	Pitt	154
486.	WQBE	Char WV	153
	KOJO-F	Dallas	153
	WIOT-F	Toledo	153
	KMGC-F	Dallas	153
	WPEG-F	Char NC	153
	KKHT-F	Hous	153
492.	WKKO-F	Toledo	152
	WAJI-F	F Wayne	152
	WQMF-F	Lou	152
	WUBE-F	Cinci	152
	WTAE	Pitt	152
	KSFM-F	Sacra	152
	KPOP	SD	152
	KXL	Port O	152
	KXOA-F	Sacra	152

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WHTZ-F	NY	25717	51.	WUSL-F	Phil	7594	101.	KTRH	Hous	5589
2.	WINS	NY	25290	52.	WBAP	Dallas	7574	102.	KABL A/F	SF	5579
3.	WWPR-F	NY	23092	53.	WEAZ-F	Phil	7429	103.	KLVE-F	LA	5522
4.	KIIS A/F	LA	21281	54.	KNBR	SF	7421	104.	KILT-F	Hous	5486
5.	WCBS	NY	20230	55.	WKQX-F	Chi	7414		WOGL-F	Phil	5486
6.	WPAT A/F	NY	18556	56.	WPIX-F	NY	7383	106.	WLLZ-F	Detr	5479
7.	KPWR-F	LA	18095	57.	WZOU-F	Bost	7303	107.	KIRO	Sea	5446
8.	WCBS-F	NY	17639	58.	WBZ	Bost	7238	108.	WJLB-F	Detr	5385
9.	WABC	NY	17594	59.	WXEZ-F	Chi	7232	109.	WRQX-F	Wash	5373
10.	WLTW-F	NY	17296	60.	WBMX-F	Chi	7126	110.	WLOL-F	Minn	5308
11.	WOR	NY	16987	61.	WHYT-F	Detr	7059	111.	KSHE-F	St. L	5281
12.	WXRK-F	NY	16971	62.	WCZY-F	Detr	7028	112.	WXTU-F	Phil	5262
13.	WGN	Chi	16603	63.	KTWV-F	LA	6993	113.	WTOP	Wash	5256
14.	WQHT-F	NY	16058	64.	WBZZ-F	Pitt	6987	114.	KQRS A/F	Minn	5160
15.	WNEW-F	NY	15490	65.	WMMS-F	Cleve	6981	115.	KSOL-F	SF	5151
16.	WNSR-F	NY	14696	66.	WQXR-F	NY	6935	116.	WNIC-F	Detr	5148
17.	WBLS-F	NY	14298	67.	WWDC-F	Wash	6915	117.	KSCS-F	Dallas	5144
18.	WBBM	Chi	14050	68.	WLAK-F	Chi	6842	118.	WLW	Cinci	5129
19.	WRKS-F	NY	13608	69.	KIQQ-F	LA	6832	119.	WSNI-F	Phil	5116
20.	KOST-F	LA	13386	70.	KMPC	LA	6791	120.	KPLX-F	Dallas	5106
21.	KRTH-F	LA	13126	71.	KRBE-F	Hous	6686	121.	WFBQ-F	Indy	5105
22.	KABC	LA	12979	72.	WKSZ-F	Phil	6684	122.	KFAC-F	LA	5049
23.	KNX	LA	12576	73.	WCLR-F	Chi	6622	123.	WWWE	Cleve	5026
24.	KLOS-F	LA	12410	74.	WRKO	Bost	6620	124.	KJLH-F	LA	5016
25.	KYW	Phil	12127	75.	KFI	LA	6597	125.	WROR-F	Bost	4977
26.	WFAN	NY	12013	76.	KVIL A/F	Dallas	6596	126.	WJI A/F	Cleve	4964
27.	WJR	Detr	11926	77.	WNCN-F	NY	6577	127.	WPRO-F	Prov	4959
28.	WYNY-F	NY	11894	78.	WRBQ A/F	Tampa	6466	128.	WGAY-F	Wash	4956
29.	KFWB	LA	10818	79.	WCAU	Phil	6456	129.	WMCA	NY	4898
30.	KMOX	St. L	10699	80.	WBCN-F	Bost	6409	130.	WDVE-F	Pitt	4893
31.	WMMR-F	Phil	10657	81.	WMAQ	Chi	6336	131.	WKLS-F	Atl	4872
32.	WGCI-F	Chi	10456	82.	KKBQ A/F	Hous	6322	132.	KHYI-F	Dallas	4868
33.	KGO	SF	10322	83.	WODS-F	Bost	6318	133.	WUSN-F	Chi	4841
34.	WBBM-F	Chi	10268	84.	WMGK-F	Phil	6280	134.	KNIX A/F	Phoe	4830
35.	WCCO	Minn	9997	85.	WFYR-F	Chi	6222	135.	WSSH-F	Bost	4820
36.	KROQ-F	LA	9679	86.	WLS	Chi	6169	136.	WZGC-F	Atl	4803
37.	KBIG-F	LA	9375	87.	WEEI	Bost	6091	137.	WDTX-F	Detr	4794
38.	WNBC	NY	9277	88.	KRLD	Dallas	6012	138.	WSB-F	Atl	4790
39.	WLUP-F	Chi	9171	89.	KLAC	LA	5988	139.	KFRC	SF	4774
40.	WEGX-F	Phil	9167	90.	KOIT	SF	5950	140.	KSFO	SF	4766
41.	KCBS	SF	9052	91.	KNX-F	LA	5921	141.	WHYI-F	Mia	4757
42.	KJOI-F	LA	8980	92.	KEGL-F	Dallas	5886	142.	KSTP-F	Minn	4756
43.	WYSP-F	Phil	8725	93.	KIKK-F	Hous	5857	143.	WJOI-F	Detr	4750
44.	WYTZ-F	Chi	8574	94.	WRIF-F	Detr	5846	144.	WDAF	KC	4743
45.	KLSX-F	LA	8486	95.	WNEW	NY	5798	145.	KZLA-F	LA	4713
46.	KDKA	Pitt	8296	96.	WWJ	Detr	5796	146.	WLIB	NY	4712
47.	WCKG-F	Chi	8121	97.	WMZQ A/F	Wash	5770	147.	WPEN	Phil	4681
48.	WXKS-F	Bost	8102	98.	KIOI-F	SF	5746	148.	WLUP	Chi	4674
49.	KMEL-F	SF	7877	99.	KTNR	LA	5692	149.	WTIC-F	Hart	4655
50.	WJMK-F	Chi	7742	100.	WAVA-F	Wash	5688	150.	KYUU-F	SF	4650

*Based on 12+ TSA Cume, Broadcast Week.

151.	WTIC	Hart	4641
152.	WMAL	Wash	4544
153.	WJIB-F	Bost	4512
154.	KMJQ-F	Hous	4503
155.	WPGC A/F	Wash	4500
156.	KUBE-F	Sea	4499
157.	WLTF-F	Cleve	4486
158.	WTMJ	Milw	4472
159.	WIOQ-F	Phil	4471
160.	KLOL-F	Hous	4464
161.	KHTR-F	St. L	4398
162.	WDAS-F	Phil	4394
163.	WADO	NY	4376
164.	KRLA	LA	4352
165.	WLTE-F	Minn	4294
166.	WSOC-F	Char NC	4267
167.	WLYF-F	Mia	4258
168.	WWDB-F	Phil	4254
169.	WHDH	Bost	4249
170.	WCSX-F	Det	4247
171.	WBSB-F	Balt	4245
172.	WIOG-F	Sag-BC	4228
173.	WXRT-F	Chi	4218
174.	WSKQ	NY	4192
175.	KKDA-F	Dallas	4185
176.	WCXR-F	Wash	4173
177.	KOA	Denver	4169
178.	KRQR-F	SF	4150
179.	WKYS-F	Wash	4141
180.	KPLZ-F	Sea	4135
	WSB	Atl	4135
182.	WVEE-F	Atl	4130
	WBAB-F	Long Is	4130
184.	WBAL	Balt	4122
	WHUR-F	Wash	4122
186.	WALK A/F	Long Is	4119
	WJJD	Chi	4119
188.	WPCH-F	Atl	4117
189.	WAPW-F	Atl	4086
190.	KZZP-F	Phoe	4078
191.	WKHX-F	Atl	4064
192.	WZLX-F	Bost	4057
193.	WIVK A/F	Knox	4030
194.	WYAY-F	Atl	4029
195.	KSAN-F	SF	3992
196.	WQUE A/F	New Orl	3964
197.	WWWF	Detr	3949
198.	KODA-F	Hous	3947
199.	WFOX-F	Atl	3910
200.	WNCI-F	Col OH	3905
201.	WKRQ-F	Cinci	3898
202.	WNUA-F	Chi	3893
203.	WMJX-F	Bost	3861
204.	WAAF-F	Wor/Bos	3854
205.	KDWB-F	Minn	3847
206.	CKLW	Detr	3842
207.	WTQR-F	GreenWS	3836
208.	WKTI-F	Milw	3802
209.	KBEQ-F	KC	3791
210.	WBOS-F	Bost	3777
211.	WBJW A/F	Orl	3767
212.	KTXQ-F	Dallas	3766
213.	KDAY	LA	3744
214.	WXTR-F	Wash	3737
215.	KKGO-F	LA	3715
216.	WQXI-F	Atl	3700
217.	WZZK A/F	Birm	3694
218.	WLTT-F	Wash	3677
219.	WEBN-F	Cinci	3657
220.	KFMB-F	SD	3655
221.	WWSW-F	Pitt	3652
222.	WSHH-F	Pitt	3645
223.	WZPL-F	Indy	3632
224.	KTAR	Phoe	3626
225.	WHAS	Lou	3592
226.	WPOW-F	Mia	3541
227.	WEZB-F	New Orl	3538
228.	WMXJ-F	Mia	3529
229.	WQAL-F	Cleve	3524
230.	WXLK-F	Roanoke	3516
231.	KRTH	LA	3505
232.	KKLQ-F	SD	3475
233.	WLIF-F	Balt	3445
234.	WRCH-F	Hart	3441
235.	WDRC-F	Hart	3436
236.	WMYG-F	Pit	3416
237.	WEZN-F	Bridge	3374
238.	KEEY-F	Minn	3357
239.	KBLX A/F	SF	3354
240.	WWMX-F	Balt	3349
241.	KOMO	Sea	3340
242.	KYYS-F	KC	3335
243.	KEZK-F	St. L	3306
244.	KDFC A/F	SF	3305
245.	WIL-F	St. L	3302
246.	KMEZ A/F	Dallas	3274
247.	KRXY A/F	Den	3271
248.	KSD-F	St. L	3259
249.	WAXY-F	Mia	3254
250.	WYNF-F	Tampa	3252
251.	WHQT-F	Mia	3238
252.	WYHY-F	Nash	3235
253.	KMEO A/F	Phoe	3230
254.	WMJQ-F	Buff	3227
255.	KNAC-F	LB/LA	3221
256.	KLTR-F	Hous	3217
257.	KITS-F	SF	3207
258.	KJJO-F	Minn	3204
259.	WDOK-F	Cleve	3204
260.	KZEW-F	Dallas	3191
261.	WBLI-F	Long Is	3186
262.	WNCX-F	Cleve	3155
263.	KLUV-F	Dallas	3150
264.	WKDF-F	Nash	3115
265.	KMGC-F	Dallas	3109
266.	KISN-F	SLC	3106
267.	WFLN-F	Phil	3085
268.	KQZY-F	Dallas	3083
269.	WWBA-F	Tampa	3072
270.	KZFX-F	Hous	3065
271.	WWKA-F	Orl	3062
	KKRZ-F	Port OR	3062
273.	WAMZ-F	Lou	3061
274.	WJQY-F	Mia	3059
275.	WWRL	NY	3030
276.	WOMC-F	Detr	3029
277.	KWSS-F	SJ	3027
278.	WXYV-F	Balt	3023
279.	KFOG-F	SF	3013
280.	WRAL-F	Raleigh	3012
	KGB-F	SD	3012

AMERICA'S LEADING STATIONS - METRO CUME RATING* (30.0+)

1.	KTRS-F	Casper	56.5
2.	WIXX-F	Green B	48.7
3.	WMEE-F	Ft. Wayne	47.6
4.	WJBC	Bloom	46.4
5.	KRLB-F	Lubbock	45.3
6.	WBBQ-F	Aug. GA	45.2
	WBNQ-F	Bloom	45.2
8.	WIVK A/F	Knox	44.6
9.	WTCR A/F	Hunt WV	44.5
	WIOG-F	Sag-BC	44.5
11.	KMOX	St. Louis	43.9
12.	WKEE-F	Hunt WV	43.7
13.	WKFR-F	Kala	43.4
14.	WWNC	Ashe	43.0
15.	WOMP-F	Wheeling	42.2
16.	WAAL-F	Bingh	41.9
17.	WSTO-F	Evans	40.7
18.	WXLK-F	Roanoke	40.6
	WJET-F	Erie	40.6
20.	WAYS-F	Macon	39.2
21.	KOKZ-F	Water-CF	38.2
22.	KWTO-F	Spg. MO	38.0
23.	WKSF-F	Ashe	37.6
	WZEE-F	Madison	37.6
25.	KFMW-F	Water-CF	37.0
	KSMB-F	Lafay LA	37.0
27.	WZYP-F	Hunts	36.9
28.	WVIC A/F	Lansing	36.6
29.	WROK	Rock	36.4
	WPRO-F	Prov	36.4
31.	WNNK-F	Harris	36.3
	WQUT-F	JC-King	36.3
33.	WTHI-F	Terre H	35.5
	WDAY-F	Fargo	35.5
35.	KQMQ A/F	Hono	35.4
36.	WCCO	Minn	35.3
37.	WKZW-F	Peoria	35.0
38.	KTWO	Casper	34.8
	WZOK-F	Rock	34.8
40.	KYYA-F	Billings	34.6
	KRQQ-F	Tucson	34.6
42.	WTHZ-F	Talla	34.5
	WIKY-F	Evans	34.5
44.	WTIC	Hartford	34.2
	WNDU-F	S. Bend	34.2
46.	WHOT-F	Young	33.9
47.	WAYV-F	Atl C	33.7
	WXBQ-F	JC-King	33.7
49.	WHHY-F	Mont	33.6
	KDKA	Pitts	33.6
51.	WICC	Bridge	33.4
	WSKZ-F	Chatt	33.4
53.	WGLF-F	Talla	33.3
54.	WXKC-F	Erie	33.1
55.	KGOT-F	Anchorage	32.9
56.	WPRR-F	Altoona	32.4
57.	WHAS	Louis	32.2
58.	WQSM-F	Fayette	32.0
59.	WYYY-F	Syracuse	31.8
	WABB-F	Mobile	31.8
61.	WKHI-F	Salis-OC	31.7
62.	WCGQ-F	Col GA	31.6
63.	WZAT-F	Savan	31.4
	WTIC-F	Hartford	31.4
65.	WAPE A/F	Jkville	31.3
66.	KWTX-F	Waco	31.1
67.	WLAP-F	Lex	31.0
	WRBQ A/F	Tampa	31.0
	WAJI-F	Ft. Wayne	31.0
	WMHE-F	Toledo	31.0
71.	KBFM-F	Mc-Brown	30.9
	KKRD-F	Wich	30.9
73.	KOUL-F	Corpus C	30.8
74.	WFBG	Altoona	30.6
	KZFM-F	Corpus C	30.6
76.	WCOS-F	Col SC	30.5
	WKRZ-F	Scran	30.5
78.	WKSJ A/F	Mobile	30.4
	KGBT	Mc-Brown	30.4
	KTTS-F	Spg MO	30.4
81.	KSSN-F	L. Rock	30.3
	WPXY A/F	Roches	30.3
83.	WKCI-F	N Haven	30.2
84.	WCCK-F	Erie	30.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

CHR/TOP 40/CONTEMP (+200)

1.	WHTZ-F	NY	1639
2.	KIIS A/F	LA	1284
3.	WWPR-F	NY	1206
4.	WEGX-F	Phil	640
5.	WRBQ A/F	Tampa	584
6.	WXKS-F	Boston	574
7.	KMEL-F	SF	516
8.	KRBE-F	Houston	472
9.	WBZZ-F	Pitts	472
10.	WZOU-F	Boston	461
11.	WBBM-F	Chicago	455
12.	WYTZ-F	Chicago	437
13.	WPRO-F	Prov	413
14.	WIOG-F	Sag-BC	409
15.	KKBQ A/F	Houston	382
16.	WHYT-F	Detroit	335
	WLOL-F	Minn	335
18.	WCZY-F	Detroit	327
19.	WTIC-F	Hart	319
20.	KEGL-F	Dallas	316
21.	WAPW-F	Atlanta	311
22.	WBSB-F	Balt	301
23.	WAVA-F	Wash	293
24.	KHYI-F	Dallas	289
25.	WNCI-F	Col O	287
26.	WZGC-F	Atlanta	285
27.	WXLK-F	Roanoke	283
28.	KZZP A/F	Phoenix	282
29.	KPLZ-F	Sea	278
30.	WRQX-F	Wash	273
31.	KUBE-F	Sea	272
32.	WKRQ-F	Cinci	270
33.	WHYI-F	Miami	265
34.	WPOW-F	Miami	259
	WZPL-F	Indy	259
36.	WKTI-F	Milw	254
37.	WAPE A/F	Jkville	253
38.	KKLQ-F	SD	252
39.	WEZB-F	New Orl	245
40.	KITZ-F	SF	243
41.	WDTX-F	Detroit	234
42.	KRXY A/F	Denver	232
	KBEQ-F	KC	232
	WYHY-F	Nash	232
45.	KYUU-F	SF	228
	WRVQ-F	Rich	228
47.	WANS-F	GreenSC	224
48.	WBLI-F	Long Is	223
49.	WMEE-F	Ft.Wayne	221
50.	KJYO-F	Okl C	219
51.	WMC-F	Memphis	217
52.	WBJW A/F	Orlando	215
53.	KHTR-F	St.Louis	209
54.	KKRZ-F	Port OR	206
55.	WAPI-F	Birm	204
	WMJQ-F	Buff	204
57.	WDJX-F	Louis	203
58.	KRQQ-F	Tucson	201

AOR/CLASSIC (+200)

1.	WXRK-F	NY	1018
2.	WNEW-F	NY	1000
3.	KLOS-F	LA	890
4.	WMMR-F	Phil	800
5.	KROQ-F	LA	630
6.	WLUP-F	Chicago	624
7.	WCKG-F	Chicago	553
8.	WYSP-F	Phil	533
9.	KLSX-F	LA	485
10.	WFBQ-F	Indy	479
11.	WBCN-F	Boston	477
12.	KSHE-F	St.Louis	472
13.	WMMS-F	Cleve	445
14.	WKLS-F	Atlanta	439
15.	KQRS A/F	Minn	428
16.	WWDC-F	Wash	393
17.	WLLZ-F	Detroit	357
18.	KLOL-F	Houston	348
19.	WEBN-F	Cinci	318
20.	WYNF-F	Tampa	308
21.	WXRT-F	Chicago	303
22.	WDVE-F	Pitts	296
23.	WMYG-F	Pitts	293
24.	WRIF-F	Detroit	286
	KYYS-F	KC	286
26.	KGB-F	SD	279
27.	KJJO-F	Minn	260
28.	WCMF-F	Roch	257
29.	KNX-F	LA	250
30.	WKLH-F	Milw	249
31.	KRQR-F	SF	246
	WZLX-F	Boston	246
33.	WBAB-F	Long Is	241
34.	WCSX-F	Detroit	240
35.	KAZY-F	Denver	233
36.	WCXR-F	Wash	232
	WGTR-F	Miami	232
38.	WKDF-F	Nash	228
39.	WAAF-F	Boston	227
	WNCX-F	Cleve	227
41.	KSD-F	St.Louis	221
42.	KUPD-F	Phoenix	216
43.	KTXQ-F	Dallas	214
	WNOR A/F	Norf	214
45.	WPYX-F	Albany	207
	WKRR-F	GreenWS	207
47.	KZFX-F	Houston	206
	WHJY-F	Prov	206
49.	KBPI-F	Denver	202
	KNAC-F	LA	202
51.	WLZR A/F	Milw	201

AC/SOFT ROCK/OLDIES (+200)

1.	WLTW-F	NY	1230
2.	WCBS-F	NY	1174
3.	KOST-F	LA	872
4.	KRTH-F	LA	794
5.	WNSR-F	NY	777
6.	KBIG-F	LA	669
7.	KVIL A/F	Dallas	527
8.	WKSZ-F	Phil	488
9.	WLAK-F	Chicago	486
10.	WJMK-F	Chicago	474
11.	KIQQ-F	LA	445
12.	WCLR-F	Chicago	424
13.	WNBC	NY	422
14.	WODS-F	Boston	421
15.	KOIT A/F	SF	387
16.	WMJI A/F	Cleve	375
17.	WKQX-F	Chicago	368
18.	KSTP-F	Minn	360
19.	WMGK-F	Phil	359
20.	KFI	LA	343
21.	WSSH-F	Boston	339
22.	WPIX-F	NY	334
23.	WSB-F	Atlanta	333
24.	KIOI-F	SF	312
25.	WSNI-F	Phil	306
	WLTF-F	Cleve	306
27.	WALK A/F	Long Is	303
28.	WOGL-F	Phil	301
29.	WROR-F	Boston	278
30.	WNIC-F	Detroit	277
	WWSW-F	Pitts	277
32.	WLTE-F	Minn	268
33.	WFYR-F	Chicago	263
34.	WMXJ-F	Miami	257
35.	WFOX-F	Atlanta	252
36.	WIOQ-F	Phil	243
37.	KRLA	LA	240
38.	WMJX-F	Boston	239
39.	KXKL-F	Denver	236
40.	WJQY-F	Miami	234
41.	WRAL-F	Raleigh	233
42.	WOCL-F	Orlando	231
43.	WSNY-F	Col O	224
	WQXI-F	Atlanta	224
45.	KSFO	SF	218
46.	KFMK-F	Houston	216
47.	WFLZ-F	Tampa	214
48.	WWMX-F	Balt	208
49.	WRDC-F	Hart	206
50.	WUSA-F	Tampa	200
	WDOK-F	Cleve	200
	WSTF-F	Orlando	200

MOR/VARIETY (+100)

1.	WJR	Detroit	907
2.	WCCO	Minn	840
3.	KDKA	Pitts	660
4.	WBZ	Boston	525
5.	KNBR	SF	422
6.	WTIC	Hart	413
7.	WTMJ	Milw	370
8.	WLW	Cinci	367
9.	WSB	Atlanta	306
10.	WMAL	Wash	297
11.	WHDH	Boston	273
12.	WHAS	Lou	269
13.	KFAB	Omaha	240
14.	WIBC	Indy	231
15.	KFMB	SD	217
16.	WTVN	Col O	213
17.	WGY	Albany	197
18.	WRVA	Rich	168
19.	KOMO	Sea	167
20.	WBEN	Buffalo	159
21.	WHAM	Roch	155
	KMBZ	KC	155
23.	WHO	DesMoines	154
24.	KSSK	Honolulu	148
25.	WKRC	Cinci	147
26.	WFBR	Balt	143
27.	KSL	SLC	142
28.	WMT	Cedar R	135
29.	KEX	Port OR	133
30.	KKCB	Albuq	126
31.	KRMG	Tulsa	124
32.	WHIO	Dayton	123
33.	WSYR	Syracuse	122
	WIKY-F	Evans	122
35.	WDBO	Orlando	115
36.	WBT	Char NC	109
37.	WPRO	Prov	102

JAZZ/NEW AGE (+70)

1.	KTWV-F	LA	329
2.	WNUA-F	Chicago	217
3.	KKSF-F	SF	200
4.	KKGO-F	LA	188
5.	WJZZ-F	Detroit	146
	KTCZ-F	Minn	146
7.	KOAI-F	Dallas	131
8.	WNWY-F	Cleve	124
9.	WVAE-F	Detroit	114
10.	WLNR-F	Chicago	107
11.	KIFM-F	SD	104
12.	WHVE-F	Sara/Tamp	90
13.	KBMW-F	Wash	89
14.	KJAZ-F	SF	87
15.	WJAZ-F	Stam CT	86
16.	WXDJ-F	Miami	76
17.	KHIH-F	Denver	71
18.	KEZX-F	Sea	70

CLASSICAL (+50)

1.	WNCN-F	NY	383
2.	WQXR-F	NY	375
3.	KFAC-F	LA	265
4.	KDFC-A/F	SF	213
5.	WGMS-A/F	Wash	186
6.	WTMI-F	Miami	177
7.	WFLN-F	Phil	172
8.	KKHI A/F	SF	158
9.	WCRB-F	Boston	126
10.	WQRS-F	Detroit	107
11.	WFMT-F	Chicago	105
12.	WNIB-F	Chicago	101
13.	KING-F	Sea	82
14.	WCLV-F	Cleve	68
15.	KVOD-F	Denver	67
16.	KFSD-F	SD	60
17.	WRR-F	Dallas	54
18.	WXCR-F	Tampa	50

RELIGION/GOSPEL (+40)

1.	WWRL	NY	342
2.	KOJO-F	Dallas	153
3.	WFME-F	NY	139
4.	KHVN	Dallas	103
5.	WBGR	Balt	95
6.	KKLA-F	LA	93
7.	WBOK	New Orl	83
8.	KCMS-F	Sea	81
9.	WWDJ	NY	76
10.	KYMS-F	LA	75
11.	KBRT	LA	72
12.	WPCE	Norf	69
13.	WNAP	Phil	64
14.	KFSG-F	LA	58
15.	KHCB	Houston	56
16.	WDAC-F	Lanc	55
17.	WMUZ-F	Detroit	54
18.	KFAX	SF	53
19.	WMBM	Miami	51
20.	WYCB	Wash	49
21.	KCIJ	Shreve	48
22.	WRBS-F	Balt	47
23.	WOAD	Jack MS	46
24.	WXXO	Orlando	45
	KCIS	Sea	45
	WYCA-F	Chicago	45
27.	KPDQ-F	Port OR	43
28.	WAGG	Birm	42
29.	KEAR-F	SF	41
30.	WPIT-F	Pitts	40
	WROL	Boston	40

*Based on 1/4 HR AVG, 6A-MID, TSA

BEAUTIFUL MUSIC/EZ (+150)

1.	WPAT A/F	NY	1548
2.	KJOI-F	LA	713
3.	WEAZ-F	Phil	579
4.	WXEZ-F	Chicago	578
5.	KABL A/F	SF	537
6.	WLYF-F	Miami	468
7.	WJOI-F	Detroit	397
8.	WGAY-F	Wash	395
9.	WPCH-F	Atlanta	350
10.	WLIF-F	Balt	349
11.	WRCH-F	Hart	343
12.	WJIB-F	Boston	337
13.	WSHH-F	Pitts	334
14.	WWBA-F	Tampa	308
15.	WQAL-F	Cleve	304
16.	WLKW-F	Prov	300
	KODA-F	Houston	300
18.	KMEZ A/F	Dallas	297
19.	KMEO A/F	Phoenix	291
20.	WEZN-F	Bridge	262
21.	KEZK-F	St.Louis	245
22.	WHUD-F	Peck	235
23.	WHIO-F	Dayton	228
24.	WSSP-F	Orlando	225
25.	KBAY-F	SJ	223
26.	KOSI-F	Denver	222
27.	WEAT A/F	W Palm	212
28.	KJQY-F	SD	210
29.	WDUV-F	Tampa	200
30.	KQXT-F	S. Ant	197
	WROW-F	Albany	197
32.	KCTC-F	SAC	192
33.	WFOG-F	Norf	188
34.	WBNS-F	Col O	180
35.	WEZW-F	Milw	177
36.	WXTZ-F	Indy	172
37.	WAYL-F	Minn	170
	WWEZ-F	Cinci	170
39.	KBRD-F	Sea	169
40.	KSFI-F	SLC	168
41.	WNCE-F	Lanc	154
42.	KMBR-F	KC	150

HISPANIC (+50)

1.	KTNQ	LA	705
2.	KLVE-F	LA	530
3.	WADO	NY	520
4.	WSKQ	NY	504
5.	KWKW	LA	318
6.	WJIT	NY	262
7.	WKDM	NY	260
8.	WQBA	Miami	247
9.	KSKQ	LA	224
10.	KGBT	Mc-Brown	194
11.	KALI	LA	190
12.	WCMQ-F	Miami	186
13.	KSKQ-F	LA	178
14.	WOJO-F	Chicago	168
15.	WAQI	Miami	165
16.	KCOR	S.Ant	164
17.	WIND	Chicago	137
18.	KLAT	Houston	115
19.	WQBA-F	Miami	111
20.	KBRG-F	SF	97
21.	KESS	Dallas	91
22.	KIQI	SF	81
23.	KIWW-F	Mc-Brown	75
24.	KQQK-F	Houston	69
	KYST	Houston	69
26.	KXYZ	Houston	60
27.	KEDA	S. Ant	52
28.	KBNA-F	EP	50

COUNTRY (+180)

1.	WYNY-F	NY	790
2.	WBAP	Dallas	562
3.	WMZQ A/F	Wash	482
4.	KIKK-F	Houston	463
5.	KNIX A/F	Phoenix	454
6.	WDAF	KC	451
7.	WXTU-F	Phil	444
8.	WIVK A/F	Knox	442
9.	KILT-F	Houston	415
10.	KPLX-F	Dallas	409
11.	KZLA-F	LA	392
12.	WTQR-F	Green WS	370
13.	WSOC-F	Char NC	369
14.	KSCS-F	Dallas	358
15.	WKHX-F	Atlanta	354
16.	WYAY-F	Atlanta	353
17.	WUSN-F	Chicago	339
18.	WZZK A/F	Birm	322
19.	WIL-F	St.Louis	303
20.	KLAC	LA	300
21.	WWWW-F	Detroit	299
22.	KSSN-F	L Rock	292
23.	WBOS-F	Boston	280
	WWKA-F	Orlando	280
25.	WAMZ-F	Lou	270
26.	WQYK A/F	Tampa	268
27.	WSM-F	Nash	256
28.	KSAN-F	SF	253
	KEEY-F	MInn	253
	WYNK A/F	Baton R	253
31.	WESC-F	Green SC	250
32.	WFMS-F	Indy	243
33.	WMIL-F	Milw	235
34.	KXXY-F	Okl C	229
35.	WVLK-F	Lex	224
36.	WGAR-F	Cleve	220
37.	KASE-F	Austin	218
	WCOS-F	Col SC	218
39.	WSSL A/F	Green SC	216
40.	KMPS A/F	Sea	214
41.	WPOC-F	Balt	207
42.	WUSY-F	Chatt	206
43.	WMSI-F	Jack MS	200
44.	WLVK-F	Char NC	194
45.	WCMS A/F	Norf	189
46.	WQDR-F	Raleigh	187
	KFKF A/F	KC	187
	KYGO-F	Denver	187
49.	WGKX-F	Memphis	186
50.	WKQS-F	Miami	185
51.	WBEE-F	Roch	180
52.	WRKZ-F	Harris	178

BLACK/URBAN (+110)

1.	KPWR-F	LA	1313
2.	WRKS-F	NY	1270
3.	WQHT-F	NY	1132
4.	WGCI-F	Chicago	1098
5.	WBLS-F	NY	1075
6.	WUSL-F	Phil	754
7.	WJLB-F	Detroit	540
8.	KMJQ-F	Houston	523
9.	WLIB	NY	505
10.	KKDA-F	Dallas	464
11.	WVEE-F	ATlanta	434
12.	WBMX-F	Chicago	370
13.	WKYS-F	Wash	360
14.	WQUE A/F	New Orl	342
15.	WPGC A/F	Wash	338
16.	KSOL-F	SF	322
17.	WHUR-F	Wash	309
18.	WDAS-F	Phil	304
19.	WEDR-F	Miami	299
20.	KJLH-F	LA	280
21.	WXYV-F	Balt	266
22.	WZAK-F	Cleve	259
23.	KDAY	LA	250
24.	WAMO-F	Pitts	246
25.	WHRK-F	Memphis	241
26.	KMJM-F	St.Louis	238
27.	WCKZ-F	Char NC	222
28.	WWDM-F	Col SC	209
29.	WJHM-F	Orlando	197
30.	WJMI-F	Jack MS	194
31.	WIKS-F	Green NB	191
32.	WDJY-F	Wash	190
33.	WBLX-F	Mobile	182
34.	WVON	Chicago	179
35.	WYLD-F	New Orl	177
36.	WLUM-F	Milw	169
37.	KBLX A/F	SF	167
	KTFM-F	S. Ant	167
39.	WZFX-F	Fayette	165
40.	KACE-F	LA	156
41.	KRNB-F	Memphis	155
42.	WPEG-F	Char NC	153
43.	WILD	Boston	144
	WKXX-F	Birm	144
45.	WAOK	Atlanta	143
46.	WMYK-F	Norf	142
47.	KPRS-F	KC	137
48.	WTLC-F	Indy	135
49.	WOWI-F	Norf	133
50.	WCDX-F	Rich	121
51.	WPLZ-F	Rich	117
	WOL	Wash	117
53.	WBLK-F	Buffalo	112
54.	WGHT-F	Balt	109
55.	WEKS-F	Atlanta	106

NEWS/TALK (+100)

1.	WOR	NY	1331
2.	WGN	Chicago	1276
3.	KABC	LA	1093
4.	WINS	NY	1075
5.	KMOX	St.Louis	1065
6.	WABC	NY	1040
7.	WCBS	NY	939
8.	KGO	SF	859
9.	WBBM	Chicago	783
10.	KNX	LA	639
11.	KYW	Phil	578
12.	WFAN	NY	573
13.	KCBS	SF	564
14.	WRKO	Boston	533
15.	KFWB	LA	475
16.	WWDB-F	Phil	393
17.	KIRO	Sea	391
18.	KTRH	Houston	377
19.	WCAU	Phil	365
20.	KFI	LA	343
21.	WBAL	Balt	340
22.	WWWE	Cleve	333
23.	KTAR	Phoenix	315
24.	WLUP	Chicago	311
25.	KRLD	Dallas	307
26.	WWJ	Detroit	296
27.	WEEI	Boston	274
28.	KOA	Denver	265
29.	WTOP	Wash	228
30.	KSDO	SD	226
31.	WMAQ	Chicago	221
32.	WMCA	NY	218
	WXYT	Detroit	218
34.	WNWS	Miami	207
35.	WFLA	Tampa	206
36.	KFBK	Sacra	195
37.	WINZ	Miami	194
38.	WIOD	Miami	193
39.	KCMO	KC	186
40.	WWL	New Orl	156
41.	KXL	Port OR	152
	WTAE	Pitts	152
43.	WHJJ	Prov	148
44.	WOAI	S. Ant	139
45.	KPRC	Houston	138
46.	KLIF	Dallas	136
47.	WGST	Atlanta	134
48.	WWRC	Wash	133
49.	KFYI	Phoenix	129
50.	KMJ	Fresno	122
51.	KQV	Pitts	108
52.	WCKY	Cinci	105
53.	KSTP	Minn	102

NOSTALGIA (+70)

1.	WPEN	Phil	522
2.	KMPC	LA	450
3.	WNEW	NY	433
4.	CKLW	Detroit	356
5.	WJJD	Chicago	342
6.	KFRC	SF	278
7.	WHLI	Long Is	172
8.	KPOP	SD	152
9.	WOKY	Milw	151
10.	KIXI	Sea	144
11.	WJAS	Pitts	143
12.	WRMR	Cleve	133
13.	WITH	Balt	103
14.	WGUL A/F	Tampa	98
15.	KAAM	Dallas	96
16.	WXKS	Boston	92
17.	WECK	Buffalo	89
18.	KYTE	Port OR	85
19.	WFTL	Miami	77
20.	KOMA	Okl City	74
	WHAT	Phil	74

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

CHR/TOP 40/CONTEMP (+14.0)

1.	KTRS-F	Casper	43.8
2.	KRLB-F	Lubbock	30.7
3.	WIXX-F	G.Bay	29.0
4.	WKFR-F	Kala	28.5
5.	WBBQ-F	Aug	27.2
6.	WKEE-F	Hunt WV	27.1
7.	WUMP-F	Wheel	25.8
8.	WBNQ-F	Bloom	25.0
9.	WMEE-F	F.Wyne	24.6
10.	WIOG-F	Sag-BC	24.3
11.	WJET-F	Erie	24.1
12.	WAAL-F	Bingh	23.9
13.	WQUT-F	JC-King	22.6
14.	KWTO-F	Spg MO	22.5
15.	WVIC A/F	Lansg	22.0
16.	WNNK-F	Harris	21.7
	WZYP-F	Hunts	21.7
18.	WXLK-F	Roan	20.9
19.	WZOK-F	Rock	20.7
	WKSF-F	Ashe	20.7
21.	KRQQ-F	Tucson	20.5
22.	WSTO-F	Evans	19.9
	KFMW-F	WaterCF	19.9
	WKZW-F	Peoria	19.9
25.	KSMB-F	Lafay	19.3
26.	WAPE A/F	Jkville	18.7
27.	WSKZ-F	Chatt	18.4
	WPFR-F	Terre	18.4
	WZEE-F	Madison	18.4
30.	WKHI-F	Salis-OC	18.3
31.	WAVV-F	Ail C	17.7
32.	WAYS-F	Macon	17.6
33.	WRBQ A/F	Tampa	17.1
34.	WDAY-F	Fargo	17.0
35.	KZZU-F	Spok	16.9
36.	WPRO-F	Prov	16.8
37.	KWTX-F	Waco	16.0
38.	KKRD-F	Wich	15.9
39.	KZLS-F	Billings	15.7
40.	KOKZ-F	Water-CF	15.6
41.	WHOT-F	Young	15.5
	WVSR-F	Char WV	15.5
43.	KZFM-F	Corpus	15.1
44.	KBFM-F	Mc-Brown	15.0
45.	WQSM-F	Fayette	14.8
	WCGQ-F	Col GA	14.8
47.	WRVQ-F	Rich	14.5
	WZAT-F	Savan	14.5
	WPXR-F	Daven	14.5
50.	KYYA-F	Billings	14.4
51.	WNDU-F	S. Bend	14.3
52.	KQMQ A/F	Hono	14.2
	WTHZ-F	Talla	14.2
	WCCK-F	Erie	14.2

AOR (+9.0)

1.	KGGO-F	Des M	21.5
2.	WGLF-F	Talla	18.1
3.	KEZO A/F	Omaha	17.7
4.	WBLM-F	Port M	16.8
5.	WIMZ A/F	Knox	16.4
6.	WXLP-F	Daven	16.1
7.	WCMF-F	Roch	16.0
8.	WAPL-F	App-Osh	15.2
9.	WFBQ-F	Indy	14.9
	WKQQ-F	Lex	14.9
11.	WSFM-F	Wilm NC	14.4
12.	KWHL-F	Anch	14.3
13.	WEBN-F	Cinci	13.6
14.	KQWB-F	Fargo	13.3
	WKRR-F	Green WS	13.3
16.	KMOD-F	Tulsa	13.2
	WZZQ-F	Terre H	13.2
18.	KDJK-F	Modes	13.0
19.	WTUE-F	Dayton	12.8
20.	WWCT-F	Peoria	12.5
	WOUR-F	Utica	12.5
	WAAF-F	Worc	12.5
23.	WPYX-F	Albany	12.4
24.	KRNA-F	Cedar R	12.2
25.	KZII-F	Lubbock	12.0
26.	KQRS A/F	Minn	11.7
27.	KTGL-F	Lincoln	11.3
28.	KOZZ-F	Reno	11.2
29.	KILO-F	Col Spr	11.1
30.	WNOR A/F	Norf	11.0
31.	KFMX-F	Lubbock	10.9
32.	WRXL-F	Rich	10.8
33.	WZZO-F	Allen	10.7
	WRDU-F	Raleigh	10.7
35.	KLAQ-F	EP	10.6
36.	KWCW-F	Corpus	10.5
37.	WAQY-F	Spg MA	10.3
38.	KLBJ-F	Austin	10.2
	KQDS A/F	Duluth	10.2
40.	WMMS-F	Cleve	10.0
	KATT-F	Okl C	10.0
42.	WGIR-F	Manch	9.9
	WKLS-F	Atlanta	9.9
	WKLC-F	Char WV	9.9
45.	KJOT-F	Boise	9.7
	WEZX-F	WB/Scran	9.7
47.	WIOT-F	Toledo	9.6
	KFMQ-F	Lincoln	9.6
49.	KSHE-F	St. L	9.5
50.	WAQX A/F	Syracuse	9.3
51.	KYYS-F	KC	9.1
	WIXV-F	Savan	9.1
	WKDF-F	Nash	9.1
54.	KGB-F	SD	9.0

BTFL MUSIC/EZ (+9.0)

1.	WDUV-F	Sara	17.2
	WZID-F	Manch	17.2
3.	WFBG-F	Altoona	15.9
4.	WSWT-F	Peoria	15.4
5.	WFPG-F	Atl C	14.2
6.	KXLY-F	Spok	13.8
	WEZN-F	Bridge	13.8
8.	KQLT-F	Casper	13.5
9.	WNCE-F	Lanc	13.0
10.	WHIO-F	Dayton	12.8
11.	WSRS-F	Worc	12.7
12.	WFMZ-F	Allen	12.5
13.	WLKW-F	Prov	12.4
14.	WIBA-F	Madison	12.3
15.	WEZK-F	Knox	12.0
	WWLV-F	Daytona	12.0
17.	WEZY-F	Lake	11.9
18.	WRCH-F	Hart	11.8
	WHBC-F	Canton	11.8
20.	KELO-F	S.Falls	11.6
21.	WROW-F	Albany	11.5
	WLQR-F	Toledo	11.5
23.	WDUZ-F	G. Bay	11.4
24.	WYEZ-F	S. Bend	11.3
25.	KEZQ-F	L. Rock	11.2
26.	WPVR-F	Roanoke	11.0
	KXTZ-F	L. Vegas	11.0
28.	WDEF-F	Chatt	10.8
29.	WNEV-F	Reno	10.7
30.	WEEL-F	Wheel	10.1
31.	KRDO-F	Colo Spr	9.9
32.	KRVR-F	Daven	9.8
	KUMU A/F	Hono	9.8
34.	KBEE-F	Modes	9.7
35.	WWBA-F	Tampa	9.6
36.	WQLR-F	Kala	9.5
	KMED A/F	Phoenix	9.5
	KJYK-F	Tucson	9.5
39.	WKBN-F	Young	9.3
40.	WBNS-F	Col OH	9.2
	WLIF-F	Balt	9.2
42.	WROE-F	Appl-Osh	9.1
	WFOG-F	Norf	9.1

COUNTRY (+11)

1.	WIVK A/F	Knox	35.5
2.	WTCR A/F	Hunt WV	31.7
3.	WWNC	Ashe	27.4
4.	KGHL	Blngs	22.2
5.	WDEN A/F	Macon	20.9
6.	KSSN-F	L. Rock	20.3
7.	KTWO	Casper	20.2
8.	WTHI-F	Terre H	20.0
9.	WQBE-F	Char WV	19.9
10.	WCOS-F	Col SC	19.5
11.	WXBQ-F	JC-King	19.4
12.	WLWI-F	Mont	19.2
	KTTS-F	Spg. MO	19.2
14.	WYNK A/F	BR	18.3
15.	WVAM	Altoona	18.2
16.	WKSJ A/F	Mobile	17.7
17.	WTQR-F	GreenWS	17.5
18.	KOUL-F	Corpus	16.9
	KLLL-F	Lubbock	16.9
	WDRM-F	Hunts	16.9
21.	KTPK-F	topeka	16.5
22.	KCCY-F	Pueblo	16.4
23.	WAMZ-F	Lou	16.1
24.	KASE-F	Austin	15.9
25.	KVOC	Casper	15.7
26.	WITL-F	Lansing	15.5
27.	KUZZ A/F	Bakers	15.4
	WVLK-F	Lex	15.4
29.	WLLR-F	Daven	15.3
30.	WHWK-F	Bingh	15.2
31.	WZZK A/F	Birm	14.8
	KJNE-F	Waco	14.8
33.	WPOR A/F	Port M	14.5
	WWVA	Wheel	14.5
	WYNG-F	Evans	14.5
36.	WKKO-F	Toledo	14.4
	WRNS-F	Green-NB	14.4
38.	WMSI-F	Jack MS	14.2
39.	WICO A/F	Salis-OC	14.0
40.	WDAY	Fargo	13.8
	KUGN-F	Eugene	13.8
	WPCV-F	Lake	13.8
43.	WSOC-F	Char NC	13.7
44.	WUSY-F	Chatt	13.5
45.	KXXY-F	Okl C	13.3
46.	KHAK A/F	Cedar R	13.1
	WGEE	G. Bay	13.1
48.	KNIX A/F	Phoenix	13.0
49.	WCHY-F	Savan	12.9
	WDAF	KC	12.9
51.	KVOX-F	Fargo	12.8
52.	WESC-F	GreenSC	12.7
	WYYD-F	Roanoke	12.7
	WOWW-F	Pensa	12.7
	WOKQ-F	PortoNH	12.7
56.	KFDI-F	Wich	12.6
57.	WSSL A/F	GreenSC	12.2
	WKML-F	Fayette	12.2
	KFGO	Fargo	12.2
60.	WEZL-F	Char SC	12.1
	KWEN-F	tulsa	12.1
62.	WSTH-F	Col GA	11.9
63.	KRMD A/F	Shreve	11.8
64.	WNKS-F	Col GA	11.3
	WBEE-F	Roch	11.3
66.	KIIM-F	Tucson	11.2

CLASSICAL (+1.5)

1.	WGMS A/F	Wash	3.1
	KYTE-F	Port OR	3.1
3.	WTMI-F	Miami	2.8
4.	KING-F	Sea	2.4
	KDFC A/F	SF	2.4
6.	KBOQ-F	Sal-Mont	2.2
	KVOD-F	Denver	2.2
	KHFM-F	Albuq	2.2
9.	KFSD-F	SD	1.9
10.	KKHI A/F	SF	1.8
	WCLV-F	Cleve	1.8
12.	WXCR-F	Tampa	1.7
	WFLN-F	Phil	1.7
14.	WFMR-F	Milw	1.6
15.	WQRS-F	Detroit	1.5

HISPANIC (+4.0)

1.	KGBT	Mc-Brown	20.6
2.	KCOR	S.Ant	8.4
3.	KUNO	Corpus	8.2
	KIWW-F	Mc-Brown	8.2
5.	KCCT	Corpus	7.1
6.	KOXR	Oxnard	7.0
7.	KLOC	Modes	6.1
8.	KCTY	Sal-Mont	5.7
9.	KBNA-F	EP	5.3
10.	KAMA	EP	5.1
11.	KGST	Fresno	5.0
12.	WQBA	Miami	4.8
13.	KQXX-F	Mc-Brown	4.6
14.	KTNQ	LA	4.2

*Based on 12+ Metro Share, Broadcast Week.

MOR/VARIETY (+8.0)

1.	WJBC	Bloom	25.0
2.	WIKY-F	Evans	24.8
3.	WMT	Cedar R	20.8
4.	WTIC	Hart	19.1
5.	WSBT	S. Bend	18.1
6.	WCCO	Minn	16.6
	WROK	Rock	16.6
8.	KFAB	Omaha	16.1
9.	KDKA	Pitts	15.4
	WHAS	Louis	15.4
11.	WNBF	Bing	15.2
12.	WSTV	Steuben	14.9
	KWLO	Water-CF	13.4
14.	WICC	Bridge	13.3
	WSGW	Sag-BC	13.3
16.	WTMJ	Milw	13.2
17.	WIBC	Indy	13.1
18.	KFOR	Lincoln	12.8
19.	WRVA	Rich	12.7
20.	WKZO	Kala	12.6
21.	WFBG	Altoona	12.5
	KSSK	Hono	12.5
23.	WLW	Cinci	12.3
24.	WSYR	Syra	12.2
25.	KBOI	Boise	11.4
26.	KKOB	Albuq	11.3
27.	KDAL	Duluth	11.0
28.	WHBC	Canton	10.7
	WHAM	Roch	10.7
30.	KSOO	S. Falls	10.6
	WJR	Detroit	10.6
32.	WTVN	Col OH	10.1
33.	WGY	Albany	10.0
	WHO	Des M	10.0
35.	WELI	N Haven	9.9
	WVLK	Lex	9.9
37.	WHIO	Dayton	9.7
38.	WSBA	York	9.6
39.	KUGN	Eugene	9.5
40.	KRMG	Tulsa	9.4
	WJAC	Johns	9.4
42.	WIBA	Madison	9.2
	WKBN	Young	9.2
44.	WHYN	Spg MA	8.6
45.	WBEN	Buffalo	8.5
46.	WCOA	Pensa	8.3
47.	WDBO	Orlando	8.0

JAZZ\NEW AGE (+2.0)

1.	KNIK-F	Anch	6.1
2.	KTCZ-F	Minn	4.3
3.	WNWV-F	Cleve	3.5
4.	KIFM-F	SD	3.4
5.	KLRS-F	Sal-Mont	3.0
6.	KQPT-F	Sacra	2.7
7.	KKSF-F	SF	2.4
	KLSK-F	Albuq	2.4
9.	KOAI-F	Dallas	2.3
10.	KHIH-F	Denver	2.2
11.	WJZZ-F	Detroit	2.1
12.	KSWV-F	SD	2.0
	WHVE-F	Tam/Sara	2.0

BLACK/URBAN (+8.0)

1.	WIKS-F	Green-NB	23.1
2.	WEAS-F	Savan	21.7
3.	KDKS-F	Shreve	18.8
4.	WWDM-F	Col SC	18.7
5.	WJMI-F	Jack MS	17.8
6.	WZKX-F	Fayette	17.5
7.	WDZZ-F	Flint	17.4
8.	KHYS-F	Beau	16.6
9.	WFXE-F	Col GA	16.4
10.	WQUE A/F	New Orl	15.6
11.	KFXZ-F	Lafay	15.1
12.	WANM	Talla	14.2
13.	WBLX-F	Mobile	12.9
14.	WQIM-F	Mont	12.7
15.	WSOK	Savan	12.6
16.	WOKS	Col GA	12.3
17.	WHRK-F	Memphis	11.8
18.	WFXA-F	Aug GA	11.6
19.	KQXL-F	Baton R	11.5
20.	WPGA-F	Macon	11.1
21.	WENN-F	Birm	10.9
22.	WIQI-F	Talla	10.2
	WVEE-F	Atlanta	10.2
24.	WKXX-F	Birm	10.0
25.	WCKZ-F	Char NC	9.9
26.	WCDX-F	Rich	9.5
	WVBS-F	Wilm NC	9.5
28.	KRNB-F	Memphis	9.4
29.	WGCI-F	Chicago	9.2
30.	WXOK	Baton R	9.1
31.	KMJQ-F	Houston	8.8
32.	WPLZ-F	Rich	8.6
33.	WGOK	Mobile	8.5
34.	WJTT-F	Chatt	8.4
35.	WXVI	Mont	8.3
36.	WFXM-F	Macon	8.1
37.	KKDA-F	Dallas	8.0
	KTFM-OF	S. Ant	8.0
	WJDY	Salis-OC	8.0

NEWS/TALK (+5.0)

1.	KMOX	St.L	25.0
2.	WIBX	Utica	11.8
3.	KTAR	Phoenix	10.5
4.	KIRO	Sea	10.4
5.	KMJ	Fresno	9.5
6.	KCSJ	Pueblo	9.2
7.	WGN	Chicago	9.0
8.	WBAL	Balt	8.8
9.	KGO	SF	8.4
10.	WOC	Daven	8.2
	WWWE	Cleve	8.2
12.	WGIR	Manch	8.0
13.	KGNC	Amar	7.9
14.	KFBK	Sacra	7.8
15.	WRKO	Boston	7.7
	WOMP	Wheel	7.7
17.	KOH	Reno	7.5
18.	KSDO	SD	7.3
19.	KYW	Phil	6.9
	KXL	Port OR	6.9
21.	WNIR-F	Akron	6.7
22.	KOA	Denver	6.6
23.	WPTF	Raleigh	6.5
	KTOK	Okl C	6.5
25.	WHJJ	Prov	6.3
	WWL	New Orl	6.3
27.	KTRH	Houston	6.2
	KABC	LA	6.2
	WQBK	Albany	6.2
30.	WFLA	Tampa	5.9
31.	WVOC	Col SC	5.8
32.	WBBM	Chicago	5.7
	WJNO	W. Palm	5.7
	WRTA	Altoona	5.7
35.	WERC	Birm	5.6
36.	KCMO	KC	5.5
	WBBW	Young	5.5
38.	KLBJ	Austin	5.1
	KIDO	Boise	5.1
	KXLY	Spokane	5.1

RELIGION/GOSPEL (+2.0)

1.	WDAC-F	Lanc	9.1
2.	WOAD	Jack. MS	8.1
3.	KCIJ	Shreve	5.9
4.	WZTN	Mont AL	5.6
5.	WIDU	Fayette	5.1
6.	WBOK	New Orl	4.2
7.	WPCE	Norf	3.7
8.	WEMM-F	Hunt WV	3.5
	WXXO	Orlando	3.5
	WKZK	Aug GA	3.5
11.	KURL	Billings	3.3
	WTGH	Col SC	3.3
	WAGG	Birm	3.3
14.	WOLC-F	Salis-OC	3.2
15.	WFRN-F	S. Bend	3.0
16.	WLUX	Baton R	2.8
	WXKO	Macon	2.8
18.	WFUR-F	Gr Rpd	2.7
	WCGW	Lex	2.7
20.	WBGR	Balt	2.6
21.	WPLZ	Rich	2.5
	WZJY	Char SC	2.5
23.	KKRE	Col Spgs	2.4
	WCGL	Jkville	2.4
	WDJC-F	Birm	2.4
26.	KCMS-F	Sea	2.3
	KOJO-F	Dallas	2.3
28.	WNDA-F	Hunts	2.1
29.	WHYM	Pensa	2.0

AC/SOFT ROCK/OLDIES (+9.0)

1.	WAJI-F	F.Wayne	19.1
2.	WXKC-F	Erie	17.2
3.	WTFM-F	JC-King	17.1
4.	KCIX-F	Boise	16.3
5.	KELO	S.Falls	16.2
6.	WVAF-F	Char WV	16.1
7.	WYYY-F	Syra	15.2
8.	WKDQ-F	Evans	13.7
	WHNN-F	Sag-BC	13.7
10.	WMGI-F	Terre H	13.2
11.	WCRZ-F	flint	13.1
12.	WKMQ-F	Rock	13.0
13.	WMT-F	Cedar R	12.7
14.	WZMM-F	Wheel	12.5
	KMAJ-F	Topeka	12.5
16.	KLYF-F	Des M	12.4
	WZNY-F	Aug GA	12.4
18.	KXUS-F	Spg MO	12.3
19.	WSNY-F	Col OH	12.1
	WNSN-F	S. Bend	12.1
21.	WKYE-F	Johns	12.0
22.	WLEV-F	Allen	11.8
23.	WALY-F	Altoona	11.4
24.	KLTA-F	Fargo	11.2
25.	KKOB-F	Albuq	11.0
26.	WGNI-F	Wilm NC	10.9
27.	WEBE-F	Bridge	10.5
28.	WSYA-F	Mont	10.4
29.	KLDZ-F	Lincoln	10.3
30.	KKMJ-F	Austin	10.0
	WJBR-F	Wilm DE	10.0
	KVIL A/F	Dallas	10.0
33.	KMML-F	Amar	9.9
34.	WYFM-F	Young	9.8
	WMAS-F	Spg. MA	9.8
	WARM-F	York	9.8
37.	WFBC-F	Green SC	9.7
	WSTF-F	Orlando	9.7
39.	WVOR-F	Roch	9.6
40.	KPNW-F	Eugene	9.5
41.	WBUF-F	Buffalo	9.3
42.	KIDX-F	Billings	9.2
	KEAG-F	Anch	9.2
44.	KLSF-F	Amar	9.1
45.	KWFM-F	Tucson	9.0
	WLHT-F	Gr Rap	9.0

NOSTALGIA (+5.0)

1.	WINR	Bingh	9.1
2.	WEYZ	Erie	9.0
3.	WYNZ	Port M	8.9
4.	WMID	Atl C	7.9
5.	WRCG	Col GA	7.5
6.	KWTX	Waco	7.2
7.	WMAS	Spg MA	7.1
8.	WPEN	Phil	6.3
9.	WOKY	Milw	5.8
10.	WNAK	WB/Scr	5.3
11.	KORK	L. Vegas	5.2
12.	WAMR	Sara	5.0
	WECK	Buffalo	5.0
14.	KPOP	SD	4.9

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST			LOWEST		
1.	Greenville-New Bern, NC	95.02%	1.	Sioux Falls	50.74%
2.	Lancaster	93.89	2.	Honolulu	53.23
3.	Evansville	93.15	3.	Duluth	55.18
4.	Melbourne-Titus-Cocoa	89.22	4.	Altoona	57.32
5.	Lakeland	88.73	5.	Bloomington, IL	58.45
6.	Augusta, GA	88.37	6.	Billings	58.87
7.	Lansing	88.07	7.	Bakersfield	59.27
8.	Lubbock	87.16	8.	Asheville	59.80
9.	Huntington, WV	86.99	9.	St. Louis	61.29
10.	Charlotte	85.51	10.	McAllen-Brownsville	61.82

* FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST			LOWEST		
1.	Miami	19.5	1.	Kalamazoo	13.9
2.	McAllen-Brownsville	19.4		Eugene	13.9
3.	San Antonio	19.1	3.	Sarasota-Bradenton	14.1
	Philadelphia	19.1	4.	Terre Haute	14.3
5.	New York	18.9		Springfield, MO	14.3
	Youngstown	18.9	6.	Peoria	14.4
7.	Bridgeport	18.8		Des Moines	14.4
8.	Milwaukee	18.7		Charleston, WV	14.4
	Baltimore	18.7		Johnson City-Kingsport	14.4
10.	LA, South Bend & Providence	18.6	10.	Spokane	14.5
				Lexington	14.5

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

SPG 88 16.47

SPG 87	16.73	SPG 81	15.42
SPG 86	17.10	A/M 80	15.42
SPG 85	17.32	A/M 79	15.62
SPG 84	17.50	A/M 78	15.42
SPG 83	17.33	A/M 77	15.40
SPG 82	16.04	A/M 76	15.74

MARKETS WITH HIGHEST PERCENTAGE OF "BELOW-THE LINE" LISTENING***

1.	Ann Arbor	71.8%	11.	Stockton	49.1
2.	Melbourne-Titusville	66.5	12.	Riverside-SB	49.0
3.	Steubenville	60.2	13.	Canton	45.0
4.	Daytona Beach	59.6	14.	New Haven	44.2
	Bridgeport	59.6	15.	West Palm Beach	42.7
6.	Manchester	55.6	16.	Sarasota	41.8
7.	Wilmington, DE	54.2		Oxnard-Ventura	41.8
8.	Lakeland	53.6	18.	York	40.9
9.	Akron	51.1	19.	Lancaster	38.1
10.	Portsmouth, NH	50.9	20.	Flint	37.6

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Eugene	18.7%	10.	Raleigh	14.4
2.	Madison	17.4	11.	Austin	14.3
3.	Ann Arbor	17.1	12.	Waterloo-CF	14.0
4.	Jacksonville	16.9	13.	Tallahassee	13.8
5.	Asheville	15.5	14.	Fort Wayne	13.6
6.	Las Vegas	15.4	15.	Lansing	13.4
7.	Bakersfield	15.0	16.	Grand Rapids	13.3
8.	Sarasota	14.5			
9.	New Haven	14.4			

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/SOFT/OLDIES	480,000 (175)	3,490,400 (384)	3,970,400 (599)	17.76
CHR/TOP 40/CONTEMP	28,500 (23)	3,241,900 (287)	3,270,400 (310)	14.63
AOR/CLASSIC	21,100 (23)	2,839,400 (232)	2,860,500 (255)	12.80
COUNTRY	530,100 (205)	1,868,800 (249)	2,398,900 (454)	10.73
BLACK/URBAN	464,600 (105)	1,845,300 (104)	2,309,900 (209)	10.33
NEWS/TALK	2,136,000 (131)	44,400 (4)	2,180,400 (135)	9.75
BTFL/EZ	70,100 (23)	1,644,100 (154)	1,714,200 (177)	7.67
MOR/VARIETY	1,165,000 (203)	12,900 (6)	1,177,900 (209)	5.27
HISPANIC	538,700 (67)	159,100 (18)	697,800 (85)	3.12
NOSTALGIA/BIG BAND	593,500 (121)	50,900 (12)	644,400 (133)	2.88
RELIGION/GOSPEL	278,300 (154)	148,300 (65)	426,600 (219)	1.91
CLASSICAL	14,800 (7)	279,700 (30)	294,500 (37)	1.32
JASS/NEW AGE	2,700 (4)	284,000 (42)	286,700 (46)	1.28
OTHERS/UNKNOWN	71,500 (70)	51,000 (41)	122,500 (111)	0.55
	6,394,900 (1311)	15,960,200 (1628)	22,355,100 (2939)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 87	SPG 86	SPG 85	SPG 84	SPG 83	SPG 82	SPG 81	A/M 80
AC/SOFT/OLDIES	7.51%	21.87%	17.76%	16.84%	16.16	15.91	13.62	11.65	-	-	-
CHR/TOP 40/CONTEMP	.44	20.31	14.63	15.55	14.96	17.74	16.87	-	-	-	-
AOR/CLASSIC	.33	17.79	12.80	12.54	14.13	10.71	10.76	-	-	-	-
COUNTRY	8.29	11.71	10.73	10.66	10.89	11.19	11.79	12.63	12.57	12.12	10.26
BLACK/URBAN	7.27	11.56	10.33	10.38	9.73	8.53	10.12	10.52	11.67	9.07	9.76
NEWS/TALK	33.40	.28	9.75	8.93	8.68	8.77	8.61	9.32	9.35	9.13	9.68
BTFL/EZ	1.10	10.30	7.67	8.37	8.85	10.05	11.02	11.30	11.76	14.61	15.58
MOR/VARIETY	18.22	.08	5.27	6.39	6.56	7.02	7.31	7.60	-	-	-
HISPANIC	8.42	1.00	3.12	2.81	2.66	2.31	2.56	2.32	2.29	2.12	2.02
NOSTALGIA/BIG BAND	9.28	.32	2.88	3.17	3.74	4.02	4.13	4.56	3.63	2.04	.64
RELIGION/GOSPEL	4.35	.93	1.91	1.65	1.77	2.00	1.76	1.64	1.44	1.23	1.24
CLASSICAL	.23	1.75	1.32	1.41	1.31	1.37	1.20	1.39	1.25	1.30	1.27
JASS/NEW AGE	.04	1.78	1.28	.87	-	-	-	-	-	-	-
OTHERS/UNKNOWN	1.12	.32	0.55	.43	.56	.38	.24	.42	.41	.47	.72

CHANGES SINCE SPRING 1987

	Changes in Format Share Since 1987	Since 1985	Since 1980	Change in 1/4 HR Totals	Change in # of Stations (88 vs. 87)
AC/SOFT/OLDIES	+ 5.5%	+ 9.3%	NA	+ 6.1%	+ 2 (+ .4%)
CHR/TOP 40	- 5.9%	-17.5%	NA	- 5.4%	-21 (- 6.3%)
AOR/CLASSIC	+ 2.1%	+19.5%	NA	+ 2.6%	+23 (+ 9.9%)
COUNTRY	+ 0.7%	- 4.1%	+ 4.6%	+ 1.2%	+ 9 (+ 1.9%)
BLACK/URBAN	- 0.5%	+21.1%	+ 5.8%	+ .1%	- 2 (- .9%)
NEWS/TALK	+ 9.2%	+11.2%	+ 0.7%	+ 9.9%	+ 8 (+ 6.3%)
BTFL/EZ	- 8.4%	-23.7%	-50.9%	- 7.8%	+ 9 (+ 5.4%)
MOR/VARIETY	-17.5%	-24.9%	NA	-17.0%	-27 (-11.4%)
HISPANIC	+11.0%	+35.1%	+54.5%	+11.9%	+ 3 (+ 2.4%)
NOSTALGIA/BIG BAND	- 9.1%	-28.4%	NM	- 8.7%	- 5 (- 3.6%)
RELIGION/GOSPEL	+15.8%	- 4.5%	+54.0%	+16.4%	+27 (+14.1%)
CLASSICAL	- 6.4%	- 3.6%	+ 3.9%	- 6.0%	+ 1 (+ 2.8%)
JAZZ/NEW AGE	+47.1%	NA	NA	+47.9%	+22 (+91.7%)
OTHERS/UNKNOWN	+27.9%	+44.7%	-23.6%	+26.8%	+ 6 (+ 5.7%)

BEST MARKETS FOR VARIOUS FORMATS

CHR/TOP 40
(National Average: %)

1.	Casper	46.4%
2.	Erie	43.0
3.	Waterloo-CF	41.3
4.	Salisbury-OC	39.0
5.	Kalamazoo	35.6
6.	Bloomington IL	33.8
7.	Lansing	33.7
8.	Billings	32.6
9.	Lubbock	31.9
10.	Augusta	31.3

BTFL/EZ
National Average: %)

1.	Sarasota	23.1%
2.	Manchester	20.2
3.	Melbourne	18.6
4.	Atlantic City	18.0
5.	Worcester	17.8
6.	Altoona	17.1
7.	Daytona Beach	16.9
8.	Peoria	16.8
9.	West Palm	16.2
10.	Lakeland	15.5

COUNTRY (National Average: %)

HIGHEST

1.	Fargo	44.9%
2.	Knoxville	42.3%
3.	John Cty/King	41.0
4.	Asheville	40.7
5.	Waco	40.6
6.	Huntington	39.8
7.	Spring. MO	38.5
8.	Casper	38.1
9.	Bilings	36.9
10.	Topeka	36.2

LOWEST

1.	New Haven	0
2.	Hartford	1.2
3.	Spring. MA	1.9
4.	New York	2.8
5.	Bridgeport	3.0
6.	Chicago	3.1
7.	Miami	3.6
8.	Providence	3.7
9.	Boston	4.2
	Atlantic City	4.2

NEWS/TALK
(National Average: %)

1.	St. Louis	27.0%
2.	Chicago	20.5
3.	New York	19.6
4.	Philadelphia	18.1
5.	Phoenix	16.1
6.	San Francisco	15.3
7.	Pueblo	14.6
	Salinas-Mont	14.6
9.	Rockford	13.5
	Boston	13.5

MOR/VARIETY
(National Average: %)

1.	Bloomington	38.7%
2.	Evansville	28.5
3.	Steubenville	27.4
4.	Cedar Rapids	23.9
5.	Waterloo-CF	23.1
6.	Duluth	22.9
	Lincoln	22.9
8.	Johnstown	21.5
9.	Hartford	21.4
10.	Cincinnati	21.1

AOR/CLASSIC ROCK
(National Average: %)

1.	Ann Arbor	27.2%
2.	Lincoln	25.6
3.	Portsmouth NH	24.4
4.	Lubbock	23.7
5.	Des Moines	23.3
6.	Manchester	23.0
7.	Akron	22.3
8.	Madison	22.0
9.	Denver	21.2
10.	Tallahassee	21.0

BLACK/URBAN
(National Average: %)

1.	Savannah	38.7%
2.	Memphis	36.4
3.	Columbus, GA	35.2
4.	Macon	33.2
5.	Charleston SC	30.8
6.	Wilmington NC	30.2
	Birmingham	30.2
8.	Tallahassee	29.2
9.	Mobile	28.8
	New Orleans	28.8

AC/SOFT/OLDIES
(National Average: %)

1.	Erie	28.7%
2.	Anchorage	28.1
	Amarillo	28.1
4.	Cedar Rapids	26.9
5.	Binghamton	26.8
6.	Atlanta	26.6
7.	Sioux Falls	26.2
8.	Spring. MA	25.7
	Worcester	25.7
10.	Boise	25.4

HISPANIC
(National Average: %)

1.	McAllen-Brown	45.7%
2.	El Paso	20.5
3.	Miami	18.8
4.	Salinas-Mont	17.6
5.	Corpus Christi	17.4
6.	San Antonio	14.5
7.	Los Angeles	13.9
8.	Oxnard	11.8
9.	Stockton	8.2
10.	Modesto	7.6

RELIGION/GOSPEL
(National Average: %)

1.	Jackson, MS	11.0%
2.	FayettevilleNC	10.9
3.	Lancaster	10.8
4.	Norfolk	8.7
	Birmingham	8.7
6.	Montgomery	6.9
7.	Shreveport	6.7
8.	Memphis	6.5
9.	New Orleans	5.9
10.	Richmond	5.7

CLASSICAL
(National Average: %)

1.	San Francisco	4.7%
2.	Washington	3.5
3.	Portland OR	3.4
4.	New York	3.1
5.	Miami	3.0
6.	Salinas-Mont	2.9
	Ann Arbor	2.9
8.	Seattle	2.7
9.	Denver	2.4
	Albuquerque	2.4

NOSTALGIA/BIG BAND
(National Average: %)

1.	Atlantic City	13.5%
2.	Scranton/WB	10.4
3.	Binghamton	10.3
4.	Erie	10.1
5.	Portland, ME	9.8
6.	Sarasota	8.8
7.	Allentown-Beth	8.6
8.	Columbus GA	8.2
9.	Waco	8.0
	Philadelphia	8.0
	Springfield MA	8.0

JAZZ/NEW AGE
(National Average: %)

1.	Anchorage	6.8%
2.	San Diego	5.8
3.	Minneapolis	5.3
4.	Sarasota	4.8
5.	Detroit	4.1
6.	Seattle	3.8
	Cleveland	3.8
8.	San Francisco	3.7
9.	Chicago	3.3
	Salinas-Mont	3.3

RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten, up to seven stations/reps were listed. In 100+ markets, only one or two stations/reps were listed.

The first table shows the number of stations a rep firm services which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations of a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE #1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	S88 TOT	S87 TOT	S86 TOT	S85 TOT
1. Katz	10	10	22	22	18	14	11	107	(95)	(90)	(88)
2. Mc-Guild	4	11	17	11	13	10	10	76	(87)	(71)	(63)
3. Christal	11	7	13	11	9	8	5	64	(57)	(56)	(54)
4. Eastman	6	4	9	12	5	7	5	48	(51)	(50)	(59)
5. Banner	5	4	10	5	7	8	5	43	(45)	(52)	(58)
6. HNWH	4	3	8	2	4	10	3	39	(40)	(34)	(34)
7. MMR	8	6	11	6	4	1	-	36	(29)	(27)	(24)
8. Torbet	7	-	2	3	2	7	3	24	(35)	(33)	(35)
9. Republic	3	1	6	5	1	5	1	22	(12)	(13)	(10)
10. Durpetti	3	2	9	-	2	4	-	20	(15)	(7)	(-)
11. CBS	5	3	4	1	-	-	-	13	(14)	(16)	(17)
12. Group W	[illegible]	3	3	-	-	-	-	9	(9)	(-)	(-)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figure in parenthesis (on Table 1) is the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE #2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	S88 TOT	S87 TOT	S86 TOT	S85 TOT
1. Katz	3	2	5	10	9	9	11	49	(52)	(47)	(38)
2. Mc-Guild	1	2	2	3	5	7	10	30	(27)	(23)	(19)
3. Eastman	-	1	4	3	2	6	5	21	(22)	(24)	(24)
4. Christal	1	1	3	2	4	4	5	20	(21)	(18)	(18)
5. Banner	1	1	1	1	2	2	5	13	(15)	(17)	(22)
6. Torbet	3	-	-	1	-	4	3	11	(16)	(13)	(12)
7. HNWH	-	-	2	-	-	3	3	8	(5)	(9)	(12)

MMR - 4 stations

Group W - 3 stations Durpetti, CBS, Republic - 2 stations

AMERICA'S LEADING RADIO GROUPS - 1/4 HOUR AVERAGE

(SPG 85) RANK	(SPG 86) RANK	(SPG 87) RANK	SPG 88 RANK	GROUP	STATIONS	TOTAL	AVG PER STATION
(2)	(1)	(1)	1.	Capital Cities/ABC	19	10113	532
(1)	(2)	(2)	2.	CBS	18	8463	470
(4)	(4)	(3)	3.	RKO	11	5330	485
(6)	(3)	(4)	4.	Westinghouse	15	5258	351
(--)	(10)	(6)	5.	Emmis	10	5212	521
(13)	(9)	(7)	6.	Infinity	13	4994	384
(10)	(7)	(9)	7.	Malrite	11	4309	392
(7)	(6)	(5)	8.	Gannett	14	4206	300
(12)	(13)	(13)	9.	Cox	12	3870	323
(11)	(12)	(10)	10.	Great American	14	3617	258
(--)	(28)	(24)	11.	Legacy	10	3506	351
(9)	(11)	(12)	12.	Bonneville	11	3473	316
(17)	(14)	(14)	13.	Viacom	7	3017	431
(29)	(32)	(30)	14.	Booth/Genesis	18	3006	167
(45)	(23)	(20)	15.	Jacor	13	2878	221
(14)	(17)	(16)	16.	Greater Media	12	2830	235
(22)	(20)	(18)	17.	Susquehanna	18	2793	155
(--)	(--)	(46)	18.	Noble	15	2675	178
(19)	(22)	(17)	19.	New City	14	2587	185
(65)	(15)	(15)	20	Park	16	2493	156
(27)	(21)	(27)	21.	Shamrock (Disney)	13	2490	192
(36)	(35)	(22)	22.	Summit	15	2357	157
(21)	(19)	(21)	23.	Nationwide	14	2217	158
(28)	(18)	(23)	24.	EZ	11	1934	176
(16)	(16)	(26)		Tribune Company	5	1934	387
(23)	(28)	(28)	26.	Cook Inlet	8	1863	233
(44)	(34)	(29)	27.	Clear Channel	13	1832	141
(50)	(38)	(36)	28.	Beasley	16	1820	114
(30)	(36)	(32)	29.	Pyramid	10	1642	164
(25)	(27)	(31)	30.	Jefferson-Pilot	10	1581	158
(37)	(43)	(39)	31.	Edens	8	1527	191
(--)	(--)	(--)	32.	Statewide	5	1515	303
(80)	(73)	(34)	33.	Sconnix	8	1489	186
(31)	(33)	(33)	34.	Stoner	11	1439	131
(--)	(45)	(44)	35.	Century	6	1206	201
(33)	(40)	(38)	36.	United	9	1176	131
(39)	(39)	(43)	37.	Sandusky	8	1151	144
(--)	(--)	(--)	38.	Spanish Broadcast System	5	1135	227
(--)	(--)	(--)	39.	Heritage	9	1108	123
(86)	(77)	(49)	40.	Henry	11	1100	100
(--)	(--)	(--)	41.	Fairmont	7	1091	156
(--)	(--)	(--)	42.	Ragen Henry	10	1080	108
(41)	(50)	(52)	43.	Hearst	6	1072	179
(40)	(49)	(45)	44.	Entercom	9	1071	119
(63)	(66)	(48)	45.	Brown	8	1067	133
(68)	(65)	(47)	46.	Capitol-Johnson	9	988	110
(82)	(NA)	(62)	47.	Tichenor	9	967	107
(42)	(42)	(40)	48.	Capitol-Goodman	6	946	158
(90)	(102)	(57)	49.	Wilks-Schwartz	11	923	84
(--)	(--)	(54)	50.	American	8	917	115
(--)	(--)	(--)	51.	Saga	6	860	143
(34)	(37)	(41)	52.	Metroplex	10	858	86
(47)	(54)	(50)	53.	Federated	9	817	91
(--)	(48)	(55)	54.	Newmarket	6	814	136
(56)	(60)	(59)	55.	Lotus	15	804	54
(55)	(55)	(51)	56.	Barnstable	9	800	89
(52)	(58)	(42)	57.	Adams	7	772	110
(--)	(62)	(63)	58.	ML Media	6	745	124
(46)	(67)	(56)	59.	Scripps-Howard	5	733	147
(--)	(--)	(--)	60.	Ardman	5	731	146

NOTE: Based on 1/4 HR AVG, TSA, Broadcast Week. Simulcasts count as one station.
Station purchases announced prior to 1 July 88 are included in the buyer's total.

(SPG 85) RANK	(SPG 86) RANK	(SPG 87) RANK	SPG 88 RANK	GROUP	STATIONS	TOTAL	AVG PER STATION
(64)	(41)	(37)	61.	Keymarket	7	693	99
(59)	(61)	(61)	62.	King	6	691	115
(72)	(72)	(71)	63.	Shamrock-Lynett	6	677	113
(84)	(80)	(65)	64.	Buckley	10	666	67
(79)	(69)	(64)		Bloomington	7	666	95
(59)	(53)	(66)	66.	Multimedia	7	603	86
(91)	(90)	(80)	67.	Rivers	6	583	97
(67)	(74)	(74)	68.	Great Empire	8	575	72
(57)	(64)	(75)	69.	John Price	11	568	52
(--)	(--)	(70)	70.	TK	6	562	94
(--)	(75)	(69)	71.	Olympic	11	555	50
(--)	(--)	(68)	72.	Osborn	7	553	79
(76)	(71)	(78)	73.	Eastern	5	531	106
(95)	(93)	(72)	74.	CRB	7	518	74
(98)	(87)	(73)		Parker	7	518	74
(104)	(99)	(83)	76.	Fuller-Jeffrey	8	495	62
(--)	(88)	(84)	77.	Willis	11	469	43
(--)	(--)	(95)	78.	Salem	16	453	28
(--)	(--)	(81)	49.	Holt	5	442	88
(99)	(84)	(79)	80.	Bahakel	12	437	36
(35)	(31)	(35)	81.	Price	6	434	72
(--)	(--)	(--)	82.	Anchor	5	424	85
(87)	(75)	(77)	83.	Encore	6	412	69
(--)	(--)	(76)	84.	Interurban	6	409	68
(--)	(--)	(--)	85.	Daytona	8	398	50
(--)	(--)	(--)	86.	Empire	5	391	78
(85)	(92)	(87)	87.	Regional	5	387	77
(--)	(--)	(--)	88.	Mid Continent	5	364	73
(--)	(85)	(82)	89.	Midwest Comm.	8	358	45
(--)	(--)	(--)	90.	Sun Group	5	354	71
(106)	(104)	(93)	91.	Midwest Family	8	350	44
(--)	(--)	(--)	92.	Roth	6	339	57
(103)	(105)	(86)	93.	Knight	5	311	62
(--)	(--)	(100)	94.	Sunshine	6	281	47
(108)	(107)	(97)	95.	Brill	6	280	47
(--)	(106)	(91)	96.	SRO	5	279	56
(114)	(108)	(96)	97.	Home News	7	275	39
(93)	(100)	(89)		Crawford	6	275	46
(--)	(--)	(--)	99.	Pinnacle	6	273	46
(--)	(98)	(88)	100.	Hall	6	266	44
(--)	(--)	(94)	101.	Davis	6	227	38
(--)	(--)	(--)	102.	Media Capital	5	217	43
(--)	(--)	(--)	103.	Hartstone & Dickstein	6	192	32
(116)	(111)	(101)	104.	Community Pacific	6	159	27
(112)	(110)	(103)	105.	Constant	5	144	29
(--)	(--)	(--)	106.	Sage	8	111	14

AMERICA'S LEADING RADIO GROUPS - WEEKLY 12+ CUME

(SPG 85) RANK	(SPG 86) RANK	(SPG 87) RANK	SPG 88 RANK	GROUP	TOTAL CUME	AVG PER STATION
(2)	(1)	(1)	1.	Capital Cities/ABC	15,242,500	802,200
(1)	(2)	(2)	2.	CBS	14,324,500	795,800
(3)	(3)	(3)	3.	Westinghouse	9,184,700	612,300
(--)	(9)	(7)	4.	Emmis	8,136,500	813,700
(4)	(4)	(4)	5.	RKO	7,670,400	697,300
(13)	(10)	(6)	6.	Infinity	7,269,900	559,200
(11)	(8)	(8)	7.	Malrite	6,631,400	302,800
(8)	(5)	(5)	8.	Gannett	5,995,600	428,300
(--)	(27)	(23)	9.	Legacy	5,525,200	552,500
(12)	(12)	(12)	10.	Cox	5,441,200	453,400
(14)	(13)	(13)	11.	Great American	4,769,500	340,700
(10)	(11)	(11)	12.	Bonneville	4,473,200	406,700
(15)	(15)	(14)	13.	Greater Media	4,215,100	351,300
(18)	(14)	(15)	14.	Viacom	4,131,400	590,200
(48)	(24)	(17)	15.	Jacor	3,864,300	297,300
(23)	(20)	(16)	16.	Susquehanna	3,841,100	213,400
(32)	(32)	(31)	17.	Booth/Genesis	3,784,200	210,200
(--)	(--)	(43)	18.	Noble	3,631,300	242,100
(27)	(22)	(26)	19.	Shamrock (Disney)	3,465,100	266,500
(24)	(31)	(21)	20	NewCity	3,256,000	232,600
(20)	(18)	(20)	21.	Nationwide	3,247,900	232,000
(--)	(17)	(18)	22.	Park	3,138,200	196,100
(28)	(16)	(22)	23.	EZ	2,894,000	263,100
(16)	(19)	(24)	24.	Tribune Company	2,820,200	564,000
(19)	(26)	(27)	25.	Cook Inlet	2,813,600	351,700
(39)	(38)	(30)	26.	Summit	2,694,800	179,700
(30)	(34)	(28)	27.	Pyramid	2,472,900	247,300
(42)	(33)	(32)	28.	Clear Channel	2,324,900	178,800
(--)	(--)	(--)	29.	Statewide	2,230,200	446,000
(--)	(41)	(38)	30.	Beasley	2,228,900	139,300
(25)	(28)	(33)	31.	Jefferson-Pilot	2,076,900	207,700
(--)	(--)	(34)	32.	Sconnix	2,069,900	258,700
(45)	(46)	(40)	33.	Edens	1,986,000	248,300
(36)	(35)	(36)	34.	Sandusky	1,873,900	234,200
(--)	(--)	(--)	35.	Fairmont	1,809,900	258,600
(--)	(40)	(42)	36.	Century	1,770,100	295,000
(--)	(--)	(--)	37.	Ragan Henry	1,734,200	173,400
(33)	(37)	(37)	38.	United	1,702,400	189,000
(40)	(39)	(41)	39.	Stoner	1,663,300	151,200
(35)	(44)	(48)	40.	Hearst	1,537,400	256,200
(41)	(43)	(47)	41.	Entercom	1,463,500	162,600
(--)	(--)	(--)	42.	Henry	1,460,000	132,700
(--)	(--)	(--)	43.	Heritage	1,454,700	161,600
(50)	(47)	(49)	44.	King	1,421,600	236,900
(38)	(36)	(39)	45.	Metroplex	1,387,200	138,700
(--)	(--)	(50)	46.	Capitol (Johnson)	1,359,000	151,000
(--)	(--)	(46)	47.	Brown	1,353,700	169,200
(44)	(42)	(35)	48.	Capitol (Goodman)	1,345,500	224,300
(--)	(--)	(--)	49.	Ardman	1,208,800	241,800
(--)	(--)	(--)	50.	American	1,193,000	149,100

Based on 12+ Cume, TSA, Broadcast Week. Simulcasts count as one station.

NOTES: AUDIENCE FIGURES ARE NOT IN HUNDREDS.

This table assumes that sales announced as of 1 July 88 will be completed.
These stations are included in purchaser's total.

MAJOR GROUP OWNERS

ADAMS (Matt Mills)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WLAV-F	Gr. Rapids	107	1590	3	71	-	AOR
WLAV	Gr. Rapids	17	284	13	71	+	Oldies
WRTH	St. Louis	63	1104	16	12	-	Nostalgia
KEZK-F	St. Lou	245	3306	5	12	-	BTFL
KOOL	Phoenix	68	611	15	20	+	Oldies
KOOL-F	Phoenix	114	1687	10	20	+	Oldies
KISS-F	San Ant.	158	1950	6	38	-	AOR

AMERICAN MEDIA (Alan Beck, Art Kern)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WALK A/F	Long Is	252	3401	1	10	+	AC
WDJO	Cinci	17	268	17	31	-	Oldies
WUBE-F	Cinci	152	1752	6	31	-	Country
WOCL-F	DB/Orl	231	2390	4	55	+	Oldies
KCEE	Tucson	34	346	11	79	+	Oldies
KWFM-F	Tucson	85	1147	4	79	=	AC
KMEN	River-SB	18	414	24	19	+	Oldies
KGGI-F	River-SB	128	2212	2	19	-	CHR

ANCHOR (Alan Henry)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KLDD	Dallas	89	1512	23	9	=	Oldies
KZEW-F	Dallas	127	3191	18	9	-	AOR
KZRR A/F	Albuq	94	1127	4	100	+	AOR
KORK	LV	45	416	7	85	+	Nost
KYRK-F	LV	69	1117	4	85	+	CHR/Urban

ARDMAN

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WPHR-F	Cleve	127	2770	13	24	+	CHR
WEZI-F	German/Mem.	65	918	9	50	-	BTFL
WTIP	Char, WV	4	100	12	162	+	AC
WVSR-F	Char, WV	74	997	3	162	-	CHR
WZOU-F	Boston	461	7303	5	6	+	CHR

BAHAKEL

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KXEL	Water-CF	19	243	9	239	-	Country
KOKZ-F	Water-CF	58	924	2	239	+	CHR
WDOD	Chatt	14	314	10	109	-	Country
WDOD-F	Chatt	73	957	4	109	+	Country
WKIN	JC/King	DID NOT SHOW			106	-	
WZXY-F	JC/King	19	294	5	106	+	CHR
WWOD	Lynch/Roan	DID NOT SHOW			125(ap)-		
WKZZ-F	Lynch/Roan	18	356	9	125(ap)+		CHR
WXLY-F	Char, SC	33	498	8	98	-	AC
KILO-F	Colo Spg.	80	919	2	120	+	AOR
WPET	Greens/WS	7	185	24	57	-	Religion
WKSI-F	Greens/WS	116	2261	8	57	-	CHR

BARNSTABLE (Dave Gingold)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WGKX-F	Memphis	186	2522	3	50	+	Country
WSLR	Akron	160	2214	1	75	-	Country
WKDD-F	Akron	30	385	12	75	+	CHR
WHLI	Long Island	114	936	15	10	-	Nostalgia
WKJY-F	Long Island	101	1422	17	10	+	Soft AC
WHOM-F	Mt.Wash/Port	40	541	10	181	-	BTFL
WMSP-F	Harris	9	193	19	87	+	Class/Rel
WOKO	Albany	DID NOT SHOW			60	-	Oldies
WGNA-F	Albany	160	1663	1	60	-	Country

BEASLEY (Allen Shaw)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WTEL	Phila	DID NOT SHOW					
WXTU-F	Phila	444	5262	10	4	+	Country
WLIT	Mobile	3	82	20	101	=	Religion
WBLX-F	Mobile	182	1742	3	101	-	Black
WPOW-F	Miami	259	3541	4	13	-	CHR/Urban
WFAI	Fayette,NC	5	88	17	166	-	Nost
WKML-F	Fayette,NC	134	1469	3	166	+	Country
WFTC	Green,NC	DID NOT SHOW			NA	-	Country
WRNS-F	Green,NC	157	1635	2	NA	+	Country
WBIG-F	Greens/WS	116	1749	6	57	+	Country
WCKZ-F	Char,NC	222	2759	2	44	+	Urban/CHR
KAAY	L. Rock	8	261	17	97	-	Religion
WGNC	Gast/Char,NC	DID NOT SHOW					
WYSY	Aur/Chi	70	1294	28	3	+	AC?
WORL	Orlando	23	438	14	55	-	Black
WJHM-F	Orlando	197	1929	7	55	+	Urban

BLOOMINGTON (Tim Ives)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WJOW	JC-King	41	579	4	106	-	Country
WQUT-F	JC-King	184	2037	1	106	-	CHR
WGOW	Chatt	9	250	11	109	-	AC
WSKZ-F	Chatt	177	2148	1	109	+	CHR
WKLQ-F	Gr. Rapids	142	2205	1	71	+	CHR
WJBC	Bloom,IL	58	574	1	290	+	MOR
WBNQ-F	Bloom,IL	55	694	2	290	+	CHR

BONNEVILLE (Rodney Brady)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KBIG-F	LA	669	9375	10	2	-	AC
KOIT A/F	SF	387	5950	5	5	+	Soft AC
WCLR-F	Chicago	424	6622	11	3	+	Soft AC
KMBZ	KC	155	2541	5	28	-	MOR
KMBR-F	KC	150	1908	9	28	-	BTFL
WNSR-F	NY	777	4696	15	1	+	AC
KSL	Salt Lake	142	2589	6	45	-	MOR
KIRO	Seattle	391	5446	1	17(ap)+		News/Talk
KSEA-F	Seattle	122	1820	10	17(ap)-		BTFL
KAAM	Dallas	96	959	21	9	+	Nostalgia
KZPS-F	Dallas	160	2826	12	9	+	Oldies

BOOTH/GENESIS (John Booth II, Marty Greenburg)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WZPL-F	Indy	259	3632	3	40	+	CHR
WZZP-F	S. Bend	78	1058	5	179	=	CHR
WJLB-F	Detroit	540	5385	2	5	+	Black
WSGW	Sag-BC	89	924	3	111	-	MOR
WIOG-F	Sag-BC	409	4228	1	111	-	CHR
WTOD	Toledo	52	669	8	81	+	Country
WKKO-F	Toledo	152	1618	1	81	+	Country
WRMR	Cleveland	133	1543	11	24	+	Nostalgia
WLTF-F	Cleveland	306	4486	5	24	+	AC
WWNK	Cincinatti	22	478	17	31	-	AC
WWNK-F	Cincinnati	112	1913	8	31	+	AC
KRZN	Denver	46	799	20	27	-	Oldies
KMJI-F	Denver	167	2186	9	27	-	AC
KSMJ	Sacramento	37	485	15	35	+	Oldies
KSFM-F	Sacramento	152	2796	5	35	+	CHR
KBTS-F	Austin	177	2317	2	66	+	CHR
KONO	San Antonio	90	1212	11	38	+	Oldies
KITY-F	San Antonio	185	2113	1	38	+	CHR

BRILL (Alan Brill)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KQWB	Fargo	14	296	8	249	-	AC
KQWB-F	Fargo	46	483	3	249	-	AOR
WEBC	Duluth	24	495	10	180	-	MOR
WAVC-F	Duluth	33	472	7	180	-	Country
WIOV-F	Lancaster	56	772	5	115	-	Country
WKWK-F	Peters/Rich	107	1359	9	63	+	Country

BROWN (Phil Melrose)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KYNO	Fresno	20	340	16	82	+	Oldies
KYNO-F	Fresno	45	941	8	82	-	CHR
KPOP	San Diego	152	1625	8	19	+	Nostalgia
KGB-F	San Diego	279	3012	1	19	+	AOR
KXOA	Sacramento	53	658	13	35	-	Nostalgia
KXOA-F	Sacramento	152	2041	4	35	-	AC
KKAT-F	Salt Lake	166	2093	3	45	+	Country
KKSF-F	SF	200	2827	16	5	-	Jazz/AC

BUCKLEY (Richard Buckley)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WDRC	Hartford	35	708	10	43	=	Oldies
WDRC-F	Hartford	206	3436	5	43	+	Oldies
KWAV-F	Salinas/Mont	33	631	8	98	-	AC
KKHI A/F	SF	158	2763	16	5	-	Classical
WSEN A/F	Syracuse	62	957	6	74	+	Oldies
WYNZ	Port, M	34	403	3	181	+	Nostalgia
WYNZ-F	Port, M	22	315	8	181	-	AC
KGIL A/F	LA/San Fern	53	697	39	2	+	Talk
KLLY-F	Bakers	20	330	9	95	-	AC
KUBB-F	Modesto	43	622	12	144	-	Country

NOTE: Audience figures are Mon-Sun, 6A-MID, 12+, TSA or MSA. The MSA rank is as of 1987. The "+", "-", or "=" figures show the change in the station's 12+ Metro Share since the Spring 1987 sweep.

CAPITAL CITIES/ABC (Jim Arcara)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WJR	Detroit	907	11926	1	5	-	MOR
WHYT-F	Detroit	335	7059	5	5	+	CHR
WPRO	Providence	102	1890	7	58	-	MOR
WPRO-F	Providence	413	4959	1	58	+	CHR
WBAP	Dallas/F.W.	562	7574	4	9	+	Country
KSCS-F	Dallas/F.W.	358	5144	5	9	+	Country
WABC	NY	1040	17594	13	1	+	Talk
WWPR-F	NY	1206	23092	6	1	-	CHR
WLS	Chicago	314	6169	20	3	-	AC
WYTZ-F	Chicago	437	8574	10	3	+	CHR
KGO	SF	859	10322	1	5	+	Talk
KABC	LA	1093	12979	3	2	+	Talk
KLOS-F	LA	890	12410	5	2	+	AOR
WMAL	Washington	297	4544	6	7	-	MOR
WRQX-F	Washington	273	5373	10	7	-	CHR
KQRS A/F	Minn-SP	428	5160	2	14	+	AOR
WKHX	Atlanta	13	321	18	11	-	Country
WKHX-F	Atlanta	354	4064	6	11	-	Country
KRXY A/F	Denver	232	3271	1	27	-	CHR

CAPITOL (Jim Goodmon)

WRXL-F	Rich	143	1609	3	63	=	AOR
WRNL	Rich	24	437	13	63	-	Oldies
WRAL-F	Raleigh	233	3012	5	70	-	AC
WWMX-F	Baltimore	208	3349	5	15	+	AC
WNVZ-F	Norfolk	138	2248	4	33	-	CHR
WSTF-F	Mel/Orl	200	2800	2	55	+	AC

CAPITOL (Ken Johnson)

WKSJ A/F	Mobile	125	1289	1	101	-	Country
WCAW	Char, WV	30	443	5	162	-	Country
WVAF-F	Char, WV	73	1013	2	162	+	AC
WMJJ-F	Birm	198	2402	2	56	+	AC
WRKA-F	Louis	86	1456	6	48	-	AC
WLVK-F	Char, NC	194	2299	7	44	-	Country
WGFX-F	Nash	148	2000	8	53	+	Classic Rk
WTRG-F	Raleigh	86	1645	8	70	+	AC
KQFX-F	Austin	48	1043	8	66	+	Oldies

CENTURY (Tony Carlos)

WXEZ	Chicago	58	1561	31	3	-	BTFL
WXEZ-F	Chicago	578	7232	5	3	-	BTFL
WLFF	Tampa	20	355	21	22	-	Nostalgia
KMEL-F	SF	516	7877	3	5	+	CHR
KYBG	Denver	14	364	26	27	=	Talk (?)
KADX-F	Denver	20	312	27	27	-	Jazz

CBS

WCBS	NY	939	20230	14	1	-	News
WCBS-F	NY	1174	17639	7	1	+	Oldies
KNX	LA	639	12576	12	2	-	News
KNX-F	LA	250	5921	26	2	+	AOR
WBBM	Chicago	783	14050	3	3	=	News
WBBM-F	Chicago	455	10268	8	3	-	CHR
KMOX	St. Louis	1065	10699	1	12	+	Talk
KHTR-F	St. Louis	209	4398	7	12	-	CHR
WCAU	Philadelphia	365	6546	11	4	+	News/Talk
WOGL-F	Philadelphia	301	5486	15	4	-	Oldies
WODS-F	Boston	421	6318	7	6	+	Oldies
KCBS	SF	564	9052	4	5	+	News/Talk
KRQR-F	SF	246	4150	10	5	+	AOR
WSUN	Tampa	165	1994	10	22	+	Country
WYNF-F	Tampa	308	3258	4	22	+	AOR
KLTR-F	Houston	183	3217	13	8	+	AC
WLTT-F	Washington	182	3677	15	7	-	AC
KTXQ-F	Dallas	214	3766	10	9	-	AOR

COMMUNITY PACIFIC

KFIV A/F	Modesto	45	707	5	144	+	CHR
KTOM	Salinas	15	208	18	98	-	Country
KTOM-F	Salinas	29	441	9	98	-	Country
KEED	Eugene	8	152	9	170	+	Country
KSND-F	Eugene	39	619	2	170	-	CHR
KASH A/F	Anch	23	299	5	175	-	Country

CLEAR CHANNEL (Lowry Mays)

KALO	Beau-PA	28	296	10	121	+	Black
KHYS-F	Beau-PA	99	640	1	121	+	Black
WOAI	San Ant	139	1944	8	38	+	News/Talk
KAJA-F	San Ant	93	1559	10	38	-	Country
KAKC	Tulsa	9	230	15	67	+	Oldies
KMOD-F	Tulsa	169	2090	1	67	+	AOR
KPEZ-F	Austin	39	773	9	66	-	Classic Rk.
WELI	N. Haven	62	990	2	95	-	MOR
WQUE A/F	New Orl	342	3964	1	34	+	Black/Urban
KTOK	Okl. C	94	1423	5	46	-	News/Talk
KJYO-F	Okl. C	219	2687	2	46	+	CHR
WHAS	Louis	269	3592	2	48	-	MOR
WAMZ-F	Louis	270	3061	1	48	+	Country

CONSTANT (Fred Constant)

KQLO	Reno	5	122	16	185	-	Country
KWNZ-F	Reno	51	683	2	185	+	CHR
KDUK	Eugene	9	158	9	170	-	Nostalgia
KLCX-F	Eugene	32	433	8	170	+	Classic AOR
KIZN	Boise	DID NOT SHOW			206	-	Country
KIZN-F	Boise	47	525	5	206	+	Country

COOK INLET (Dan Mason)

KFMY A/F	Salt Lake/Prov	22	663	17	45	-	CHR
KFMK-F	Houston	216	2973	9	8	-	AC
WPGC A/F	Washington	338	4500	4	7	+	Urban/CHR
WZLX-F	Boston	246	4057	15	6	-	Classic AOR
WUSN-F	Chicago	339	4841	14	3	-	Country
KUBE-F	Seattle	272	4499	2	17(ap)	+	CHR
WZGC-F	Atlanta	285	4803	7	11	-	CHR
KSLX A/F	Phoenix	145	1800	6	20	+	AOR

COX (Nick Trigony)

WSB	Atlanta	306	4135	5	11	-	MOR
WSB-F	Atlanta	333	4790	3	11	+	AC
WSOC	Char, NC	10	246	15	44	+	Country
WSOC-F	Char, NC	369	4267	1	44	+	Country
WHIO	Dayton	123	1439	4	54	+	MOR
WHIO-F	Dayton	228	2682	1	54	+	BTFL
KFI	LA	343	6597	24	2	+	Talk
KOST-F	LA	872	13386	4	2	+	AC
WIOD	Miami	193	2926	15	13	-	Talk
WGTR-F	Miami	232	2751	8	13	+	AOR
WCKG-F	Chicago	553	8121	6	3	+	AOR
WWBA-F	Tampa-SP	308	3072	2	22	+	BTFL

CRAWFORD

WDJC-F	Birm	55	1076	12	56	-	Religion
KBRT	LA	72	1249	44	2	=	Religion
WYCA-F	Chicago	45	827	33	3	+	Religion
WMUZ-F	Detroit	54	1098	27	5	-	Religion
WDCX-F	Buffalo	25	468	16	41(ap)	-	Religion
KPBC	Dallas	24	408	27	9	-	Religion

CRB

WJBR	Wilm	Less than .1 share			90	-	AC
WJBR-F	Wilm	82	1069	2	90	+	AC
WAEB	Allen-Beth	51	677	6	73	-	AC
WAEB-F	Allen-Beth	93	1274	4	73	+	CHR
WAES	Char, NC	DID NOT SHOW			44	-	Oldies
WROQ-F	Char, NC	123	2125	10	44	-	CHR
WTCR A/F	Hunt, WV	169	1686	1	140	+	Country

DAVIS

WIBB	Macon	22	273	8	154	-	Black
WFXM-F	Macon	41	498	5	154	+	Black
WTHB	Aug, GA	DID NOT SHOW			116	-	
WFXA-F	Aug, GA	70	802	3	116	-	Black
WOKS	Colum, GA	40	364	3	174	-	Black
WFXE-F	Colum, GA	54	617	1	174	-	Black

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
DAYTONA (Carl Como)							
KIVA-F	Albuq	40	859	10	100	-	CHR
KRGE	McA-Brown	48	815	6	75	-	CHR
KRIX-F	McA-Brown	37	528	9	75	-	AOR
KXYQ-F	Salem/Port O	160	2460	7	41	+	CHR
KEYX-F	Globe/Phoe	38	578	18	20	-	Jazz/NA
WCOA	Pensa	37	409	5	137	+	MOR
WJLQ-F	Pensa	38	705	8	137	-	CHR
WRFK-F	Richmond	DID NOT SHOW					
EASTERN (Roger Neuhoff)							
WWAZ	Prov	53	673	11	58	+	Nostalgia
WWLI-F	Prov	125	1773	6	58	-	Soft AC
WRKZ-F	Harris	183	1978	2	87	=	Country
WEST	Allen-Beth	35	369	9	73	-	Nostalgia
WLEV-F	Allen-Beth	135	1596	2	73	+	AC
EDENS (Gary Edens)							
KOY	Phoenix	46	907	17	20	-	MOR
KOY-F	Phoenix	119	2385	11	20	+	CHR
WRBQ A/F	Tampa	584	6466	1	22	-	CHR
WRVA	Richmond	168	1985	2	63	-	MOR
WRVQ-F	Richmond	228	2514	1	63	+	CHR
WWDE-F	Norfolk	103	1481	8	33	-	AC
KKLQ	San Diego	27	647	22	19	+	CHR
KKLQ-F	San Diego	252	3475	2	19	+	CHR
EMMIS (Jeff Smulyan)							
WENS-F	Indy	161	2346	6	40	+	AC
WLOL-F	Minn	335	5308	3	14	-	CHR
KSHE-F	St. Lou	472	5281	2	12	-	AOR
KPWR-F	LA	1313	18095	1	2	+	Urban/CHR
WFAN	NY	573	12013	17	1	-	Sports/Tk
WQHT-F	NY	1132	16058	8	1	-	Urban/CHR
KYUU-F	SF	228	4650	13	5	=	CHR
WKQX-F	Chicago	368	7414	13	3	-	AC
WJIB-F	Boston	337	4512	6	6	-	BTFL
WAVA-F	Wash	293	5688	8	7	-	CHR
EMPIRE (Dennis Israel)							
WGY	Albany	197	2869	3	60	-	MOR
WGFM-F	Albany	87	2084	10	60	-	CHR
WFBG	Altoona	60	626	2	270	-	MOR/AC
WFBG-F	Altoona	26	430	3	270	-	BTFL
WJYY-F	Manch/Con.	21	423	13	246	-	AC
ENCORE (George Duncan)							
KOKA	Shreve	24	356	11	128	-	Black
KVKI-F	Shreve	42	752	5	128	-	AC
KBFM-F	McAllen	159	1587	a	75	+	CHR
KHFI-F	Austin	75	1342	5	66	+	CHR
KZOU-F	L. Rock	100	1487	5	97	-	CHR
KOKY	L. Rock	12	220	12	97	-	Black
ENTERCOM (Joseph Field)							
KITS-F	SF	243	3207	12	5	+	CHR
WAYL	Minn-SP	14	414	16	14	+	BTFL
WAYL-F	Minn-SP	170	2399	9	14	-	BTFL
KLDE-F	Houston	194	2788	11	8	+	Oldies
KTAC	Sea/Tac	13	274	28	17(ap)-		MOR
KBRD-F	Sea/Tac	169	2009	9	17(ap)-		BTFL
WXCR-F	Tampa	50	651	16	22	+	Class
WEEP	Pitts	54	787	17	18	+	Oldies
WDSY-F	Pitts	164	2106	11	18	-	Country
EZ (Alan Box)							
WEZB-F	New Orl	245	3538	2	34	+	CHR
WEZC-F	Char, NC	129	1752	6	44	-	AC
WBZZ-F	Pitts	472	6987	2	18	+	CHR
WHQT-F	Miami	168	3238	17	13	-	Urban/CHR
KYKY-F	St. Lou	148	2507	8	12	+	AC
KAMJ A/F	Phoenix	111	1847	12	20	-	Soft AC
KRAK	Sacra	144	1807	11	35	-	Country
KRAK-F	Sacra	149	2072	7	35	-	Country
WOKV	Jkville	37	541	9	59	+	News/Talk
WAIV-F	Jkville	117	1803	3	59	-	AC
KMPS A/F	Seattle	214	2848	4	17(ap)+		Country
FAIRMONT (John Hayes)							
KIOI-F	SF	312	5746	7	5(ap)+		AC
WMTG	Detroit	74	922	23	5	=	Oldies
WNIC-F	Detroit	277	5148	10	5	=	AC
WLAC	Nash	41	697	11	53	-	News/Rel
WLAC-F	Nash	150	2333	6	53	-	AC
KKOB	Albuq	126	1752	1	100	-	MOR
KKOB-F	Albuq	111	1501	2	100	=	AC

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
FEDERATED (John Dille III)							
WYEZ-F	S. Bend	82	1023	4	179	-	BTFL
WQHK	Ft. Wayne	55	672	5	131	+	Country
WMEE-F	Ft. Wayne	221	2607	1	131	-	CHR
WCUZ	Gr. Rpds	36	620	10	71	+	Country
WCUZ-F	Gr. Rpds	100	1348	7	71	-	Country
WCKY	Cinci	105	1296	7	31	+	News/Talk
WWEZ	Cinci	170	2124	4	31	-	BTFL
KSKS	Tulsa	DID NOT SHOW			67	-	Country
KVLT-F	Tulsa	48	941	11	67	-	AC
FULLER-JEFFREY (Bob Fuller)							
KJJY-F	Des M.	40	547	8	126	+	Country
KMRY	Des M.	15	213	11	126	-	Nostalgia
WOKQ-F	Dover, NH	65	796	1	146	-	Country
WBLM-F	Lewis/Port.M	114	1291	1	181	+	AOR
KRCX	Sacra	31	310	17	35	+	Hispanic
KRXQ-F	Sacra	113	1416	6	35	+	AOR
KHOP-F	Modesto/Stock	90	1408	6	144	-	CHR
KLRS-F	SC/Salinas	27	425	11	98	+	New Age
GANNETT (Jay Cook)							
KIIS A/F	LA	1284	21281	2	2	-	CHR
KSDO	SD	226	2836	3	19	+	News
KSWV-F	SD	61	1045	14	19	-	Jazz/NA
WGCI	Chicago	55	1270	29	3	-	Black
WGCI-F	Chicago	1098	10456	1	3	+	Black
KUSA	St. Lou	97	1662	15	12	-	Country
KSD-F	St. Lou	221	3259	6	12	+	Classic Rock
WDAE	Tampa	66	841	14	22	-	Nostalgia
WUSA-F	Tampa	200	2503	5	22	+	AC
KKBQ A/F	Houston	382	6322	4	8	-	CHR
KOAI-F	Dallas	131	2308	15	9	+	Jazz/NA
KNUA-F	Seattle	52	1101	23	17(ap)-		Jazz/NA
KCMO	KC	186	2533	8	28	+	News/Talk
KCPW-F	KC	147	2539	7	28	-	CHR
GREAT AMERICAN (Dave Milner)							
WDAF	KC	451	4743	1	28	-	Country
KYYS-F	KC	286	3335	2	28	-	AOR
WKRC	Cinci	147	2160	5	31	+	MOR/AC
WKRQ-F	Cinci	270	3898	3	31	+	CHR
WTVN	Col, O	213	2628	3	36	=	MOR
WLVQ-F	Col, O	175	2397	5	36	-	AOR
WDVE-F	Pitts	296	4893	6	18	-	AOR
KEX	Port O	133	1880	5	41	-	MOR
KKRZ-F	Port O	206	3062	1	41	+	CHR
WNDE	Indy	35	677	12	40	-	Oldies
WFBQ-F	Indy	479	5105	1	40	-	AOR
WKLS-F	Atlanta	439	4872	2	11	+	AOR
WRIF-F	Detroit	286	5846	12	5	-	AOR
WLZR A/F	Milwaukee	201	2199	5	32	+	AOR
GREAT EMPIRE (Mike Oatman, Mike Lynch)							
KFDI	Wichita	56	851	4	103	-	Country
KFDI-F	Wichita	95	1016	2	103	+	Country
KWKH	Shreve	45	726	9	128	+	Country
KWKH-F	Shreve	43	719	9	128	+	Country
WOW	Omaha	101	1344	9	78	-	Country
WOW-F	Omaha	85	1002	5	78	+	Country
KTTS	Spring, MO	25	471	6	183	+	Country
KTTS-F	Spring, MO	126	1455	2	183	-	Country
GREATER MEDIA (Herb McCord)							
WMEX	Boston	32	695	24	6	-	Oldies
WMJX-F	Boston	239	3861	12	6	=	AC
WWRC	Washington	133	2119	17	7	+	Talk
WGAY-F	Washington	395	4956	2	7	-	BTFL
KRLA	LA	240	4352	27	2	-	Oldies
KLSX-F	LA	485	8486	14	2	-	Classic Rock
WHND	Detroit	46	953	28	5	=	Oldies
WCSX-F	Detroit	240	4247	13	5	-	Classic Rock
WPEN	Philadelphia	522	4681	5	4	+	Nostalgia
WMGK-F	Philadelphia	359	6280	12	4	-	AC
WGSM	Long Island	63	613	24	10	-	MOR
WCTO-F	Long Island	76	908	21	10	-	BTFL

HALL

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WLPA	Lancaster	13	186	9	115	+	Nostalgia
WNCE-F	Lancaster	120	1333	1	115	-	BTFL
WONN	Lakeland	11	188	11	119	-	Nostalgia
WPCV-F	Lakeland	71	708	1	119	+	Country
WAMR	Sara	32	274	5	106	+	Big Band
WCTQ-F	Sara	19	231	10	106	+	Country

HARTSTONE & DICKSTEIN (Dick Rakovan)

WTLB	Utica	21	300	8	148	+	MOR
WRCK-F	Utica	44	716	6	148	+	CHR
WFPG	Atlantic City	3	113	24	164	+	BTFL
WFPG-F	Atlantic City	57	456	2	164	+	BTFL
WBBW	Youngs	45	584	6	96	+	Talk
WQOD-F	Youngs	22	376	11	96	-	AC

HEARST (Dave Barrett)

WBAL	Baltimore	340	4122	2	15	+	News/Talk
WIYY-F	Baltimore	188	2915	7	15	-	AOR
WISN	Milwaukee	90	1682	11	32	-	News/Talk
WLTQ-F	Milwaukee	148	1835	9	32	+	AC
WTAE	Pittsburgh	152	2335	8	18	=	Talk
WHTX-F	Pittsburgh	154	2485	10	18	+	AC

HENRY (Charlton Buckley)

KVOD-F	Denver	67	1026	15	27	-	Class
KFXM	River-SB	46	565	13	19	-	Nostalgia
KDUO-F	River-SB	169	1973	1	19	+	BTFL
KYTE	Port O	85	924	12	41	-	Nostalgia
KYTE-F	Port O	70	1289	14	41	+	Class
KDON	Salinas-Mont	12	272	20	98	-	?
KDON-F	Salinas-Mont	76	1063	1	98	+	CHR
KFAB	Omaha	240	2923	2	78	-	MOR
KGOR-F	Omaha	163	2171	3	78	-	CHR
KMJ	Fresno	122	1481	1	82	+	News/Talk
KFYE-F	Fresno	50	913	15	82	-	AC

HERITAGE (Paul Fiddick)

KDAY	LA	250	3744	22	2	-	Black
WIL	St. Lou	42	791	19	12	=	Country
WIL-F	St. Lou	303	3302	4	12	+	Country
WBBF	Roch	13	418	11	47	-	Oldies
WBEE-F	Roch	180	1632	3	47	+	Country
WEMP	Milwaukee	70	1218	13	32	+	Oldies
WMYX-F	Milwaukee	79	1440	12	32	-	AC
KKSN	Port O	20	403	20	41	+	Oldies
KKSN-F	Port O	109	1599	11	41	+	Oldies

HOLT (Art Holt)

WBOP	Pensa	26	286	9	137	+	Black
WTKX-F	Pensa	76	719	3	137	-	AOR
WZZO-F	Allen-Beth	135	1596	3	73	-	AOR
WOKJ	Jackson	11	345	14	116	-	Black
WJMI-F	Jackson	194	1876	1	116	-	Black

HOME NEWS (Ron Tarsi)

KAQQ	Spokane	17	354	14	130	-	MOR
KISC-F	Spokane	75	895	3	130	+	AC
WRKI-F	Bridge	14	318	11	107	-	AOR
WKPT	JC-Kings	17	251	7	106	+	BTFL
WTFM-F	JC-Kings	112	1342	3	106	+	AC
KWG	Stockton	27	374	6	104	+	Oldies
KYBB-F	Stockton	13	240	16	104	-	AC

INFINITY (Mel Karmazin)

WJIT	NY	262	1931	28	1	+	Hispanic
WXRK-F	NY	1018	16971	12	1	+	AOR
KROQ-F	LA	630	9679	9	2	-	AOR
WYSP-F	Phila	533	8725	8	4	+	AOR
WBCN-F	Boston	477	6409	4	6	-	AOR
KOME-F	San Jose	126	2385	6	30	-	AOR
KXYZ	Houston	60	637	19	8	+	Hispanic
WJJD	Chicago	342	4119	15	3	+	Nostalgia
WJMK-F	Chicago	474	7742	9	3	+	Oldies
WBMW-F	Washington	89	1492	20	7	-	Jazz/NA
WQYK A/F	Tampa	268	2684	3	22	+	Country
KVIL A/F	Dallas	527	6896	1	9	+	AC
WOMC-F	Detroit	188	3029	15	5	-	AC

INTERURBAN

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KATZ	St. Lou	69	995	13	12	+	Black
KATZ-F	St. Lou	38	934	19	12	-	Black
WYLD	New Orl	65	911	13	34	+	Black/Gospel
WYLD-F	New Orl	177	2148	3	34	-	Black
WIZF-F	Cinci	60	782	12	31	+	Black
WSAI	Savan	DID NOT SHOW				-	

JACOR (Frank Woods)

WQIK	Jkville	10	136	16	59	-	Country
WQIK-F	Jkville	157	1678	2	59	-	Country
WMJI-F	Cleveland	375	4964	3	24	-	AC
WGST	Atlanta	134	1998	13	11	+	News/Talk
WPCH-F	Atlanta	350	4117	4	11	+	BTFL
WLW	Cinci	367	5129	2	31	-	MOR
WEBN-F	Cinci	318	3657	1	31	+	AOR
WYHY-F	Nash	232	3235	1	53	+	CHR
WMYU-F	Knox	125	1854	4	84	-	AC
KOA	Denver	265	4169	4	27	+	News/Talk
KOAQ-F	Denver	125	2733	10	27	-	AC
WFLA	Tampa	206	2095	6	22	+	News/Talk
WFLZ-F	Tampa	214	2878	7	22	+	AC

JEFFERSON-PILOT (Jim Babb)

KYGO	Denver	35	1007	22	27	-	Country
KYGO-F	Denver	187	2259	8	27	+	Country
WQXI	Atlanta	19	308	15	11	+	Oldies
WQXI-F	Atlanta	224	3700	9	11	+	AC
WBT	Char, NC	109	1437	5	44	-	MOR
WBCY-F	Char, NC	195	2723	7	44	+	CHR
WNWS	Miami	207	2554	11	13	-	News/Talk
WLYF-F	Miami	468	4258	1	13	+	BTFL
KSON	SD	21	597	23	19	-	Country
KSON-F	SD	116	1926	9	19	-	Country

KEYMARKET (Kirby Confer)

WNNK-F	Harris	199	2263	1	87	+	CHR
WTCB-F	Org/Col.SC	73	1003	8	105	+	AC
WIZD-F	Art/Pensa	48	649	7	137	-	AC
WRVR	Memphis	40	673	14	50	+	Oldies
WRVR-F	Memphis	127	2040	5	50	-	AC
KKMJ-F	Austin	112	1391	4	66	+	AC
WRLX-F	Hick/Char,NC	94	1305	11	44	+	BTFL

KING (Stan Mak)

KSFO	SF	218	4766	15	5	=	Oldies
KYA-F	SF	99	2875	27	5	-	Oldies
KGW	Port O	72	1832	14	41	-	AC
KINK-F	Port O	151	2000	4	41	+	AOR
KING	Seattle	69	1348	22	17(ap)-Talk		
KING-F	Seattle	82	1395	16	17(ap)-Classical		

KNIGHT (Norman Knight)

WTAG	Worc	46	796	3	112	-	MOR
WSRS-F	Worc	113	1324	1	112	-	BTFL
WGIR	Manch	34	419	3	246	+	News/Talk
WGIR-F	Manch	76	1029	2	246	-	AOR/CHR
WHEB A/F	Ports, NH	42	593	2	146	-	AOR

LEGACY (Carl Hirsch)

KDWB	Minn	97	1574	12	14	+	Oldies
KDWB-F	Minn	184	3847	8	14	-	CHR
WLLZ-F	Detroit	357	5479	4	5	+	AOR
KILT	Houston	56	1096	23	8	-	Country
KILT-F	Houston	415	5486	4	8	-	Country
WCPT	Washington	36	457	24	7	+	Black
WCXR-F	Washington	232	4173	9	7	+	AOR
KTWV-F	LA	329	6993	19	2	-	Jazz/NA
WNEW-F	NY	1000	15490	11	1	+	AOR
WMMR-F	Phila	800	10657	2	4	-	AOR

LOTUS (Hal Rosenberg)

KTKT	Tucson	10	218	18	79	-	Soft AC
KLPX-F	Tucson	66	1059	5	79	-	AOR
KWKW	LA	318	2993	18	2	+	Hispanic
KFSD-F	SD	60	971	15	19	-	Classical
KENO	Las Vegas	20	363	11	85	+	Oldies
KOMP-F	Las Vegas	44	683	8	85	-	AOR
KXET	San Ant	32	470	17	38	-	Hispanic
KZEP-F	San Ant	76	1037	12	38	+	AOR
KTEZ-F	Lubbock	18	366	6	188	-	Soft AC
WMDO	Wash	21	246	29	7	+	Hispanic
KONE	Reno	5	117	15	185	-	Nostalgia
KOZZ-F	Reno	56	635	1	185	+	AOR
KOXR	Oxnard	38	273	2	77	+	Hispanic
KGST	Fresno	40	304	9	82	+	Hispanic
WTAQ	Chicago	DID NOT SHOW					

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
MALRITE (Gil Rosenwald)							
WHTZ-F	NY	1639	25717	1	1	+	CHR
WHK	Cleve	31	627	20	24	-	Oldies
WMMS-F	Cleve	445	6981	1	24	-	AOR/CHR
KNEW	SF	124	1975	22	5	-	Country
KSAN-F	SF	253	3992	9	5	+	Country
WDGY	Minn-SP	79	1632	14	14	-	Country
KEEY-F	Minn-SP	253	3357	5	14	+	Country
KKHT-F	Houston	153	2165	14	8	+	AC
KLAC	LA	300	5988	21	2	+	Country
KZLA-F	LA	392	4713	17	2	+	Country
WEGX-F	Phila	640	9167	3	5	+	CHR
MEDIA CAPITAL							
WHIT	Madison	28	275	7	133	+	Oldies
WWQM-F	Madison	24	427	8	133	-	Country
WJYL-F	Louisville	86	960	7	48	+	Black
WLMX-F	Chatta	52	782	6	109	-	AC
WJYQ-F	Char, SC	27	337	10	98	+	AC/Oldies
METROPLEX (Norm Wain)							
WHYI-F	Miami	265	4757	5	13	-	CHR/Urban
WNLT-F	Tampa	133	2167	8	22	-	AC
WFYV-F	Jkville	103	1100	4	59	-	AOR
WFYV	Jkville	DID NOT SHOW					
WAJL	Orlando	11	180	19	55	+	?
WJYO-F	Orlando	108	1608	10	55	-	Soft AC
WHBO	Tampa	36	464	19	22	-	Oldies
WNLT-F	Tampa	133	2167	8	22	-	AC
WKIX	Raleigh	14	448	16	70	-	Oldies
WYLT-F	Raleigh	55	981	9	70	-	Soft AC
MID CONTINENT (David Martin)							
WTSO	Madison	62	829	4	133	-	Country
WZEE-F	Madison	165	2152	1	133	+	CHR
KXLK-F	Wichita	39	595	8	103	-	AC
KELO	S. Falls	50	609	1	281	+	AC
KELO-F	S. Falls	48	611	3	281	-	BTFL
MIDWEST COMMUNICATIONS (D.E. Wright)							
KIOA	Des Moines	55	1033	9	126	-	AC
KDWZ-F	Des Moines	50	778	7	126	-	CHR
WGEE	Green Bay	49	669	2	212	+	Country
WIXX-F	Green Bay	199	2639	1	212	+	CHR
WKKQ	Duluth	38	491	4	180	+	Country
WTBX-F	Duluth	37	401	7	180	-	CHR
KLMS	Lincoln	2	67	14	201	-	Jazz/NA
KFMQ-F	Lincoln	28	419	5	201	-	AOR
MIDWEST FAMILY							
WKKN	Rockford	15	250	9	158	-	Country
WKMQ-F	Rockford	55	721	3	158	+	Classic
WTDY	Madison	9	211	10	133	-	MOR/Talk
WMGN-F	Madison	60	1028	4	133	-	AC
WOSH	Apple-Osh	17	299	10	149	+	MOR
WMGV-F	Apple-Osh	39	618	4	149	+	AC
WITL	Lansing	7	186	17	110	=	Country
WITL-F	Lansing	148	1570	2	110	+	Country
ML MEDIA (Walt Tiburski)							
WQAL-F	Cleve	304	3524	2	24	+	BTFL
KBEZ-F	Tulsa	113	1482	6	67	-	BTFL
WIRE	Indy	36	590	11	40	-	Country
WXTZ-F	Indy	172	2148	5	40	-	BTFL
WEJZ-F	Jkville	46	767	8	59	+	BTFL
WEBE-F	Bridge	74	835	3	107	+	AC
MULTIMEDIA (Greg Anderson)							
WFBC	Green, SC	15	268	13	83	+	MOR
WFBC-F	Green, SC	160	2029	4	83	-	AC
WEZW-F	Milw	177	2312	7	32	-	BTFL
WMAZ	Macon	28	375	7	154	-	MOR
WAYS-F	Macon	142	1622	2	154	-	CHR
KEEL	Shreve	31	630	12	128	+	Oldies
KITT-F	Shreve	50	918	8	128	-	AC

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
NATIONWIDE (Steve Barger)							
WPOC-F	Balt	207	2947	6	15	-	Country
WGAR	Cleveland	30	765	24	24	-	Country
WGAR-F	Cleveland	220	2833	8	24	-	Country
WNCI-F	Colum O	287	3905	2	36	+	CHR
WKZL-F	Greens/WS	119	1931	3	57	-	CHR
WBJW A/F	Orl	215	3767	8	55	-	CHR
KNST	Tucson	32	481	6	79	+	News/Talk
KRQQ-F	Tucson	201	2052	1	79	+	CHR
KZAP-F	Sacra	193	2406	3	35	+	AOR
KRSR	Las Vegas	7	137	18	85	-	AOR
KLUC-F	Las Vegas	90	1349	3	85	-	CHR
KWSS-F	San Jose	156	2883	4	30	+	CHR
KZZP A/F	Phoenix	282	4078	4	20	-	CHR
KISW-F	Seattle	178	2945	5	17(ap)-AOR		
NEW CITY (Dick Ferguson)							
WFTQ	Worc	29	469	7	112	+	AC
WEZN-F	Bridge	262	3374	1	107	-	BTFL
WAAF-F	Worc/Boston	227	3854	2	112	-	AOR
WYAY-F	Gain/Atl	353	4029	9	11	-	Country
KRMG	Tulsa	124	1643	5	67	-	MOR
KWEN-F	Tulsa	168	2096	2	67	-	Country
WZZK A/F	Birm	322	3694	1	56	-	Country
WDBO	Orlando	115	1410	3	55	+	MOR
WWKA-F	Orlando	280	3062	1	55	-	Country
WSYR	Syracuse	122	1498	3	74	+	MOR
WYYY-F	Syracuse	154	2081	1	74	-	AC
KKNG-F	Okl C	100	1532	9	44	-	BTFL
KKYX	San Ant	158	1981	14	38	-	Country
KCCY-F	San Ant	173	1837	5	38	+	Country
NEW MARKET (Pete Schulte)							
WSJS	Greens/WS	58	836	8	57	-	MOR
WTQR-F	Greens/WS	370	3836	1	57	=	Country
WREC	Memphis	54	825	12	50	+	Nostalgia
WEGR-F	Memphis	88	1164	8	50	+	AOR
KXXY	Okl C	15	240	16	46	+	Country
KXXY-F	Okl C	229	2459	1	46	+	Country
NOBLE (John Lynch)							
WSHH	Boston	13	400	33	6	+	AC
WSHH-F	Boston	339	4820	9	6	-	AC
WAVZ	New Haven	37	387	6	95	-	Nostalgia
WKCI-F	New Haven	195	2829	1	95	+	CHR
WBAB	Long Is	17	494	37	10	-	AOR
WBAB-F	Long Is	224	3415	3	10	-	AOR
XTRA	Tij/SD	44	1117	20	19	-	Oldies
XTRA-F	Tij/SD	162	2844	7	19	-	AOR
KBEQ-F	KC	232	3791	4	28	-	CHR
KBCO A/F	Denver	197	2426	6	27	-	AOR
KMJQ-F	Houston	523	4503	1	8	-	Black
KMJM-F	St. Louis	238	2377	3	12	-	Black
WMHE-F	Toledo	190	2962	3	81	-	CHR
KIXI	Seattle	144	2052	8	17(ap)+Nostalgia		
KMGI-F	Seattle	120	1896	10	17(ap)+AC		
OLYMPIC (Ivan Braiker)							
KRPM	Seattle	DID NOT SHOW			17(ap)-Country		
KRPM-F	Seattle	106	1411	18	17(ap)-Country		
KZZU-F	Spokane	117	1332	1	130	+	CHR
KMZQ-F	Las Vegas	52	673	6	85	-	AC
KIIQ	Reno	LESS THAN 0.1 SHARE			185	-	Country
KIIQ-F	Reno	58	562	4	185	+	Country
KYAK	Anchorage	33	412	6	175	+	Country
KGOT-F	Anchorage	44	730	2	175	-	CHR
KMGX-F	Hanf/Fresno	90	1330	2	82	+	CHR
KXXR-F	Kansas City	27	563	18	28	+	AC
KTRW	Spokane	28	281	9	130	+	Country
OSBORN (Frank Osborn)							
WNDR	Syracuse	22	352	11	74	+	Nostalgia
WNTQ-F	Syracuse	148	1869	2	74	+	CHR
WPLJ	WB/Scranton	DID NOT SHOW			69	-	
WKRZ-F	WB/Scranton	148	2227	1	69	+	CHR
KKRD-F	Wichita	117	1533	1	103	+	CHR
WWVA	Wheeling	71	939	2	219	+	Country
WOVK-F	Wheeling	47	571	4	219	-	Country

PARK (Bill Fowler)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WPAT A/F	New York	1548	18556	2	1	-	BTFL
KJJO	Minn-SP	DID NOT SHOW			14	-	AOR
KJJO-F	Minn-SP	260	3204	7	14	+	AOR
WHEN	Syracuse	62	1044	7	74	-	AC/MOR
WRHP-F	Syracuse	34	508	10	74	-	BTFL
KWLO	Water-CF	29	407	3	239	+	MOR/AC
KFMW-F	Water-CF	63	848	1	239	+	CHR
WNCT	Green, NC	DID NOT SHOW			NA	-	Oldies
WNCT-F	Green, NC	72	922	7	NA	-	BTFL
KWJJ	Port O	42	803	16	41	=	Country
KWJJ-F	Port O	89	1230	13	41	=	Country
WDEF	Chatt	27	341	8	109	-	MOR
WDEF-F	Chatt	90	1078	3	109	+	BTFL
WTVR A/F	Richmond	107	1359	7	63	+	Country
KEZX	Seattle	DID NOT SHOW			17(ap)-Jazz/NA		
KEZX-F	Seattle	70	1082	20	17(ap)-Jazz/NA		

PARKER

KXTZ-F	Las Vegas	100	853	1	85		BTFL
KTCJ	Minn-SP	13	136	16	14	-	Jazz
KTCZ-F	Minn-SP	146	2117	10	14	-	AOR/Jazz
KIKI	Hono	73	1009	7	62	-	Oldies
KMAI-F	Hono	98	1353	5	62	+	CHR
KAHI	Aub/Sacra	DID NOT SHOW					
KHYL-F	Aub/Sacra	88	1510	10	35	+	Oldies

PINNACLE

WDUR	Raleigh	32	331	10	70	-	Black
WFXC-F	Raleigh	63	855	4	70	+	Black
KAMA	El Paso	47	639	9	88	-	Hispanic
KAMZ-F	El Paso	47	858	6	88	-	CHR
KEND	Lubbock	6	104	9	188	+	Country
KLLL-F	Lubbock	78	877	2	188	+	Country

PRICE COMMUNICATIONS (Dick Appleton)

WPBG	West Palm	12	130	29	65	+	Oldies
WIRK-F	West Palm	67	901	7	65	-	Country
WOWO	Ft. Wayne	92	1640	6	131	-	MOR
WOWO-F	Ft. Wayne	4	204	11	131	+	MOR
WWKB	Buffalo	67	1373	12	41(ap)-Oldies		
WKSE-F	Buffalo	192	2749	1	41(ap)+CHR		

JOHN PRICE

KROW	Reno	29	493	11	185	+	Country
KNEV-F	Reno	52	492	2	185	-	BTFL
KHYV	Modesto	8	131	16	144	+	Classical
KBEE-F	Modesto	88	999	2	144	-	BTFL
KCPX	Salt Lake	11	340	23	45	-	Oldies
KCPX-F	Salt Lake	150	2478	2	45	+	CHR
WEZL-F	Char, SC	96	919	1	98	+	Country
KGA	Spokane	39	536	8	130	-	Country
KDRK-F	Spokane	57	749	4	130	-	Country
WOIC	Colum, SC	26	421	9	105	-	Black
WPRH-F	Colum, SC	12	399	13	105	-	Urban

PYRAMID (Rich Balsbaugh)

WXKS	Boston	92	954	17	6	-	Nostalgia
WXKS-F	Boston	574	8102	1	6	-	CHR
WPIT	Pittsburgh	12	304	27	18	-	Religion
WPIT-F	Pittsburgh	40	900	18	18	-	Religion
WPXY A/F	Roch	192	2648	2	47	-	CHR
WHTT	Buffalo	9	138	20	41(ap)+Classic Rk		
WHTT-F	Buffalo	172	2194	3	41(ap)+Classic Rk		
WPGR	Phila	28	480	26	4	-	Oldies
WSNI-F	Phila	306	5116	14	4	-	AC
WNUA-F	Chicago	217	3893	19	3	+	Jazz/NA

RAGEN HENRY (Bob Hughes)

WXTR-F	LP/Wash	193	3737	13	7	+	Oldies
KDIA	SF	74	1346	32	5	-	Black
WWIN	Balt	63	1062	18	15	-	Black
WGHT-F	Balt	109	1720	10	15	+	Urban/CHR
WZZT-F	Colum OH	21	522	17	36	-	Black
WEZS-F	Richmond	119	1552	5	63	-	AC
WKSG-F	Detroit	137	2417	18	5	-	Oldies
KCWV-F	KC	35	600	16	28	-	Jazz/NA
WDIA	Memphis	88	1713	7	50	-	Black
WHRK-F	Memphis	241	2673	2	50	-	Black

RKO (Jerry Lyman)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WOR	New York	1331	16987	4	1	+	Talk
WRKS-F	New York	1270	13608	3	1	+	Black
WRKO	Boston	533	6620	2	6	+	Talk
WROR-F	Boston	278	4977	11	6	-	AC
WGMS A/F	Washington	186	2761	14	7	+	Class
WAXY-F	Miami	195	3254	12	13	-	AC
WFYR-F	Chicago	263	6222	18	3	-	AC/Oldies
WHBQ	Memphis	54	870	10	50	-	News/Talk
KFRC	SF	278	4774	11	5	-	Nostalgia
KRTH	LA	148	3505	33	2	-	Oldies
KRTH-F	LA	794	13126	8	2	-	Oldies

REGIONAL

WKTH	Gr. Rapids	8	82	17	71	+	Oldies
WGRD-F	Gr. Rapids	109	1934	3	71	+	CHR
WYFM-F	Sha/Young	122	1535	3	96	+	AC
WRSG	Bingh	15	241	5	163	-	Oldies
WAAL-F	Bingh	133	1647	1	163	+	CHR

RIVERS (M.D. Rivers)

WEDR-F	Miami	299	2276	2	13	+	Black
WEAS	Savan	6	112	10	177	-	Gospel
WEAS-F	Savan	99	828	1	177	+	Black
WGUN	Atl	DID NOT SHOW				-	
KWAM	Memphis	24	405	18	50	+	Gospel
KRNB-F	Memphis	155	2001	4	50	+	Black

ROTH (David Roth)

KCBN	Reno	8	200	14	185	-	Oldies
KRNO-F	Reno	36	484	5	185	+	AC
WKBF	Daven-RI	36	511	8	125	-	Country
WPXR-F	Daven-RI	129	1774	3	125	+	CHR
WCHY	Savan	2	68	12	177	-	Country
WCHY-F	Savan	128	1341	3	177	+	Country

SAGA (Ed Christian)

WKLH-F	Milw	249	2983	3	32	-	Classic AOR
WVKO	Col O	43	727	12	36	-	Black
WSNY-F	Col O	224	2801	1	36	+	AC
KRNT	Des M	34	552	5	126	+	MOR
KRNQ	Des M	96	1745	3	126	+	CHR
WNOR A/F	Norfolk	214	2494	1	33	-	AOR

SAGE (Gerald LeBow)

WACO	Waco	21	277	5	214	-	Country
WACO-F	Waco	17	403	7	214	-	AC
WKHT	Hart	17	233	15	43	+	Country
WLVH-F	Hart	16	141	17	43	+	Hispanic
WAMT	Mel-Titus	7	97	15	127	+	Country
WSCF-F	Mel-Titus	11	122	14	127	+	Nostalgia
WCDL	WB/Scran	6	122	33	69	-	?
WLSP-F	WB/Scran	16	151	26	69	-	Country

SANDUSKY (Norm Rau)

KLSY A/F	Seattle	92	1863	14	17(ap)-AC		
KNUS	Denver	60	1026	18	27	-	Talk
KBPI-F	Denver	202	2851	5	27	+	AOR
KDKB-F	Phoenix	190	2485	8	20	+	AOR
KEGL-F	Dallas	316	5886	8	9	-	CHR
KLSI-F	KC	110	1664	11	28	+	AC
WKRL-F	Tampa	132	1780	9	22	+	Classic Rock
KKYY-F	SD	49	1184	19	19	-	AC

SALEM (Epperson, Atsinger)

KGER	LB/LA	DID NOT SHOW					
KCFO	Tulsa	12	250	13	67	-	Religion
KGNW	Seattle	21	446	26	17(ap)+Religion		
KPDQ	Port O	10	401	27	41	-	Religion
KPDQ-F	Port O	43	749	17	41	+	Religion
KDAR-F	Oxnard	15	208	16	77	+	Religion
KGID	San Bern	DID NOT SHOW				-	
KPRZ	SD	14	383	28	19	+	
WRFD	Col O	26	470	15	36	=	Religion
WNYM	New York	DID NOT SHOW			1	-	
WEZE	Boston	33	640	23	6	-	Religion
KKLA-F	LA	93	1849	35	2	+	Religion
KHAA	New Orleans	26	428	18	34	+	Religion
WKPA	New Ken/Pitt	DID NOT SHOW			18	-	?
WYDD-F	New Ken/Pitt	107	2336	14	18	-	CHR
KFAX	SF	53	908	35	5	+	Religion

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
SCONNIX (Odeneal, Nixon, McQueen)							
WMRZ	Daven-RI	19	299	9	125	+	Oldies
WLLR-F	Daven-RI	124	1448	2	125	+	Country
WHDH	Boston	273	4249	8	6	-	MOR
WBOS-F	Boston	280	3777	13	6	+	Country
WIBC	Indy	231	2876	2	40	-	MOR
WKLR-F	Indy	118	1997	9	40	+	Oldies
KFKF A/F	Kansas City	187	2524	3	28	+	Country
WMXJ-F	Miami	257	3529	6	13	+	Oldies
SCRIPPS-HOWARD (Steve Roddy)							
WMC	Memphis	48	781	11	50	-	Country
WMC-F	Memphis	217	2828	1	50	+	CHR
WBSB-F	Baltimore	301	4245	3	15	-	CHR
KUPL-F	Port O	147	1704	6	41	-	Country
KUPL	Port O	20	450	19	41	+	Country
SHAMROCK BROADCASTING (Bill Clark)							
KABL A/F	SF	537	5579	2	5	+	BTFL
KXRX-F	Seattle	157	2325	7	17(ap)	+	Classic Rk
WHB	KC	101	1721	13	28	+	Oldies
KUDL-F	KC	77	1340	12	28	=	AC
KMGC-F	Dallas	153	3109	13	9	-	AC
WCXI	Detroit	142	2192	19	5	+	Country
WWWW-F	Detroit	299	3949	9	5	+	Country
WWSW	Pitts	30	688	18	18	-	Oldies
WWSW-F	Pitts	277	3652	6	18	+	Oldies
WFOX-F	Gain/Atl	252	3910	11	11	+	AC
KZFX-F	Houston	206	3065	10	8	-	Classic AOR
KXKL	Denver	23	434	26	27	+	Oldies
KXKL-F	Denver	236	2687	3	27	+	Oldies
SHAMROCK COMMUNICATIONS (Bill Lynett)							
WQFM-F	Miiw	123	2087	10	32	-	AOR
WDIZ-F	Orl	173	2302	5	55	+	AOR
WEJL	WB/Scran	28	425	10	69	-	Nostalgia
WEZX-F	WB/Scran	116	1019	2	69	+	AOR
WGRX-F	West/Balt	143	2256	12	15	+	AOR
WMYX A/F	Pry/Tulsa	94	1489	7	67	+	CHR
SRO							
KJET	Seattle	18	314	26	17(ap)	-	CHR
KZOK-F	Seattle	108	1825	13	17(ap)	-	AOR
KDKO	Denver	46	646	19	27	+	Black
KHIH-F	Denver	71	1138	15	27	+	Jazz/NA
WBZN-F	Rac/Miiw	36	878	16	32	-	Jazz/NA
STONER (Glenn Bell)							
KSO	Des M	53	647	5	126	-	Country
KGGO-F	Des M	181	1816	1	126	+	AOR
WNBF	Bingh	55	578	2	163	-	MOR
WHWK-F	Bingh	91	797	2	163	+	Country
WIMZ A/F	Knox	198	2298	2	84	+	AOR
WYRK-F	Buffalo	157	1834	5	41(ap)	-	Country
WOMF-F	Roch	257	2547	1	47	+	AOR
WWSN-F	Dayton	76	1204	7	54	+	AC
WBYU-F	New Orl	145	1690	6	32	-	BTFL
WCII	Louis	23	502	12	48	+	Oldies
WDJX-F	Louis	203	2720	3	48	+	CHR
SPANISH BROADCASTING SYSTEM							
WCMQ	Miami	43	739	28	13	-	Hispanic
WCMQ-F	Miami	186	1946	9	13	-	Hispanic
WSKQ	NY	504	4192	20	1	-	Hispanic
KSKQ	LA	224	2302	25	2	+	Hispanic
KSKQ-F	LA	178	2063	30	2	+	Hispanic
STATEWIDE (Scott Ginsburg)							
KHYI-F	Dallas	289	4868	6	9	+	CHR
WVOG	Miami	38	723	32	13	=	Religion
WLUP	Chicago	311	4674	17	3	+	Talk/AOR
WLUP-F	Chicago	624	9171	4	3	+	AOR
WAPE A/F	Jkville	253	2866	1	59	+	CHR

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
SUNSHINE (George Silverman)							
WIXY	Spring, MA	14	190	15	86	=	Country
WAQY-F	Spring, MA	89	1213	1	86	+	AOR
WFEA	Manch, NH	14	209	6	246	+	AC
WZID-F	Manch, NH	106	915	1	246	+	BTFL
WGAN	Port, M	18	425	9	181	+	MOR
WMGX-F	Port, M	40	558	3	181	+	AC
SUMMIT (Owen Weber)							
WAOK	Atl	143	1280	12	11	+	Black
WVEE-F	Atl	434	4130	1	11	-	Black
WCAO	Balt	110	1410	14	15	-	Country
WXYV-F	Balt	266	3023	4	15	+	Black
KLZ	Denver	131	1682	12	27	+	Country
KAZY-F	Denver	233	2485	6	27	+	AOR
WAKR	Akron	74	1218	3	75	-	MOR
WONE-F	Akron	82	1317	4	75	+	AOR
WONE	Dayton	97	1125	5	54	-	Country
WTUE-F	Dayton	197	2326	1	54	-	AOR
KMEZ A/F	Dallas	297	3274	6	9	+	BTFL
KFOR	Lincoln	40	544	1	201	+	MOR
KFRX-F	Lincoln	50	713	2	201	-	CHR
KWTO	Spring, MO	66	944	4	183	+	Country
KWTO-F	Spring, MO	137	1477	1	183	-	CHR
SUNGROUP (Frank Wood)							
KKSS-F	Albuq	64	801	5	100	+	Urban/CHR
WERC	Birm	69	825	6	56	+	News/Talk
WKXX-F	Birm	144	1958	4	56	-	Urban/CHR
KESY	Omaha	3	127	16	78	+	BTFL
KESY-F	Omaha	74	921	6	78	+	BTFL
SUSQUEHANNA (Art Carlson)							
WQBA	Miami	247	1874	3	13	-	Hispanic
WQBA-F	Miami	111	1610	20	13	-	Hispanic
WTKN	Tampa	37	911	18	22	-	News/Talk
WHVE-F	Sara/Tampa	90	1395	15	22	+	Jazz/NA
KFOG-F	SF	159	3013	20	5	-	AOR
WRRM-F	Cinci	88	1685	9	31	-	AC
WFMS-F	Indy	243	2978	4	40	-	Country
WAPW-F	Atl	311	4086	8	11	+	CHR
WMGS-F	WB/Scran	71	855	4	69	+	AC
WARM	WB/Scran	76	1169	3	69	+	MOR
WSBA	York	61	709	4	114	+	MOR
WARM-F	York	122	1573	3	114	-	AC
KLIF	Dallas	136	2125	17	9	+	Talk
KPLX-F	Dallas	409	5106	3	9	-	Country
WGH	Norfolk	5	252	22	33	+	CHR
WGH-F	Norfolk	134	2088	5	33	+	CHR
KKZR	Houston	21	296	28	8	+	AOR
KRBE-F	Houston	472	6686	2	8	+	CHR
TK (John Tenaglia)							
WHOO	Orlando	DID NOT SHOW			55	-	
WHTQ-F	Orlando	111	1575	11	55	+	AOR
KBUC	San Ant	13	307	21	38	=	Country
KBUC-F	San Ant	124	1468	9	38	+	Country
KLUV-F	Dallas	168	3150	14	9	-	AC
WSHE-F	Miami	146	2439	21	13	-	AOR
TICHENOR (Mac Tichenor)							
KUNO	Corpus Chr	43	415	5	129	+	Hispanic
KGBT	McA- Brown	194	1555	1	75	+	Hispanic
KELT-F	McA- Brown	71	810	5	75	=	AC
KCOR	San Ant	164	970	3	38	+	Hispanic
KLAT	Houston	115	964	16	8	+	Hispanic
WIND	Chicago	137	1387	24	3	+	Hispanic
WOJO-F	Chicago	168	1991	23	3	+	Hispanic
KBNA	El Paso	25	305	12	88	+	Hispanic
KBNA-F	El Paso	50	676	7	88	+	Hispanic
TRIBUNE CO (Wayne Vriesman)							
WGN	Chicago	1276	16603	2	3	+	Talk
WICC	Bridge	94	1256	2	107	-	MOR
WPIX-F	NY	334	7383	26	1	-	AC
KGNR	Sacra	38	700	18	35	-	Oldies
KCTC-F	Sacra	192	226	1	35	-	BTFL

UNITED (Gerald Hrobiak)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WYST	Baltimore	19	311	28	15	+	AC
WYST-F	Baltimore	96	1642	14	15	+	AC
WINX	Washington	DID NOT SHOW			7	-	
WDJY-F	Washington	190	2979	12	7	-	Black
WKDM	NY	260	2120	29	1	-	Hispanic
WJMO	Cleve	35	787	17	24	-	Black
WRQC-F	Cleve	64	1680	14	24	-	CHR
KALI	LA	190	2354	28	2	+	Hispanic
KSOL-F	SF	322	5151	6	5	-	Black/Urban

VIACOM (Bill Figenshu)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WMZQ A/F	Washington	482	5770	1	7	+	Country
WLTW-F	NY	1230	17296	5	1	+	AC
WLAK-F	Chicago	486	6842	7	3	-	Soft AC
KIKK	Houston	27	428	25	8	-	Country
KIKK-F	Houston	463	5857	3	8	+	Country
KBSG-F	Seattle	142	2507	10	17(ap)	+	Oldies
WLTI-F	Detroit	187	2614	16	5	-	Soft AC

WESTINGHOUSE (Dick Harris)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
KYW	Phila	578	12127	4	4	+	News
KFWB	LA	475	10818	13	2	-	News
WINS	NY	1075	25290	10	1	-	News
WBZ	Boston	525	7238	3	6	-	MOR
KDKA	Pitts	660	8296	1	18	+	MOR
KEZW	Denver	58	701	17	27	-	Nostalgia
KOSI-F	Denver	222	2640	2	27	-	BTFL
KODA-F	Houston	300	3947	8	8	-	BTFL
KQZY-F	Dallas	191	3083	11	9	-	Soft AC
KJQY-F	San Diego	210	2601	5	19	-	BTFL
KQXT-F	San Ant	197	1878	2	38	+	BTFL
KMEO A/F	Phoenix	291	3230	3	20	-	BTFL
KFBK	Sacra	195	2525	2	35	-	News
KAER-F	Sacra	60	1137	12	35	+	AC
WMAQ	Chicago	221	6336	21	3	-	News

WILLIS

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WBOK	New Or	83	659	11	34	-	Gospel
WPCE	Norfolk	69	853	11	33	+	Gospel
WOWI-F	Norfolk	142	1746	6	33	+	Black
WFTH	Richmond	23	276	12	63	+	Gospel
WWCA	Gary/Chicago	DID NOT SHOW			3	-	
WESL	St. Lou	39	543	18	12	-	Gospel
WXSS	Memphis	17	287	17	50	+	Black
WGSP	Char, NC	DID NOT SHOW			44	-	
WSRC	Raleigh	8	160	18	70	-	Gospel
WPDQ-F	Jkville	69	827	7	59	+	Black
WAYE	Birm	19	285	14	56	+	Gospel

WILKS-SCHWARTZ (Don Wilks, Mike Schwartz)

		TSA AQH	TSA CUME	MSA RANK	MKT #		FORMAT
WHYN	Spring, MA	73	942	5	86	+	MOR
WHYN-F	Spring, MA	79	1166	7	86	-	AC
WEEX	Allen-Beth	5	180	23	73	-	Talk
WQQQ-F	Allen-Beth	114	1640	5	73	-	CHR
WSRZ-F	Sara	56	665	2	106	+	CHR
WFBL	Syra	DID NOT SHOW			74	-	
WKFM-F	Syra	58	917	8	74	+	AOR
WROW	Albany	41	780	12	60	-	MOR
WROW-F	Albany	197	1723	2	60	+	BTFL
WLKW-F	Prov	300	2637	2	58	+	BTFL

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of almost 800 stations is examined. This total equals nearly 10% of all commercial radio stations in the United States. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PERCENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PERCENT 12-24, 25-54, 55+: As of Spring 1987, we have changed the ages covered in this breakdown. You may recall that in previous editions, the cells were Teens, 18-34, 18-49, and 50+. The changes were made for two reasons. First of all the new Arbitron rating books make it easier to calculate these cells. Secondly, I think the new cells better reflect those which readers are most interested.

This figure is simply the percentage of a station's total audience (12+ Metro AQH, Broadcast Week), which lies in these demographic cells.

PERCENT MALE/FEMALE (%M, %F): The methodology is the same as that for 12-24, 25-54, etc.

Below are the means by format. Also included is the number of stations sampled.

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
CHR/CONTEMP	1988	123	9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
	1987	-	9.0	14.0	12.8	56.9	42.4	.7	43.9	56.1
	1986	-	8.6	14.6	11.2	-	-	-	42.6	57.4
	1985	-	8.8	14.4	10.2	-	-	-	43.7	56.3
AOR/CLASSIC	1988	100	9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	1987	-	9.5	13.3	9.8	47.2	50.8	2.2	66.8	33.2
	1986	-	9.1	13.7	11.1	-	-	-	67.0	33.0
	1985	-	9.8	12.9	9.9	-	-	-	67.7	32.3
AC/SOFT/OLDIES	1988	115	8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
	1987	-	8.1	15.2	8.2	17.6	72.5	9.9	42.0	58.0
	1986	-	8.8	14.3	8.1	-	-	-	41.5	58.5
	1985	-	8.5	14.8	7.4	-	-	-	41.1	58.9
BTFL/EZ	1988	64	11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
	1987	-	11.5	11.0	16.4	3.4	40.1	56.5	40.3	59.7
	1986	-	11.7	10.7	14.4	-	-	-	39.0	61.0
	1985	-	11.8	10.7	13.7	-	-	-	39.0	61.0
MOR/VARIETY	1988	56	9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
	1987	-	9.6	13.2	13.2	4.1	44.1	52.8	43.2	56.8
	1986	-	9.6	13.1	12.4	-	-	-	44.2	55.8
	1985	-	9.6	13.2	12.4	-	-	-	42.5	57.5
COUNTRY	1988	103	11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
	1987	-	11.0	11.5	18.8	13.2	62.1	24.7	47.8	52.2
	1986	-	11.1	11.3	18.0	-	-	-	50.3	49.7
	1985	-	10.8	11.8	15.9	-	-	-	48.8	51.2
NEWS/TALK	1988	51	8.5	150	9.3	2.8	39.6	57.6	48.2	51.8
	1987	-	8.1	15.3	9.1	3.0	38.6	58.4	48.4	51.6
	1986	-	8.1	15.2	8.8	-	-	-	47.5	52.5
	1985	-	8.3	15.1	8.6	-	-	-	47.2	52.8
BLACK/URBAN	1988	48	11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
	1987	-	11.9	10.6	13.6	47.2	47.2	5.6	45.0	55.0
	1986	-	11.7	10.7	12.3	-	-	-	45.0	55.0
	1985	-	11.3	11.2	11.1	-	-	-	46.3	53.7
NOSTALGIA	1988	21	10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
	1987	-	10.9	11.6	13.8	1.1	22.8	76.1	43.4	55.6
	1986	-	11.9	10.6	14.1	-	-	-	46.0	54.0
	1985	-	10.9	11.6	12.8	-	-	-	-	-

		STAT	TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	% M	% F
RELIGION/GOSPEL	1988	21	8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
	1987	-	8.9	14.2	14.3	10.8	53.1	36.1	32.2	67.8
	1986	-	8.9	14.2	10.0	-	-	-	30.9	69.1
	1985	-	8.5	14.9	8.8	-	-	-	36.3	63.7
HISPANIC	1988	24	13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8
	1987	-	13.2	9.5	15.4	15.5	57.0	57.0	46.6	53.4
	1986	-	12.2	10.3	16.1	-	-	-	38.0	62.0
	1985	-	13.8	9.1	13.8	-	-	-	39.8	60.2
CLASSICAL	1988	19	7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
	1987	-	7.2	17.4	5.7	3.4	51.5	45.1	49.7	50.3
	1986	-	7.6	16.7	6.3	-	-	-	52.5	47.5
	1985	-	7.7	16.2	6.8	-	-	-	50.6	49.4
JAZZ/NEW AGE	1988	21	7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
	1987	14	6.9	18.3	5.7	9.4	80.3	10.3	54.2	45.8

CHR/TOP 40/CONTEMP

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
WBBM-F	Chicago	5.6	20.5	6	61	30	9	35	65
WYTZ-F	Chicago	6.7	19.7	7	71	28	1	39	61
WHTZ	NY	8.1	15.6	8	57	39	4	38	62
WWPR	NY	6.6	19.1	7	40	54	6	38	62
KIIS A/F	LA	7.6	16.6	6	40	57	3	43	57
KKLQ-F	San Diego	9.1	13.8	9	61	39	0	38	62
WAYV-F	Atl C	11.6	10.8	29	33	60	7	40	60
WNDU-F	South Bend	9.8	12.9	10	62	30	8	36	64
WEGX	Philadelphia	9.0	14.0	13	66	31	3	40	60
WAEB-F	Allen-Beth	9.6	13.1	8	56	40	4	40	60
WKDD	Akron	10.1	12.4	15	49	50	1	46	54
WBLI	Nassau-Suff	9.4	13.4	10	35	55	10	31	69
WPXR	Daven	10.4	12.2	15	67	33	0	33	67
WZOK	Rockford	11.7	10.8	28	64	35	1	32	68
WKZW	Peoria	10.3	12.3	21	60	37	3	44	56
KMEL	SF	8.5	14.9	8	58	41	1	53	47
KITS	SF	9.7	13.0	10	59	39	2	55	45
KWSS	SJ	6.7	18.7	5	45	55	0	43	57
KCAQ	OX-Vent	7.9	16.0	11	67	32	1	37	63
KGGI	River-SB	7.7	16.4	12	59	41	0	26	74
WAVA	Wash	6.5	19.5	8	55	43	2	40	60
WXKS-F	Boston	9.6	13.2	9	59	40	1	34	66
WZOU	Boston	8.2	15.4	13	67	32	1	38	62
WSTW	Wilm, DE	9.0	14.1	6	40	54	6	27	73
KDON-F	Sal-Mont	9.2	13.7	9	63	33	1	49	51
WKRQ	Cincl	8.5	14.9	11	68	32	0	30	70
WLOL	Minn	8.3	15.1	9	52	45	3	36	64
KUBE	Seattle	7.9	16.0	9	47	52	1	38	62
KPLZ	Seattle	8.6	14.6	12	65	33	2	51	49
WTIC-F	Hart	9.6	13.2	11	49	46	5	31	69
WKCI	New Haven	8.5	14.8	15	43	52	5	36	64
WZPL	Indy	10.1	12.4	14	59	40	1	42	58
WPRO-F	Prov	10.8	11.6	14	59	36	5	39	61
WHYI	Miami	7.1	17.6	10	42	53	5	50	50
WPOW	Miami	9.5	13.3	9	57	42	1	48	52
WRBQ A/F	Tampa	12.1	10.4	22	39	57	4	32	68
WZGC	Atl	7.8	16.2	9	56	41	3	49	51
KHYI	Dallas	7.6	16.6	10	72	26	2	41	59
KEGL	Dallas	6.3	20.0	6	66	32	2	47	53
WFLY	Albany	8.9	14.1	8	62	35	3	32	68

CHR/TOP 40/CONTEMP Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
WBSB	Balt	8.8	14.4	13	51	45	4	37	63
WHYT	Detroit	6.0	21.1	5	50	47	3	34	66
WCZY	Detroit	5.9	21.3	6	46	52	2	34	66
KHTR	St. Louis	5.9	21.3	8	56	41	3	36	64
WKBQ	St. Louis	6.3	20.1	5	73	26	1	35	65
WBZZ	Pittsburgh	8.8	14.3	14	43	55	2	32	68
KBEQ	KC	7.2	17.6	9	62	38	0	43	57
KCPW	KC	7.8	16.1	6	39	60	1	43	57
KKBQ A/F	Houston	7.8	16.1	9	56	42	2	43	57
KRBE-F	Houston	9.3	13.5	10	67	28	5	50	50
WKSE	Buffalo	9.2	13.7	13	62	38	0	27	73
WNCI	Colum, O	8.9	14.1	8	53	45	2	36	64
WXGT	Colum, O	6.8	18.6	10	56	43	1	38	62
KRXY A/F	Denver	9.0	14.0	12	50	49	1	36	64
WDJX	Louis	9.3	13.6	11	59	39	2	40	60
KSFM	Sacra	7.1	17.5	7	64	34	2	45	55
WSRZ	Sara	10.6	11.9	12	48	47	5	36	64
WNTQ	Syra	10.1	12.5	13	59	39	2	41	59
KKRZ-F	Port O	8.3	15.2	15	58	40	2	37	63
WMC-F	Memphis	10.7	11.7	17	44	53	3	46	54
WGTZ	Dayton	8.1	15.5	13	52	47	1	42	58
WKLQ	Gr. Rapids	8.2	15.3	13	56	44	0	34	66
WKTI	Milwaukee	8.7	14.5	11	47	51	4	36	64
WLAN-F	Lancaster	7.3	17.5	13	59	41	0	50	50
WNNK	Harris	12.5	10.1	18	38	55	7	41	59
WAPE A/F	Jkville	12.3	10.2	19	53	41	6	38	62
WBJW A/F	Orlando	6.4	19.7	8	55	43	2	46	54
KITY	San Antonio	11.4	11.1	11	74	24	2	47	53
WPXY A/F	Roch	9.4	13.5	10	59	41	0	36	67
KZZP	Phoenix	8.6	14.6	17	64	35	1	38	62
WEZB	New Orleans	9.2	13.7	11	53	43	4	43	57
WYHY	Nash	9.7	12.9	13	66	34	0	30	70
KRQQ	Tucson	12.0	10.5	20	53	43	4	41	59
WGH-F	Norfolk	8.4	14.9	8	68	31	1	42	58
KISN	Salt Lake	7.9	16.0	8	51	46	3	35	65
KJYO	Okl City	10.5	12.0	17	72	28	0	36	64
WKZL	Green-WS	8.4	15.0	9	43	46	11	32	68
KBTS	Austin	9.1	13.9	10	64	36	0	41	59
WMEE	Ft. Wayne	12.0	10.5	18	54	42	4	33	67
WKFR	Kalamazoo	11.5	11.0	23	50	48	2	53	47
WVIC A/F	Lansing	12.0	10.5	18	56	44	0	50	50
KMGX	Fresno	9.7	13.0	7	65	30	5	32	68
KQMQ A/F	Honolulu	8.7	14.5	12	45	55	0	46	54
WSKZ	Chatt	11.5	10.9	20	59	38	3	49	51
WAPI-F	Birm	8.6	14.7	11	56	42	2	48	52
WNOK-F	Colum, SC	7.4	17.0	7	59	37	4	35	65
WIOG	Saginaw-BC	11.8	10.6	24	50	47	3	43	57
WRVQ-F	Rich	11.0	11.4	15	44	55	1	36	64
KWIN	Stock	8.2	15.3	5	53	45	2	45	55
WMHE	Toledo	7.5	16.8	11	47	52	1	29	71
KAYI	Tulsa	9.2	13.7	12	64	36	0	44	56
WABB-F	Mobile	9.8	12.9	12	56	36	8	52	48
WKEE-F	Hunt, WV	12.2	10.3	22	51	44	5	40	60
KZFM	Corpus C	10.4	12.1	12	61	38	1	48	52
KIKX	Colo Spg	4.5	13.2	22	75	25	0	44	56
WVSR	Char, WV	10.6	11.9	15	62	38	0	40	60
WTYX	Jack, MS	8.3	15.2	16	59	40	1	46	54
WAAL	Bingh	10.5	12.0	25	62	34	4	42	58
WGGZ	Baton Rouge	7.5	16.8	9	64	36	0	55	45
WOMP-F	Wheeling	12.8	9.9	24	47	47	6	42	58
KKRD	Wichita	9.7	13.0	16	60	36	4	41	59
WKRZ-F	WB-Scranton	8.5	14.8	11	41	56	3	40	60
WHOT-F	Young	10.9	11.6	14	38	59	3	45	55
WBBQ-F	Aug, GA	12.2	10.3	19	35	57	8	47	53
WJET	Erie	11.1	11.3	23	55	41	4	46	54

CHR/TOP 40/CONTEMP Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.0	14.0	13.8	55.1	42.3	2.6	41.1	58.9
WCCK	Erie	8.9	14.1	12	36	56	8	55	45
KPRR	El Paso	12.3	10.2	15	77	23	0	62	38
WZYP	Hunts	11.4	11.0	23	52	46	2	51	49
WQUT	JC-Kings	11.3	11.1	22	53	44	3	41	59
WDAY-F	Fargo	9.0	14.0	11	63	35	2	52	48
WQSM	Fayette, NC	10.0	12.6	16	65	34	1	52	48
KTRS	Casper	15.1	8.4	45	42	58	0	50	50
KRLB	Lubbock	12.7	9.9	19	46	52	2	41	59
WLAP-F	Lexington	8.2	15.3	13	47	49	4	35	65
KLUC	Las Vegas	8.7	14.4	12	51	42	7	47	53
KSMB	Lafay, LA	11.3	11.1	13	49	51	0	41	59
WIXX	Green Bay	12.1	10.4	20	56	43	1	45	55
WXLK	Roanoke	10.7	11.8	21	37	58	5	44	56
KZZU	Spokane	11.2	11.3	22	68	31	1	34	66
WZEE-F	Madison	10.1	12.5	20	56	44	0	41	59
KWTO-F	Spring, MO	10.7	11.8	28	58	42	0	48	52
WAYS	Macon	9.8	12.9	19	44	51	5	51	49
KWNZ	Reno	9.6	13.1	12	60	40	0	41	59

AOR/CLASSIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
WCKG	Chicago	8.5	14.8	6	41	58	1	69	31
WLUP-F	Chicago	8.5	14.8	5	38	60	2	69	31
WXRT	Chicago	9.1	13.8	6	22	78	0	71	29
WNEW-F	New York	8.1	15.5	6	30	66	4	63	37
WXRK	New York	7.6	16.6	4	35	63	2	68	32
KLOS	LA	9.1	13.8	6	40	58	2	69	31
KLSX	LA	7.0	17.9	3	17	80	3	72	28
KROQ	LA	8.1	15.6	9	70	30	0	54	46
KGB	San Diego	11.7	10.8	15	49	49	2	76	24
WMMR	Phila	10.0	13.0	6	45	52	3	67	33
WYSP	Phila	7.9	15.8	5	44	56	0	67	33
WZZO	Allen-Beth	10.1	12.5	13	47	51	2	57	43
WMMS	Cleve	8.9	14.2	10	49	50	1	62	38
WBAB	Nassau-Suf	8.2	15.2	7	49	51	0	68	32
WXLP	Daven	13.4	9.4	18	50	48	2	68	32
WWCT	Peoria	10.7	11.8	15	49	51	0	66	34
KRQR	SF	7.7	16.3	8	42	58	0	63	37
WWDC-F	Washington	6.9	18.3	6	45	52	3	76	24
WCXR-F	Washington	7.0	18.0	4	31	67	2	59	41
WBCN	Boston	10.1	12.5	9	40	60	0	70	30
WZLX	Boston	6.3	20.0	6	33	66	1	68	32
WAAF	Worc	10.0	12.6	17	65	33	2	74	26
KDJK	Modesto	14.6	8.7	20	40	60	0	73	27
WEBN	Cinci	11.8	10.7	14	43	55	2	66	34
KQRS A/F	Minn	10.9	12.4	8	42	58	0	76	24
KJJO	Minn	9.3	13.5	8	81	16	3	69	31
KISW	Seattle	7.5	16.8	7	59	38	3	76	24
KXRX	Seattle	8.2	15.3	6	36	64	0	78	22
WHCN	Hart	8.6	14.6	6	32	68	0	72	28
WPLR	New Haven	8.3	15.2	7	42	57	1	67	33
WFBQ	Indy	12.2	10.3	14	43	56	1	65	35
WAQY	Spring, MA	10.0	12.6	11	58	42	0	64	36
WHJY	Prov	10.0	12.6	8	50	50	0	66	34
WGTR	Miami	10.5	12.0	8	47	53	0	69	31
WYNF	Tampa	12.3	10.3	16	52	48	0	67	33
WKRL	Tampa	9.9	12.7	5	23	77	0	62	38
WKLS	Atl	12.9	10.6	15	40	60	0	65	35
KTXQ	Dallas	7.5	16.8	5	55	44	1	76	24
KZEW	Dallas	4.7	26.8	3	40	60	0	72	28
WIQB	Ann Arbor	6.3	20.2	3	54	46	0	56	44
WPYX	Albany	11.1	11.4	11	45	54	1	73	27
WIYY	Baltimore	8.0	15.7	7	45	55	0	66	34
WGRX	Baltimore	7.2	17.6	5	42	58	0	72	28
WLLZ	Detroit	8.3	15.1	6	60	40	0	76	24
WDIZ	Detroit	5.7	22.0	1	37	63	0	44	56

AOR/CLASSIC Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.5	13.3	10.5	43.3	54.7	2.0	68.1	31.9
	Detroit	7.2	17.5	5	21	75	4	69	31
	St. Louis	8.3	15.3	5	28	63	9	52	48
[illegible]	St. Louis	10.9	11.6	13	56	39	5	64	36
WMYG	Pittsburgh	10.3	12.0	7	38	62	0	71	29
WDVE	Pittsburgh	7.6	16.6	3	38	62	0	78	22
KYYS	KC	10.6	11.9	2	47	53	0	65	35
KLOL	Houston	9.9	12.7	9	42	57	1	72	28
KZFX	Houston	8.6	14.6	8	22	75	3	65	35
WHTT	Buffalo	10.0	12.7	3	30	69	1	70	30
WLVQ	Colum, O	9.4	13.4	9	48	50	2	67	33
KBPI	Denver	9.1	13.8	9	62	37	1	62	38
KBCO A/F	Denver	9.9	12.7	10	24	75	1	68	32
KAZY	Denver	10.7	11.8	6	50	49	1	67	33
WQMF	Louis	10.0	12.6	10	52	48	0	77	23
KZAP	Sacra	9.8	12.8	8	25	75	0	75	25
KRXQ	Sacra	10.5	12.0	15	60	39	1	69	31
KINK	Port O	9.5	13.3	8	18	80	2	47	53
WTUE	Dayton	11.6	10.9	19	43	53	4	65	35
WLAV-F	Gr. Rapids	8.5	14.8	5	45	52	3	72	28
WKLH	Milwaukee	10.5	12.0	8	32	68	0	62	38
WLZR A/F	Milwaukee	12.2	10.5	8	69	31	0	71	24
WFYV	Jkville	11.9	10.6	19	39	61	0	70	30
WDIV	Orlan	10.1	12.4	11	45	55	0	72	28
KISS	San Ant	10.6	11.9	15	67	31	2	81	19
WOMF	Roch	12.5	10.1	16	55	44	1	57	43
KUPD	Phoenix	9.9	12.8	10	62	38	0	63	37
KSLX	Phoenix	9.0	13.9	6	28	72	0	70	30
WRNO	New Orleans	6.9	18.2	7	54	46	0	61	39
WKDF	Nashville	8.9	14.2	8	45	54	1	64	36
WRFX	Char, NC	10.9	11.5	13	34	63	3	67	33
WNOR A/F	Norfolk	11.3	11.1	16	47	50	3	77	23
KRSP-F	S. Lake	8.7	14.6	5	57	41	2	69	31
KATT	Okl C	10.0	12.6	16	52	47	1	77	23
WKRR	Green-WS	15.6	8.1	18	47	53	0	64	36
KZRR A/F	Albuq	9.9	12.7	6	30	70	0	74	26
WXKE	Ft. Wayne	10.5	12.0	9	40	59	1	79	21
WIMZ A/F	Knox	12.2	10.3	17	35	59	6	60	40
KKDJ	Fresno	11.3	11.2	16	33	67	0	71	29
WRXL	Rich, VA	11.7	10.8	19	31	69	0	74	26
WRDU	Raleigh	10.6	11.9	12	41	58	1	67	33
WIOT	Toledo	9.6	13.1	11	44	54	2	72	28
KMOD	Tulsa	11.3	11.1	12	38	62	0	75	25
KEZO A/F	Omaha	14.1	8.9	14	44	55	1	70	30
KGGO	Des M	13.6	9.3	25	45	54	1	62	38
KNCN	Corpus	12.3	10.2	19	45	55	0	76	24
KILO	Colo Spr	11.4	11.0	25	49	51	0	74	26
WKLC	Char, WV	8.8	14.3	16	47	53	0	74	26
WEZX	WB/Scran	14.4	8.7	17	55	45	0	71	29
WAPL	App-Osh	10.7	11.7	15	56	43	1	65	35
KLAQ	El Paso	11.6	10.8	14	43	56	1	61	39
KQWB-F	Fargo	11.0	11.5	20	64	36	0	68	32
WKQQ	Lexington	10.8	11.7	17	41	57	2	65	35
WIBA-F	Madison	8.5	14.8	7	56	43	1	60	40
WZZQ-F	Terre H	8.7	14.2	17	45	54	1	66	34
WBLM	Port, M	12.6	10.0	20	59	41	0	76	34

AC/SOFT/OLDIES

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
WCLR	Chicago	8.0	15.7	6	16	72	12	39	61
WFYR	Chicago	5.4	23.5	2	21	72	7	43	57
WJMK	Chicago	7.6	16.5	6	18	77	5	52	48
WLAK	Chicago	9.1	13.9	8	10	72	18	41	59
WKQX	Chicago	6.1	20.6	5	20	69	11	39	61
WCBS-F	New York	8.4	15.0	5	6	87	7	52	48
WLTW	New York	9.0	14.0	6	8	69	23	41	59
WNBC	New York	5.6	22.5	4	8	75	17	67	33
WNSR-F	New York	6.7	18.7	4	15	81	4	35	65
KOST	LA	8.3	15.2	5	28	65	7	34	66

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
KRTH-F	LA	7.3	17.4	6	11	86	3	60	40
KBIG	LA	9.0	14.0	5	10	70	20	38	62
KIQQ	LA	8.2	15.3	7	7	66	27	43	57
KFMB-F	San D	6.5	19.4	9	39	56	5	35	65
KCBQ A/F	San D	7.2	17.5	8	23	75	2	67	23
WKSZ	Philadelphia	9.5	13.3	7	12	61	27	31	69
WMGK	Philadelphia	7.6	16.6	5	13	73	14	38	62
WIOQ	Philadelphia	6.6	19.0	2	9	82	9	55	45
WLEV	Allen-Beth	11.1	11.4	12	16	71	13	42	58
WMJI A/F	Cleve	5.7	13.0	10	13	80	7	49	51
WLTF	Cleve	8.9	14.1	8	21	71	8	36	64
WALK A/F	Nassau-Suff	9.4	13.4	10	7	73	20	38	62
KOIT A/F	SF	8.4	15.0	7	18	68	14	40	60
KIOI-F	SF	6.9	18.3	8	20	70	10	39	61
KARA	SJ	6.7	18.9	7	17	79	4	36	64
KEZR	SJ	7.0	18.1	5	23	77	0	42	58
WEBE	Bridge	11.2	12.3	12	10	84	6	48	52
WXTR	Washington	6.3	19.9	5	10	87	3	53	47
WLTT	Washington	6.4	19.7	6	15	84	1	34	66
WODS	Boston	8.3	15.2	7	18	78	4	52	48
WSSH-F	Boston	9.8	12.9	11	9	65	26	38	62
WROR	Boston	7.5	16.9	7	14	79	7	44	56
WMJX	Boston	8.2	15.3	3	24	69	7	25	75
WVBF	Boston	8.6	14.7	7	17	83	0	37	63
WJBR-F	Wilm, DE	9.4	13.4	10	20	70	10	44	56
WWNK-F	Cincl	8.0	15.8	8	33	65	2	29	71
KSTP-F	Minn	10.0	12.6	12	11	81	8	41	59
WLTE	Minn	6.9	18.2	5	17	79	4	28	72
KLSY A/F	Seattle	6.4	19.7	7	36	64	0	27	73
WDRC-F	Hart	8.3	15.2	9	14	81	5	54	46
WIOF	Hart	8.1	15.5	6	20	74	6	40	60
WENS	Indy	9.5	13.3	11	32	60	6	31	69
WHYN-F	Spring, MA	7.3	17.3	7	22	68	10	47	53
WSNE	Prov	8.1	15.5	5	16	71	13	27	73
WJQY	Miami	9.7	13.0	8	11	61	28	41	59
WAXY	Miami	7.8	16.1	6	37	56	7	33	67
WMXJ	Miami	9.4	13.3	9	10	85	5	49	51
WLVE	Miami	6.6	19.0	6	16	79	5	39	61
WUSA	Tampa	10.1	12.4	14	10	73	17	41	59
WFLZ	Tampa	8.6	14.7	7	9	68	23	42	58
WNLT	Tampa	7.9	16.0	7	39	57	4	33	67
WSB-F	Atl	9.3	13.6	8	20	74	6	30	70
WQXI-F	Atl	6.2	20.2	6	16	84	0	49	51
WFOX	Atl	7.9	15.9	10	11	89	0	46	54
KVIL A/F	Dallas	10.7	12.2	12	11	67	22	27	73
KMGC	Dallas	6.3	19.9	2	22	75	3	33	67
KLUV	Dallas	6.6	19.2	5	10	75	15	57	43
WKLI	Albany	7.5	16.7	10	14	83	3	35	65
WWMX	Baltimore	7.9	16.0	5	24	71	5	41	59
WNIC	Detroit	6.9	18.3	5	20	74	6	32	68
WOMC	Detroit	7.9	15.9	5	10	82	8	46	54
KYKY	St. Louis	7.6	16.7	8	15	79	6	49	51
WWSW-F	Pittsburgh	9.7	13.0	8	12	85	3	62	38
KUDL	KC	7.5	16.7	7	20	76	4	22	78
KFMK	Houston	9.4	13.4	11	6	93	1	52	48
KKHT	Houston	9.4	14.0	8	20	80	0	29	71
WBUF	Buffalo	12.1	10.4	13	8	80	12	43	57
WSNY	Colum, O	10.0	12.6	12	24	70	6	30	70
KXKL-F	Denver	11.8	10.6	13	20	80	0	48	52
KMJI	Denver	9.8	12.9	8	21	78	1	30	70
KOAQ	Denver	6.0	21.1	6	22	76	2	38	62
WVEZ	Louis	8.2	15.4	7	9	73	18	33	67
KXOA-F	Sacra	9.2	13.7	9	14	84	2	31	69
WYYY	Syra	9.9	12.7	13	26	73	1	37	63
KKOW	Port O	9.3	13.6	12	23	71	6	32	68

AC/SOFT/OLDIES Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.6	14.7	8.5	17.3	75.2	7.5	40.4	59.6
WRVR-F	Memphis	8.3	15.1	12	13	79	8	40	60
WLHT	Gr. Rapids	9.7	13.0	12	26	69	5	36	64
WLTQ	Milwaukee	10.4	12.1	4	14	86	0	45	55
WARM	York	10.1	12.5	10	13	71	16	29	71
WAIV	Jkville	9.1	14.0	10	11	75	14	46	54
WSTF	Orlando	10.4	12.1	12	27	66	7	32	68
WOCL	Orlando	10.3	12.2	10	12	87	1	59	41
KMMX	San Ant	9.3	13.5	5	14	85	1	32	68
WVOR	Roch	8.5	14.9	12	14	75	11	34	66
KKLT	Phoenix	7.6	16.7	4	22	71	7	28	72
KOOL-F	Phoenix	8.6	14.6	10	11	87	2	62	38
WLTS	New Orl	8.2	15.3	8	15	80	5	38	62
WLAC-F	Nashville	7.8	16.1	9	27	67	6	41	59
KWFM	Tucson	9.6	13.1	7	24	72	4	49	51
WEZC	Char, NC	9.2	13.7	5	16	78	6	29	71
WLTY	Norfolk	9.0	14.0	10	19	77	4	39	61
KLCY	S. Lake	7.8	16.3	8	27	69	4	43	57
WMAG	Green-WS	8.6	14.6	10	16	77	7	34	66
WOJY	Green-WS	8.6	14.6	11	10	60	30	34	66
KKOB-F	Albuq	10.6	10.6	10	20	76	4	48	52
KKMJ	Austin	10.2	12.3	13	12	74	14	34	66
WAJI	Ft. Wayne	14.3	8.8	11	20	74	6	45	55
WCRZ	Flint	10.3	12.2	14	9	90	10	43	57
KFSO	Fresno	10.1	12.5	13	15	78	7	44	56
WFBC-F	Green, SC	9.7	13.0	7	9	76	15	42	58
WLMX	Chatt	8.3	15.1	6	33	63	1	36	64
WMJJ	Birm	11.5	11.0	19	23	72	5	43	57
WHNN	Saginaw-Bay Cty	10.7	11.7	7	19	79	2	47	53
KLYF	Des M	11.4	11.1	17	20	76	4	32	68
WXTC	Char, SC	8.3	15.1	11	15	80	5	36	64
KVUU	Colo Spgs	8.2	15.3	10	22	69	9	38	62
WVAF	Char, WV	10.8	11.7	15	18	79	3	32	68
WRMF	W. Palm	9.0	13.9	12	13	81	6	45	55
WMGS	WB/Scran	10.7	11.8	7	6	82	12	33	67
WYFM	Young	10.6	11.9	8	17	80	3	49	51
KCIX	Boise	12.3	10.2	15	18	82	0	39	61
WXKC	Erie	9.7	12.9	13	14	82	4	41	59
WTFM	JC-King	10.8	11.7	15	14	83	3	54	46
KMZQ	Las Vegas	9.9	12.7	15	12	85	3	39	61
WMGX	Port M	9.3	13.5	12	37	63	0	52	48

BTFL/EZ

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
WXEZ-F	Chicago	10.1	12.5	10	4	39	57	44	56
WPAT A/F	New York	10.6	11.9	9	1	28	71	45	55
KJOI	LA	10.1	12.4	13	1	29	70	34	66
KJQY	San D	10.2	12.4	12	2	32	66	43	57
WFPG-F	Atl. C	16.4	7.7	27	0	21	79	40	60
WEAV	Philadelphia	10.1	12.5	9	6	43	51	36	64
WFMZ	Allen	12.4	10.2	26	1	34	65	36	64
WQAL	Cleve	11.7	10.7	16	3	39	58	41	59
WSWT	Peoria	12.0	10.5	23	10	44	56	34	66
KABL A/F	SF	12.7	9.9	10	1	32	67	45	55
WEZN	Bridge	13.3	9.5	16	5	36	59	43	57
KDUO	River-SB	11.5	10.9	17	1	30	69	42	58
WZID	Manch	16.4	7.7	27	2	39	59	40	60
WGAY	Washington	10.1	12.5	10	2	45	53	41	59
WJIB	Boston	10.1	12.5	12	4	34	62	39	61
WSRS	Worc	10.3	12.3	16	3	46	51	41	59
KBEE	Modesto	10.9	11.5	18	5	49	46	41	59
WHBC-F	Canton	11.2	11.3	17	6	32	62	30	70
WWEZ	Cinci	10.9	11.6	12	5	30	65	30	70
WAYL-F	Minn	9.2	13.7	11	1	48	51	36	64

BTFL/EZ Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.2	11.3	16.9	2.8	37.9	59.3	39.1	60.9
KBRD	Seattle	10.2	12.3	14	0	37	63	36	64
KSEA	Seattle	8.8	14.4	10	1	38	61	34	66
WRCH	Hart	12.2	10.3	14	5	31	64	36	64
WXTZ	Indy	11.9	10.6	21	3	42	55	35	65
WLKW	Prov	14.8	8.5	19	1	33	66	46	54
WLYF	Miami	14.2	8.9	25	2	28	70	36	64
WWBA	Tampa	13.3	9.5	26	1	13	86	41	59
WPCH	Atl	10.5	11.9	15	3	64	33	41	59
KMEZ A/F	Dallas	11.6	10.9	15	1	32	67	35	65
WROW-F	Albany	14.2	8.9	20	1	28	71	30	70
WLIF	Baltimore	13.0	9.7	14	2	47	51	39	61
WJOI	Detroit	10.7	11.8	12	2	45	53	37	63
KEZK	St. Lou	9.4	13.4	7	3	35	62	33	67
WSHH	Pitts	11.7	10.8	17	5	27	68	40	60
KMBR	KC	10.1	12.4	13	1	56	43	33	67
KODA	Hous	9.8	12.9	10	3	56	41	37	63
WJYE	Buffalo	8.8	14.4	11	5	42	53	37	63
KOSI	Denver	10.7	11.8	16	4	49	47	37	63
KCTC	Sacra	11.6	10.8	23	4	47	49	43	57
WEZY	Lake	15.8	8.0	31	5	23	72	42	58
WDUV	Sara	10.5	12.0	33	0	15	85	39	61
KXL-F	Port O	9.9	12.7	16	2	56	42	38	62
WHIO-F	Dayton	10.6	11.9	18	3	37	60	40	60
WOOD-F	Gr. Rapids	7.2	17.6	12	0	49	51	31	69
WEZW	Milw	9.6	13.1	11	5	35	60	38	62
WSSP	Orlan	9.5	13.3	19	2	39	69	45	55
KQXT	San Ant.	13.2	9.6	17	2	51	47	47	53
KMEO A/F	Phoenix	11.4	11.0	23	0	30	70	37	63
WBYU	New Orl	10.5	11.9	17	3	46	51	45	55
KJYK	Tucson	12.9	9.7	32	6	21	73	35	65
WFOG	Norfolk	12.4	10.1	24	3	48	49	44	64
KSFI	S. Lake	9.3	13.6	12	12	40	48	41	59
WEZV	Ft. Wayne	11.6	10.8	20	0	35	65	47	53
WWLV	Daytona	13.2	9.5	26	0	17	83	41	59
WQLR	Kalamazoo	9.6	13.2	14	4	41	55	42	58
KEZQ-F	Little Rock	12.8	9.8	22	4	46	50	39	61
WGER	Saginaw-BC	10.0	12.6	18	5	38	57	41	59
WMEZ	Pensa	10.3	12.3	18	8	47	45	49	51
WLQR	Toledo	12.4	9.8	21	2	43	55	36	64
KESY-F	Omaha	11.0	11.5	10	0	41	59	41	59
WEAT A/F	West Palm	11.3	11.2	25	1	25	74	39	61
WKBN-F	Young	11.2	11.2	12	2	37	61	40	60
KXTZ	Las Vegas	15.2	8.3	23	2	45	53	39	61
KXLY	Spokane	13.4	9.4	22	0	39	61	42	58

MOR/VARIETY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.8	12.9	14.2	3.1	41.0	55.9	41.4	58.6
KFMB	San Diego	9.3	13.6	9	2	56	42	59	41
WSBT	South Bend	16.4	7.7	28	2	23	75	33	67
WAKR	Akron	7.7	16.3	16	1	29	70	41	59
WJBC	Bloom, IL	13.8	9.1	21	4	46	50	37	63
WROK	Rockford	9.0	14.1	21	5	56	39	42	58
WMBD	Peoria	8.5	14.8	15	0	36	64	39	61
KNBR	SF	6.7	18.3	6	6	65	29	57	43
WICC	Bridge	9.4	13.4	12	4	47	49	41	59
WMAL	Washington	8.3	15.1	9	2	40	58	41	59
WBZ	Boston	9.4	13.3	9	5	43	52	41	59
WHDH	Boston	8.5	14.8	5	3	39	58	43	57
WDEL	Wilm, DE	10.9	11.6	15	0	14	86	46	54
WHBC	Canton	9.4	13.4	15	4	36	60	45	55
WKRC	Cinci	9.5	13.3	11	3	54	43	39	61
WLW	Cinci	9.2	13.7	13	9	55	36	66	34
WCCO	Minn	10.2	12.4	13	2	40	58	52	48
KOMO	Seattle	6.7	18.9	11	1	52	47	48	52
WTIC	Hart	12.1	10.4	16	2	34	64	41	59
WELI	N. Haven	9.1	13.8	11	2	32	66	34	66
WIBC	Indy	10.9	11.6	15	5	40	55	41	59

MOR/VARIETY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		9.8	12.9	14.2	3.1	41.0	53.9	41.4	58.6
WPRO	Prov	7.0	18.0	9	7	52	41	44	56
WSB	Atl	9.4	13.3	14	0	33	67	45	55
WGY	Albany	8.3	15.2	11	5	53	42	42	58
WJR	Detroit	10.2	12.3	9	2	37	61	56	44
KDKA	Pitts	10.7	11.8	10	5	33	62	38	62
KMBZ	KC	7.9	20.1	7	8	38	54	47	53
WBEN	Buffalo	8.9	14.1	14	3	32	65	42	58
WTVN	Colum, O	10.5	12.0	15	3	64	33	44	56
WHAS	Louis	9.6	13.1	17	7	54	39	45	55
WSTV	Steuben	14.3	8.8	16	6	26	68	37	63
WSYR	Syra	10.9	11.6	18	5	34	61	44	56
KEX	Port O	9.2	13.7	12	5	48	47	41	59
WOOD	Gr. Rapids	9.0	14.0	15	7	40	53	39	61
WTMJ	Milw	14.0	11.5	11	3	32	65	42	58
WSBA	York	12.1	10.4	11	5	42	53	51	49
WHP	Harris	9.7	13.0	9	3	38	59	36	64
WDBO	Orlando	10.6	11.9	10	1	28	71	43	57
WHAM	Roch	10.6	11.0	19	5	32	63	41	59
WBT	Char, NC	10.1	12.4	19	1	43	56	44	56
KSL	Salt Lake	7.0	18.0	9	4	49	47	45	55
KKOB	Albuq	10.0	12.6	18	2	50	48	38	62
WOWO	Ft. Wayne	7.2	17.5	11	0	45	55	51	49
KSSK	Hono	11.8	10.7	16	7	73	20	44	56
WSGW	Saginaw-BC	13.0	9.7	21	3	36	61	47	53
WRVA	Rich, VA	11.1	11.4	20	2	38	60	42	58
WSPD	Toledo	8.0	15.8	13	2	26	72	35	65
KRMG	Tulsa	8.9	14.2	15	1	49	50	39	61
KFAB	Omaha	11.8	10.7	24	1	35	64	34	66
WHO	Des M	8.6	14.6	19	2	42	56	48	52
WMT	Cedar R	14.5	8.7	23	0	30	70	41	59
WNBF	Bingh	11.7	10.7	17	0	36	64	42	58
WARM	WB/Scran	8.5	14.8	13	2	36	62	41	59
WKBN	Young	10.7	11.7	12	0	31	69	41	59
KFOR	Lincoln	10.2	12.3	12	0	47	53	42	58
WIKY-F	Evans	14.9	8.5	32	3	34	63	39	61
WIBA	Madison	8.7	14.5	7	7	44	49	49	51

COUNTRY

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
WUSN-F	Chicago	8.9	14.1	13	11	60	29	46	54
WYNY-F	NY	8.2	15.4	7	9	66	25	47	53
KZLA	LA	10.5	12.0	12	6	70	24	50	50
KLAC	LA	6.3	20.1	6	9	57	34	57	43
KSON-F	San Diego	7.6	16.6	13	15	62	23	50	50
WXTU	Phila	11.3	11.1	12	9	67	24	55	45
WGAR-F	Cleve	11.0	11.5	16	16	62	22	49	51
KUZZ A/F	Baker	12.7	9.9	23	9	70	21	47	53
WLLR	Daven	12.7	9.9	28	10	75	15	46	54
KSAN-F	SF	8.1	15.5	9	11	73	16	51	49
WOKQ	Ports, NH	10.6	11.9	17	6	64	30	57	43
WMZQ A/F	Washington	11.3	11.9	18	13	67	20	45	55
WBOS	Boston	9.1	13.8	14	10	68	22	39	61
KMIX	Modesto	11.4	11.0	14	18	61	21	54	46
WBVE	Cinci	9.7	18.6	15	21	56	23	49	51
KEEY	Minn	9.4	13.4	11	9	77	14	50	50
KMPS A/F	Seattle	9.2	13.6	14	13	67	20	43	57
WFMS	Indy	10.8	11.7	24	22	55	23	43	57
WKQS	Miami	9.4	13.5	13	10	63	27	59	41
WQYK A/F	Tampa	13.1	9.6	19	7	47	46	42	58
WSUN	Tampa	11.0	11.4	19	1	33	66	51	49
WKHX-F	Atl	10.8	11.7	16	10	65	25	38	62
WYAY	Atl	9.3	13.6	16	20	69	11	51	49
KPLX	Dallas	10.4	12.2	13	17	69	14	40	60
KSCS	Dallas	9.1	13.8	12	20	62	18	51	49

COUNTRY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
WBAP	Dallas	9.2	13.7	14	12	47	41	64	36
WPOC	Baltimore	9.1	13.9	16	6	63	31	46	54
WWWW	Detroit	9.6	13.1	13	9	75	16	44	56
WIL-F	St. Lou	10.9	11.6	16	18	50	32	48	52
WDAF	KC	12.9	9.8	24	3	54	43	48	52
KFKF A/F	KC	9.8	12.9	14	26	59	15	45	55
KIKK-F	Houston	10.6	11.9	15	16	60	24	43	57
KILT-F	Houston	9.5	13.4	14	14	68	18	46	54
WYRK	Buffalo	10.9	11.5	22	11	62	27	50	50
KYGO-F	Denver	10.4	12.1	3	9	79	12	50	50
WAMZ	Louis	11.8	10.6	23	16	68	16	46	54
KRAK-F	Sacra	8.2	15.3	18	22	67	11	35	65
WPCV	Lake	13.8	9.1	34	11	67	22	54	46
KUGN-F	Eugene	11.4	11.0	20	12	69	19	52	48
KUPL-F	Port O	10.3	12.3	16	14	59	27	49	51
WGKX	Memphis	10.3	12.2	21	17	68	15	51	49
WMIL	Milwaukee	13.5	9.3	20	16	62	22	50	50
WRKZ	Harris	10.4	12.1	20	14	66	20	54	46
WQIK-F	Jkville	12.2	10.3	24	10	63	27	51	49
WWKA	Orlando	11.4	11.1	20	10	55	35	47	53
KCYY	San Ant	12.2	10.3	14	30	57	13	50	50
KAJA	San Ant	7.7	16.3	8	31	61	8	44	56
WBEE	Roch	14.7	8.6	22	9	68	23	56	44
KNIX A/F	Phoenix	11.6	10.9	21	12	64	24	50	50
WSIX-F	Nashville	10.7	11.8	17	15	72	13	46	54
WSM-F	Nashville	10.1	12.4	18	15	58	27	35	65
KIIM	Tucson	11.7	10.8	24	12	54	34	52	48
WSOC-F	Char, NC	10.5	12.0	22	12	57	31	51	49
WLVK	Char, NC	9.4	13.4	15	10	71	19	57	43
WOMS A/F	Norfolk	11.1	11.4	22	7	60	33	50	50
KKAT	S. Lake	10.0	12.6	13	14	78	8	49	51
KXXY-F	Okl C	12.4	10.1	20	11	77	12	48	52
WTQR	Green-WS	13.1	9.6	24	14	60	26	51	49
KRST	Albuq	13.1	9.6	22	22	71	7	44	56
WWNC	Asheville	12.1	10.4	22	4	43	53	43	57
KASE	Austin	13.3	9.5	25	20	63	17	42	58
WIVK A/F	Knox	15.9	7.9	32	12	61	27	49	51
WITL-F	Lansing	11.9	10.6	29	15	57	28	43	57
KSSN	L. Rock	14.0	9.0	27	15	64	21	47	53
WESC-F	Green, SC	13.2	9.6	26	8	63	29	38	62
WSSL A/F	Green, SC	14.0	9.0	22	25	59	16	50	50
WUSY	Chatt	12.3	10.3	22	17	69	14	44	56
WZZK A/F	Birm	10.7	11.8	21	12	58	30	41	59
WCOS-F	Colum, SC	13.7	9.2	28	12	67	21	51	49
WKCQ	Saginaw-BC	10.2	23.9	16	7	73	20	52	48
WTVR A/F	Rich, VA	10.2	12.4	11	15	55	30	48	52
KCCY	Pueblo	11.8	10.7	18	20	56	24	48	52
WOWW	Pensa	14.0	9.0	29	7	63	30	53	47
WQDR	Raleigh	10.3	12.2	21	11	80	9	60	40
KRMD A/F	Shreve	10.9	11.5	28	13	56	31	58	42
WKKO	Toledo	14.1	8.9	17	15	69	16	57	43
KWEN	Tulsa	10.3	12.3	16	19	70	11	44	56
KJNE	Waco	12.9	9.7	21	12	65	22	41	59
WKSJ A/F	Mobile	12.9	9.7	25	10	62	28	45	55
WTCR A/F	Hunt, WV	14.0	9.0	24	13	62	25	49	51
WEZL	Char, SC	13.4	9.4	24	12	57	31	53	47
KOUL	Corpus Ch	11.6	10.9	22	20	64	16	44	56
WQBE	Char, WV	14.5	8.7	26	11	55	34	37	63
KHAK A/F	Cedar Rapids	10.7	11.8	23	13	62	25	55	45
WMSI	Jackson	11.3	11.2	31	11	66	23	45	55
WYNK A/F	Baton Rouge	13.6	9.3	26	7	63	30	50	50
WWVA	Wheeling	11.7	10.8	21	3	42	55	42	58
KFDI-F	Wichita	12.3	5.9	25	8	56	36	48	52
WQXK-F	Young	14.8	8.5	22	8	66	26	52	48
KHEY-F	El Paso	10.5	12.0	22	18	73	9	44	56
WBHP	Hunts	10.5	12.1	21	6	67	27	49	51
WXBQ	JC-King	10.5	12.0	20	14	66	20	43	57
KFGO	Fargo	10.0	12.6	13	8	44	48	52	48
KGHL	Billings	14.4	8.7	28	3	57	40	47	53
WRNS	Green-NB	12.5	10.1	33	12	66	22	52	48

COUNTRY Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.0	11.5	19.5	13.1	63.2	23.7	48.2	51.8
KLLL-F	Lubbock	12.0	5.8	23	24	60	16	44	56
WVLK-F	Lexington	9.7	12.9	25	17	56	27	40	60
KFMS A/F	Las Vegas	14.6	8.6	32	7	61	32	48	52
WYNG-F	Evans	11.7	10.7	23	9	72	19	49	51
KTTS-F	Spring, MO	11.4	11.1	26	2	58	40	42	58
KTXF	McA-Brown	12.6	10.0	17	36	53	11	50	50
WCHY	Savannah	13.2	9.4	30	6	69	25	50	50
WPOR A/F	Port, M	11.8	10.7	25	17	46	37	51	49

NEWS/TALK

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.5	15.0	9.3	2.8	39.6	57.6	48.2	51.8
WGN	Chicago	10.1	12.5	10	2	33	65	43	57
WBBM	Chicago	7.1	17.7	9	4	34	62	53	47
WMAQ	Chicago	4.6	27.2	4	3	43	54	60	40
WABC	NY	7.5	16.8	2	4	40	56	46	54
WCBS	NY	5.0	21.1	7	3	41	56	48	52
WFAN	NY	6.1	20.6	2	9	61	30	78	22
WINS	NY	5.4	23.4	8	5	41	54	48	52
WOR	NY	9.9	12.7	5	0	25	75	22	78
KABC	LA	10.9	11.6	8	3	35	62	44	56
KNX	LA	6.1	20.8	7	9	80	11	50	50
KFWB	LA	5.5	22.8	10	2	39	59	53	47
KSDO	San Diego	10.0	12.5	12	1	39	60	52	48
KYW	Phila	6.2	20.3	7	4	40	56	45	55
WCAU	Phila	7.3	17.4	3	4	33	63	56	44
WWDB	Phila	12.1	10.4	6	2	34	64	36	64
WWWE	Cleve	8.5	14.9	6	5	43	52	62	38
WOC	Daven	11.5	11.0	17	0	26	74	44	56
KGO	SF	10.7	11.8	8	3	36	61	43	57
KCBS	SF	7.6	16.5	7	2	42	56	48	52
WTOP	Washington	5.5	22.7	5	3	45	52	54	46
WWRC	Washington	7.9	15.9	6	1	41	58	36	64
WRKO	Boston	10.3	12.2	5	2	34	64	45	55
WEEI	Boston	5.8	21.7	7	2	45	53	54	46
WCKY	Cincl	11.4	11.1	11	1	23	76	37	63
KIRO	Seattle	8.9	14.1	10	4	43	53	53	47
WHJJ	Prov.	12.0	10.5	10	4	23	73	41	59
WNWS	Miami	10.5	11.9	11	1	19	81	38	62
WIOD	Miami	8.2	13.8	5	2	37	61	51	49
WINZ	Miami	10.8	11.7	7	1	34	65	45	55
WFLA	Tampa	12.9	9.8	16	0	28	72	48	52
WGST	Atl	8.7	14.6	7	2	49	49	48	52
KRLD	Dallas	6.5	19.3	10	2	46	52	55	45
WBAL	Baltimore	10.5	12.0	11	3	31	66	43	57
WWJ	Detroit	6.6	19.0	7	2	42	56	55	45
WXYT	Detroit	10.3	12.2	8	5	31	64	48	52
KMOX	St. Louis	12.8	9.8	16	2	46	52	46	54
WTAE	Pitts	8.4	15.1	4	5	35	60	40	60
KOMO	KC	8.7	14.4	9	6	51	43	52	48
KTRH	Hou	8.6	14.7	7	3	46	51	57	43
KOA	Denver	8.1	15.6	6	5	38	57	47	53
KFBK	Sacra	9.4	13.3	13	2	46	52	52	48
KXL	Port O	10.1	12.5	18	0	38	62	45	55
WOAI	San Ant	8.5	14.8	15	2	49	49	53	47
KTAR	Phoenix	10.8	11.6	14	2	40	58	55	45
KFYI	Phoenix	9.5	13.3	8	11	48	41	43	57
WWL	New Orl	8.8	14.3	9	2	44	54	57	43
KTOK	Okl C	9.0	14.0	19	1	35	64	48	52
KMJ	Fresno	11.5	11.0	21	1	39	60	47	53
KCSJ	Pueblo	8.9	14.1	15	0	35	65	50	50
WPTF	Raleigh	8.7	14.5	12	0	40	60	39	61
KOH	Reno	12.6	10.0	14	0	54	46	43	57

BLACK/URBAN

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		11.4	11.1	14.8	45.6	49.7	4.7	45.9	54.1
WBMX	Chicago	6.5	19.3	5	51	44	5	38	62
WGCI-F	Chicago	13.3	9.4	17	41	56	3	43	57
WBLS	NY	9.8	12.8	7	42	54	4	52	48
WQHT	NY	8.9	14.1	7	67	32	1	52	48
WRKS	NY	11.8	10.7	8	54	43	3	47	53
KPWR	LA	9.4	13.4	9	62	38	0	49	51
WUSL	Phila	13.4	9.4	15	57	40	3	40	60
WZAK	Cleve	13.4	9.4	25	45	50	5	52	48
KSOL-F	SF	8.1	15.6	9	52	43	5	45	55
KBLX A/F	SF	6.5	19.4	4	15	80	5	50	50
WKYS	Washington	11.2	11.2	6	24	72	4	40	60
WHUR	Washington	9.6	13.1	3	21	74	5	52	48
WPGC A/F	Washington	9.8	12.9	8	54	44	2	37	63
WTLC	Indy	12.9	9.8	26	40	49	11	41	59
WEDR	Miami	16.7	7.6	25	43	55	2	45	55
WVEE	Atl	13.5	9.3	17	37	57	6	44	56
KKDA-F	Dallas	14.5	8.8	22	56	39	5	52	48
WXYV	Baltimore	11.0	11.5	12	45	49	6	40	60
WJLB	Detroit	13.0	9.7	13	45	49	6	42	58
KMJM	St. Louis	13.0	9.7	18	51	44	5	45	55
WAMO-F	Pitts	14.0	9.0	15	53	44	3	44	56
KPRS	KC	14.5	8.7	22	33	64	3	43	57
KMJQ	Houston	14.5	8.7	20	42	53	5	41	59
KRNB	Memphis	10.5	12.0	4	57	40	3	44	56
WHRK	Memphis	10.6	11.9	6	50	42	8	46	54
WLUM-F	Milwaukee	11.7	10.8	9	63	36	1	40	60
WJHM	Orlando	12.3	10.3	16	46	54	0	53	47
KTFM	San Ant	8.6	14.7	9	42	51	7	45	55
WQUE A/F	New Orl	11.6	10.8	11	40	54	6	43	57
WYLD-F	New Orl	10.2	12.3	12	27	62	11	51	49
WCKZ	Char, NC	10.8	11.6	10	63	36	1	47	53
WPEG	Char, NC	9.9	12.8	9	37	56	7	42	58
WOWI	Norfolk	10.4	12.1	11	42	50	8	40	60
WMYK	Norfolk	9.4	13.4	6	43	55	2	53	47
KKSS	Albuq	10.5	12.0	11	70	30	0	43	57
WDZZ	Flint	15.6	8.1	32	34	55	11	44	56
WENN	Birm	13.1	9.6	13	41	50	9	40	60
WWDM	Colum, SC	16.9	7.5	34	49	47	4	44	56
WPLZ-F	Rich, VA	11.3	11.2	18	39	56	5	47	53
WFXC	Raleigh	10.1	12.4	18	50	46	4	47	53
WBLX	Mobile	12.6	10.0	17	48	46	6	51	49
WWWZ	Char, SC	8.0	15.8	12	44	56	0	50	50
WJMI	Jackson	13.2	9.5	20	42	53	5	43	57
KHYS	Beau-PA	19.8	6.4	31	41	50	9	54	46
WZFX	Fayette, NC	13.6	9.3	20	43	50	7	53	47
WFXE	Col, GA	11.2	11.3	22	46	47	7	39	61
WIKS	Green-NB	17.0	7.4	30	42	54	4	56	44
WEAS-F	Savannah	18.6	6.8	18	59	37	4	54	46

NOSTALGIA

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		10.7	11.9	14.7	1.0	20.7	78.3	41.2	58.8
WJJD	Chicago	10.6	11.8	9	1	18	81	46	54
WNEW	NY	9.9	12.7	7	1	25	74	49	51
KMPC	LA	8.4	14.9	7	1	27	72	57	43
KPOP	San Diego	11.8	10.7	15	1	32	67	45	55
WPEN	Phila	14.3	8.8	13	1	21	78	46	54
KFRC	SF	7.4	17.1	6	5	36	54	39	61
WXKS	Boston	12.1	10.4	10	0	19	81	36	64
KIXI	Seattle	9.3	13.6	18	0	25	75	45	55
WRCQ	Hart	7.8	16.2	17	3	21	76	46	54
WMAS	Spring, MA	13.0	9.7	25	0	10	90	40	60
WGUL A/F	Tampa	10.7	11.8	18	0	2	98	41	59
WDAE	Tampa	10.1	12.5	16	2	8	90	31	69
CKLW	Detroit	11.9	10.6	15	0	16	84	39	61
WRTH	St. Louis	7.5	16.8	10	0	12	88	31	69
WJAS	Pitts	11.3	11.2	13	1	27	72	37	63
KQUE	Houston	11.7	10.8	17	3	37	60	51	49
WECK	Buffalo	12.3	10.3	18	0	18	82	33	67
WOKY	Milwaukee	11.8	10.7	12	0	25	75	33	67
WNAK	WB/Scran	12.7	9.9	19	0	8	92	33	67
WEYZ	Erie	11.2	11.2	20	3	15	82	42	58
KORK	Las Vegas	13.9	9.0	24	0	33	67	45	55

RELIGION/GOSPEL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		8.3	15.1	11.8	11.0	54.1	34.9	31.7	68.3
WYCA	Chicago	6.9	18.4	2	4	41	55	23	77
WFME	NY	7.1	17.7	10	3	55	42	30	70
WWRL	NY	14.2	8.8	15	11	65	23	31	69
KKLA	LA	6.1	20.5	3	14	68	18	57	43
KYMS	LA	8.1	15.6	7	17	82	1	34	66
KEAR	SF	6.3	20.1	10	3	69	28	26	74
WYCB	Washington	6.9	18.2	7	8	50	42	29	61
WROL	Boston	6.1	20.8	3	3	24	73	25	75
KOMS	Seattle	10.7	11.8	21	25	70	5	29	71
KCIS	Seattle	7.3	17.4	10	6	64	30	31	69
WVCG	Miami	6.8	18.6	8	26	36	64	56	44
KHVN	Dallas	11.3	11.1	19	4	49	47	12	88
KOJO	Dallas	10.2	12.3	16	23	77	0	34	66
WBGR	Baltimore	12.3	10.3	9	8	55	37	17	83
WMUZ	Detroit	6.6	19.2	8	10	76	14	45	55
WPIT-F	Pitts	5.7	22.0	6	6	58	36	45	55
KFIA	Sacra	7.7	16.4	15	27	40	33	38	62
WDAC	Lanc	12.4	10.1	25	11	38	51	31	69
WBOK	New Orl	16.7	7.5	24	2	36	62	24	76
WPCE	Norfolk	10.4	12.1	20	12	45	43	38	62
WAGG	Birm	14.9	8.4	10	7	39	54	11	89

HISPANIC

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		13.0	9.7	18.6	13.1	63.2	23.7	45.2	54.8
WIND	Chicago	12.2	10.3	14	16	78	6	66	34
WOJO	Chicago	10.6	11.9	12	14	61	25	52	48
WADO	NY	15.0	8.4	16	7	48	45	31	69
WKDM	NY	15.5	8.2	25	23	63	14	24	76
WJIT	NY	17.1	7.4	10	15	52	67	25	75
WSKQ	NY	15.1	8.3	25	15	72	13	28	72
KTNQ	LA	15.8	8.0	19	14	66	20	58	42
KLVE	LA	12.5	10.1	12	28	66	6	46	54
KSKQ	LA	12.3	10.2	16	13	86	1	48	52
KWKW	LA	13.4	23.2	15	8	70	22	42	58
KBRG	SF	13.8	9.1	20	23	57	20	31	69
KOXR	Oxnard	17.5	7.2	22	16	64	20	43	57
KCTY	Sal-Mont	18.5	6.8	25	11	85	4	55	45
WAQI	Miami	13.8	9.1	14	1	47	52	38	62
WCMQ-F	Miami	12.1	10.5	16	9	74	17	34	66
WQBA	Miami	16.4	7.7	19	1	24	70	41	59
KESS	Dallas	16.5	7.6	40	24	71	5	51	49
KLAT	Houston	15.0	8.4	32	4	85	11	43	57
KXYZ	Houston	11.9	10.6	23	13	78	9	42	58
KCOR	San Ant	21.5	5.9	28	1	36	63	43	57
KUNO	Corpus Chr.	14.1	9.0	28	9	52	39	36	64
KBNA-F	El Paso	8.7	14.5	10	19	66	15	39	61
KGBT	McA-Brown	16.6	7.6	29	9	45	46	41	59
KIWW	McA-Brown	10.0	13.0	5	21	66	13	51	49

CLASSICAL

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
WFMT	Chicago	5.3	23.7	7	3	75	22	44	56
WNIB	Chicago	6.2	20.1	8	3	45	52	35	65
WQXR-F	NY	6.8	18.4	5	4	43	53	56	44
WNCN-F	NY	7.1	17.7	5	3	48	49	55	45
KFAC	LA	6.5	19.3	4	3	50	47	45	55
KFSD	San Diego	7.8	16.2	6	0	57	43	47	53
WFLN	Phila	6.3	18.6	8	1	51	48	52	48
WCLV	Cleve	5.9	21.2	4	8	43	49	39	61
KDFC A/F	SF	8.2	15.3	5	6	49	45	50	50
KKHI A/F	SF	7.3	17.3	2	2	46	52	66	34

CLASSICAL Cont.

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		7.1	17.6	6.5	4.4	51.3	44.3	52.1	47.9
WGMS A/F	Washington	8.3	15.1	3	6	68	26	51	49
WCRB	Boston	7.0	17.9	5	0	48	52	50	50
KBOQ	Sal-Mont	7.3	17.3	12	6	41	53	44	56
KING-F	Seattle	7.4	17.1	6	3	53	44	59	41
WTMI	Miami	9.8	10.8	8	5	51	44	52	48
WRR	Dallas	6.5	19.3	9	6	66	28	55	45
WQRS	Detroit	8.0	15.7	6	11	49	40	50	50
KVOD	Denver	8.9	14.2	7	2	52	46	37	63
KYTE-F	Port O	7.3	17.3	14	12	40	48	47	53

JAZZ/NEW AGE

		TSL	T/O RATIO	% EXCL	% 12-24	% 25-54	% 55+	%M	%F
National Mean:		7.4	16.9	4.8	8.8	84.0	7.2	58.7	41.3
WNUA	Chicago	7.0	18.1	5	3	85	12	59	41
KTWV	LA	5.9	21.8	5	11	85	4	51	49
KIFM	San Diego	8.5	14.8	6	12	85	3	61	39
KSWV	San Diego	7.4	17.1	10	9	85	6	64	36
WNWV	Cleve	9.3	13.5	3	9	82	9	52	48
KJAZ	SF	7.2	17.4	1	9	63	28	59	41
KKSF	SF	9.0	14.0	4	4	96	0	57	43
WBMW	Washington	7.6	16.6	3	10	87	3	65	35
KLRS	Sal-Mont	7.2	17.5	2	4	88	8	67	33
KTCZ	Minn	8.8	14.3	3	16	84	10	60	40
KEZX	Seattle	5.5	14.9	8	5	95	0	52	48
KNUA	Seattle	5.9	21.2	5	20	70	10	48	52
WXDJ	Miami	7.5	16.8	3	4	85	11	70	30
WHVE	Tampa	7.9	15.9	6	2	81	17	67	33
KOAI	Dallas	7.4	16.9	6	4	86	10	50	50
WJZZ	Detroit	7.1	17.6	4	13	64	23	50	50
WVAE	Detroit	6.6	19.2	6	10	87	3	46	54
KHIH	Denver	7.3	17.2	6	18	77	5	63	37
KQPT	Sacra	10.2	12.4	5	10	90	0	61	39
WLOQ	Orlando	6.4	19.8	3	0	100	0	62	38
KLSK	Albuq	7.3	17.2	7	11	89	0	68	32

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definitions pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-time subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ population which is using radio from 6 AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

The were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" line is a bit complex but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicates the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1987 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1988 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in this market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October 1987.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1987 gross revenue. This data is extracted from the 1988 edition of Duncan's Radio Market Guide.

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Con-version	Birch Share	Birch AQH	Birch Cume	
1. WAAA-F(AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209	KVIL A/F

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6A-MID). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to 1987)
B - Black (audience predominantly Black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
M - Middle of the Road (MOR), Full Service, Variety
J/NA - Jazz, New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Others, Unknown

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

The 25-54 Conversion shows the ratio between each station's 25-54 share and its 12+ share. WAAA's 25-54 share is 133% of its 12+ share. This figure shows each station's ability to convert its total share (12+) into the shares of what is currently the most sought after demo.

Next is the latest Birch audience data for each station.

12+ FM SHARE (METRO): 76.96% (3732 of 4849) (SPG 87: 76.10%)

These figures show how well FM radio is doing in the market -- at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6A-MID, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR AVG.

The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+: Adults 35+, Mon-Sun, 6A-MID, Metro

12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-10A
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12 MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked stations. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations were very close in share.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, $73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS - directional daytimer
DA-1 - directional day and night - 1 pattern
DA-2 - directional day and night - 2 patterns
DA-N - directional at night only
DA-D - directional during the day only

WAAA-F programs a CHR format.
Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBW	National Black		US . 1	US . 1
SBW	Sheridan		US . 2	US . 2
UPI	United Press International		WSJ	Wall Street Journal
Trans	Transtar		SMN	Satellite Music Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two page market reports, four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 63/537,100

MSA Rank/Pop: 75/642,400
Cleveland ADI
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 28/7
Diaries: 1095/491:1/59.5%
Sample Target: 930
% Below Line: 51.1
% Not Listed: 10.3

1987 Revenue: $12,700,000
HH Inc.: $32,062
Retail $: 4.0 Bil
Pop per Station: 76,729
#1 Biller: WKDD-F $3,300,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKDD-F	(CHR)	103/11.3	10.3	11.5	10.2	9.0	10.8	160/2214	1279/23.8	22.8	24.6	87	13.6	131	1360	WKDD-F
2. WMMS-F	(AOR)	78/ 8.6	7.1	9.7	10.1	12.3	8.9	121/2104	1281/23.9	20.9	24.1	99	11.2	108	1231	WMMS-F
3. WAKR	(MOR)	68/ 7.5	7.6	9.3	8.9	8.9	8.3	74/1218	1108/20.6	19.7	22.8	52	6.1	59	1063	WAKR
4. WONE-F	(AOR)	62/ 5.8	6.2	5.0	6.0	6.3	6.0	82/1317	861/16.0	13.1	11.0	125	6.2	60	733	WONE-F
5. WNIR-F	(T)	61/ 6.7	4.3	6.4	4.4	6.1	5.5	84/ 795	583/10.9	10.7	10.6	106	5.5	53	543	WNIR-F
6. WMJI A/F	(AC)	60/ 6.6	5.6	7.4	6.0	6.1	6.4	103/1466	846/15.8	13.8	16.6	150	5.7	55	715	WAMJ A/F
7. WLTF-F	(AC)	43/ 4.7	5.1	4.9	4.3	4.5	4.8	78/1107	675/12.6	13.6	12.9	130	3.4	33	501	WLTF-F
8. WDOK-F	(AC)	40/ 4.4	3.3	3.6	4.1	2.9	3.9	53/ 763	524/ 9.8	9.2	8.6	125	4.4	42	426	WDOK-F
9. WWWE	(N/T)	31/ 3.4	3.2	3.1	3.1	3.5	3.2	61/ 977	612/11.4	8.3	10.7	115	3.3	32	677	WWWE
10. WDBN-F	(EZ)	29/ 3.2	4.1	4.3	4.4	4.7	4.0	67/ 842	465/ 8.7	7.7	9.2	38	2.2	21	227	WDBN-F
11. WGAR-F	(C)	26/ 2.9	2.6	2.2	3.4	4.2	2.8	55/ 904	413/ 7.7	6.7	6.1	103	3.7	36	534	WGAR-F
12. WSLR	(C)	24/ 2.6	2.9	2.3	3.2	2.9	2.8	30/ 385	276/ 5.1	6.3	6.2	77	2.6	25	332	WSLR

12+ FM SHARE (METRO): 80.76% (659 of 816) (SPG 87: 79.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WKDD-F>>	1. WKDD-F	1. WKDD-F	1. WKDD-F<	1. WMJI-F+<	1. WAKR >	1. WMMS-F<	1. WNIR-F	1. WKDD-F>	1. WKDD-F	1. WAKR
2. WMMS-F	2. WMMS-F	2. WMMS-F	2. WMJI-F+	2. WKDD-F	2. WNIR-F	2. WAKR	2. WKDD-F	2. WONE-F	2. WWWE	2. WMMS-F
3. WPHR-F	3. WONE-F>	3. WONE-F	3. WONE-F<	3. WONE-F	3. WDOK-F	3. WKDD-F	3. WMMS-F	3. WMMS-F	3. WAKR	3. WDBN-F
4. WZAK-F	4. WMJI-F+	4. WMJI-F+>	4. WMMS-F	WMMS-F	WMJI-F+	4. WMJI-F+	4. WONE-F	4. WMJI-F+	4. WMMS-F	WLTF-F
5.	5. WLTF-F	5. WLTF-F	5. WNIR-F	5. WNIR-F	5. WDBN-F	5. WNIR-F	5. WMJI-F+	5. WAKR	5. WONE-F	5. WWWE-F
							6. WAKR			6. WNIR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKDD-F>	1. WKDD-F>	1. WKDD-F	1. WKDD-F>	1. WKDD-F	1. WMMS-F	1. WONE-F	1. WONE-F	1. WMMS-F	1. WMJI-F+
2. WMMS-F>	2. WMMS-F>	2. WMMS-F	2. WMMS-F	2. WMJI-F+	2. WKDD-F	WMMS-F	2. WMMS-F	2. WKDD-F	2. WONE-F
3. WONE-F	3. WONE-F	3. WONE-F	3. WMJI-F+	3. WDOK-F	3. WRQK-F	3. WKDD-F>	3. WKDD-F	WONE-F	3. WKDD-F
4. WLTF-F	4. WLTF-F	WMJI-F	4. WLTF-F	4. WLTF-F	4. WONE-F	4. WRQK-F	4. WNIR-F	4. WMJI-F+>	WMMS-F
5.	5. WMJI-F+	5. WLTF-F	5. WONE-F	5. WNIR-F	5.	5. WNIR-F	5.	5.	5. WNIR-F
				WMMS-F					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		128 (4)	128 (4)	15.7	16.9
AOR/CLASSIC		182 (4)	182 (4)	22.3	20.8
AC/OLDIES/SOFT ROCK	24 (3)	142 (3)	166 (6)	20.3	13.4
MOR/VARIETY/FULL	68 (1)		68 (1)	8.3	10.3
COUNTRY	30 (2)	44 (2)	74 (4)	9.1	7.0
BLACK/URBAN		22 (1)	22 (1)	2.7	4.1
BTFL MUSIC/EZ		61 (3)	61 (3)	7.5	14.9
NEWS/TALK	31 (1)	61 (1)	92 (2)	11.3	10.6
NOSTALGIA					1.6
RELIGION/GOSPEL	4 (1)		4 (1)	0.5	
SPANISH					
CLASSICAL		8 (1)	8 (1)	1.0	0.5
JAZZ/NEW AGE/ECLECTIC		11 (1)	11 (1)	1.3	
UNKNOWN/OTHERS					
	157 (8)	659 (20)	816 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHLO	640	Canton	.4/1.7
WDJQ-F	92.5	Alliance	.3/1.2
WHBC-F	94.1	Canton	1.2/3.6
WHOT-F	101.1	Youngstown	.5/1.8
WQXK-F	105.1	Salem	2.0/4.1

See Cleveland for more information about the following:

WCLV-F	.9/3.0	WPHR-F	1.9/9.6
WGAR	.7/2.3	WQAL-F	2.3/6.6
WHK	.8/2.6	WRMR	1.8/4.5
WNCX-F	2.3/8.5	WZAK-F	2.4/5.2
WNWV-F	1.2/3.1		

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N)	, MOR	MBS,$ 47.00*	(Mc-Guild)	Summit	Fred Anthony
WHLO, 640, 5 KW/500 W (DA-2)	, RELIGION	,$ 12.00*	(---)	Mortenson	Garry Meeks
WSLR, 1350, 5 KW (DA-1)	, COUNTRY	ABC-E,$ 32.00*	(Katz)	Barnstable	
WDBN-F, 94.9, 118 KW @ 310, BTFL/EZ		,$ 36.00	(---)	(MEDINA)	Bob Miller
WKDD-F, 96.5, 50 KW @ 450, CHR		,$ 70.00*	(Katz)	Barnstable	Dick Lumenello
WNIR-F, 100.1, 3 KW @ 333, TALK		CBS,$ 28.00*	(K & P)	(KENT)	Dick Klaus
WONE-F, 97.5, 13 KW @ 890, AOR		,$ 50.00*	(Mc-Guild)	Summit	Fred Anthony

Other ranked stations - See Cleveland or Canton

MISCELLANEOUS COMMENTS WDBN-F (Medina) sold for $4,600,000...

American Radio Spring 1988, Copyright 1988

ALBANY-SCHENECTADY-TROY

Arbitron Rank/Pop (12+): 53/722,300

MSA Rank/Pop: 60/844,000
ADI # 52
Average Person Ratings: 16.7
Market TSL: 22.3 hours

Stations: 21/21
Diaries: 1105/654:1/51.3%
Sample Target: 1080
% Below Line: 0
% Not Listed: 12.3

1987 Revenue: $17,500,000
HH Inc.: $35,494
Retail $: 5.8 Bil
Pop per Station: 34,395
#1 Biller: WGY $3,500,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPYX-F (AOR)	150/12.4	11.3	10.6	13.0	10.8	11.8	207/2652	1703/23.6	23.7	22.5	112	14.0	171	2214	WPYX-F
2. WROW-F (EZ)	139/11.5	10.7	9.0	10.5	11.1	10.4	197/1723	1232/17.1	17.2	17.5	60	6.1	75	952	WROW-F
3. WGY (MOR)	121/10.0	11.8	14.1	9.4	10.7	11.3	197/2869	1842/25.5	29.2	25.2	111	10.9	134	1688	WGY
4. WFLY-F (CHR)	113/ 9.4	7.8	8.6	8.7	8.4	8.6	134/2091	1593/22.1	23.4	23.3	73	10.6	130	1900	WFLY-F
5. WQBK (T)	75/ 6.2	5.3	5.8	5.4	5.3	5.7	75/ 765	749/10.4	10.5	9.7	42	4.6	56	559	WQBK
6. WTRY (O)	66/ 5.5	5.1	7.0	5.2	4.0	5.7	75/1030	908/12.6	15.0	11.9	149	3.3	40	683	WTRY
7. WGNA-F (C)	64/ 5.4	6.1	6.3	4.6	5.8	5.6	160/1663	855/11.8	13.4	10.9	139	7.0	86	782	WGNA-F
8. WKLI-F (AC)	59/ 4.9	7.1	5.8	6.0	6.1	6.0	70/1126	988/13.7	15.8	13.8	173	4.2	51	667	WKLI-F
9. WQBK-F (AOR)	56/ 4.6	3.9	3.8	3.8	2.6	4.0	59/ 941	367/12.0	12.1	9.0	150	5.6	69	1221	WQBK-F
10. WGFM-F (CHR)	53/ 4.4	6.8	6.1	7.1	7.8	6.1	97/2084	1481/20.5	21.1	23.4	102	6.9	85	1726	WGFM-F
11. WPTR (C)	34/ 2.8	2.4	1.9	1.6	3.7	2.2	43/ 699	469/ 6.5	6.9	9.0	125	2.8	34	409	WPTR
12. WROW (MOR)	33/ 2.7	3.1	3.3	3.9	3.6	3.3	41/ 780	594/ 8.2	8.2	9.2	89	2.4	29	415	WROW
13. WABY (BB)	32/ 2.7	2.3	2.5	1.2	1.9	1.7	32/ 357	352/ 4.9	4.9	3.9	11	2.4	29	457	WABY

12+ FM SHARE (METRO): 63.99% (677 of 1058) (SPG 87: 62.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFLY-F>>	1. WPYX-F>>	1. WPYX-F>	1. WPYX-F>	1. WPYX-F	1. WROW-F>	1. WGY	1. WPYX-F	1. WROW-F<	1. WPYX-F	1. WGY >
2. WPYX-F	2. WFLY-F	2. WFLY-F	2. WGY	2. WGY	2. WGY	2. WPYX-F<	2. WROW-F>	2. WPYX-F	2. WGY	2. WQBK-F>
3. WGFM-F>>	3. WQBK-F	3. WGY	3. WKLI-F	3. WTRY	3. WQBK >	3. WROW-F>	3. WFLY-F	3. WFLY-F	3. WFLY-F	3. WGNA-F
4.	4. WKLI-F	4. WKLI-F	4. WTRY	4. WKLI-F	4. WGNA-F	4. WFLY-F	4. WGY	4. WGY	4. WQBK	4. WKLI-F
5.	5. WGY <	5. WQBK-F	5. WFLY-F	5. WGNA-F	5. WTRY	5. WQBK	5. WTRY	5. WQBK	5. WROW-F	5. WROW-F
	6. WGFM-F		WQBK-F					WQBK-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFLY-F>	1. WFLY-F	1. WPYX-F<	1. WFLY-F>	1. WGY
2. WPYX-F>>	2. WPYX-F>	2. WFLY-F<	2. WKLI-F<	WKLI-F
3. WGFM-F	3. WKLI-F	3. WKLI-F>	3. WPYX-F	3. WROW-F
4.	4. WGFM-F	4. WGFM-F	4. WGY	4. WFLY-F
5.	5. WGY	WGY	5. WGFM-F	5. WGNA-F
	WQBK-F			WPYX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPYX-F>>	1. WPYX-F>>	1. WPYX-F>	1. WPYX-F>>	1. WPYX-F>>
2. WFLY-F	2. WQBK-F>>	2. WQBK-F>>	2. WQBK-F	2. WGY
3. WQBK-F	3. WTRY	3. WTRY	3. WGY	3. WQBK-F
4.	4. WFLY-F	4. WGY	4. WTRY	4. WTRY
5.	5. WGY	5.	5. WFLY-F	5. WGNA-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		166 (2)	166 (2)	15.7	18.8
AOR/CLASSIC		224 (4)	224 (4)	21.2	17.0
AC/OLDIES/SOFT ROCK	66 (1)	79 (3)	145 (4)	13.7	12.1
MOR/VARIETY/FULL	174 (5)		174 (5)	16.4	19.2
COUNTRY	34 (1)	64 (1)	98 (2)	9.3	10.7
BLACK/URBAN					
BTFL MUSIC/EZ		144 (2)	144 (2)	13.6	13.5
NEWS/TALK	75 (1)		75 (1)	7.1	5.9
NOSTALGIA	32 (1)		32 (1)	3.0	2.5
RELIGION/GOSPEL					0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.5
	381 (9)	677 (12)	1058 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCKL	560	Catskill	.8/1.6
WCSS	1490	Amsterdam	.5/1.4
WEQX-F	102.7	Manchester	.3/1.3
WHRL-F	103.1	Albany	.4/2.1
WKAJ	900	Saratoga Springs	.3/1.1
WNYJ-F	98.3	Rotterdam	1.2/4.1
WQQY-F	102.3	Saratoga Springs	.5/2.5
WVKZ-F	96.7	Clifton Park	1.2/3.9

MISCELLANEOUS COMMENTS WOKO, WGNA-F sold to Barnstable for $6,750,000 (Blackburn)...
WQBK A/F sold for $2,900,000 (Jack Maloney)...

RADIO STATIONS

WABY, 1400, 1 KW	, NOSTALGIA	SMN,$ 16.00*	(Durpetti)	Premier	Dave Papandrea
WGY , 810, 50 KW	, MOR	NBC,$115.00	(Eastman)	Empire State	Dennis Israel
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	US 2,ABC-C,$ 40.00	(Katz)		John Kelly
WQBK, 1300, 5 KW (DA-2)	, TALK	CBS,ABC-T,$ 40.00*	(HNWH)		R. Berkson
WROW, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 38.00*	(Christal)	Radio Terrace	Steve Seplowe
WTRY, 980, 5 KW (DA-N)	, OLDIES	MBS,ABC-D,$ 52.00*	(Mc-Guild)	Merv Griffin	Carol Reilly
WFLY-F, 92.3, 13 KW @ 850, CHR		ABC-C,$ 90.00	(Katz)		John Kelly
WGFM-F, 99.5, 14 KW @ 930, CHR		Source,$ 70.00	(Eastman)	Empire State	Dennis Israel
WGNA-F, 107.7, 13 KW @ 980, COUNTRY		ABC-E,$ 60.00*	(Republic)	Barnstable	Bob Putnam
WHRL-F, 103.1, 1 KW @ 400, BTFL/EZ (?)		MBS,$ 17.00	(---)		Bob Hill
WKLI-F, 100.9, 3 KW @ 300, AC		US 1,$ 66.00*	(Durpetti)	Premier	Dave Papandrea
WPYX-F, 106.5, 16 KW @ 910, AOR		ABC-R,$ 83.00*	(Mc-Guild)	Merv Griffin	Carol Reilly
WQBK-F, 103.9, 3 KW @ 300, CLASSIC AOR		CBS-R,$ 32.00*	(HNWH)		R. Berkson
WROW-F, 95.5, 12 KW @ 1020, BTFL/EZ		,$ 61.00*	(Christal)	Radio Terrace	Steve Seplowe

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ALBUQUERQUE

Arbitron Rank/Pop (12+): 30/436,100

MSA Rank/Pop: 100/479,000
ADI # 56
Average Person Ratings: 17.9
Market TSL: 23.8 hours

Stations: 25/24
Diaries: 830/525:1/53.2%
Sample Target: 800
% Below Line: 0.4
% Not Listed: 7.5

1987 Revenue: $17,000,000
HH Inc.: $29,141
Retail $: 3.3 Bil
Pop per Station: 18,171
#1 Biller: KKOB $3,400,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKOB	(MOR)	88/11.3	11.1	12.7	12.9	13.4	----	126/1752	1105/25.3	23.1	26.2	86	8.9	68	1030	KKOB
2. KKOB-F	(AC)	86/11.0	13.1	11.0	15.1	13.6	----	111/1501	1026/23.5	28.3	23.1	130	10.5	80	1149	KKOB-F
3. KRST-F	(C)	85/10.9	9.9	7.1	5.4	7.0	----	122/1294	817/18.7	21.4	17.4	121	11.7	89	799	KRST-F
4. KZRR A/F	(AOR)	64/ 8.2	7.1	6.9	5.1	4.5	----	94/1127	814/18.7	15.3	14.5	121	9.2	70	663	KZRR A/F
5. KKSS-F	(U/CHR)	54/ 6.9	7.1	4.1	2.8	2.1	----	64/ 801	646/14.8	14.9	12.6	51	9.8	75	795	KKSS-F
6. KFMG-F	(AOR)	52/ 6.6	6.0	8.4	7.8	7.4	----	72/ 925	652/15.0	17.4	16.3	94	8.4	64	598	KFMG-F
7. KKJY-F	(EZ)	43/ 5.5	5.6	5.6	5.9	5.8	----	63/ 866	632/14.5	10.8	13.7	84	3.8	29	383	KKJY-F
8. KXKS	(SP)	33/ 4.2	2.2	2.5	2.5	1.9	----	33/ 147	147/ 3.4	3.0	3.9	121	1.7	13	130	KXKS
9. KMGA-F	(AC)	27/ 3.5	2.6	2.8	2.6	2.9	----	40/ 526	387/ 8.9	9.2	10.5	171	1.7	13	276	KMGA-F
10. KIVA-F	(CHR)	26/ 3.3	4.6	3.9	1.8	2.6	----	40/ 859	504/11.6	14.3	12.2	33	4.3	37	599	KIVA-F
11. KNMQ-F	(CHR)	25/ 3.2	4.8	6.2	8.5	7.3	----	48/ 951	529/12.1	15.9	17.5	81	4.2	32	593	KNMQ-F
12. KDEF	(BB)	21/ 2.7	2.2	2.3	2.9	3.8	----	21/ 250	234/ 5.4	4.7	5.1	33	2.5	19	168	KDEF
13. KQEO	(O)	20/ 2.6	1.7	2.3	2.5	3.0	----	21/ 371	343/ 7.9	5.2	9.0	127	2.0	15	245	KQEO
14. KLSK-F	(J/NA)	19/ 2.4	2.2	1.9	1.6	2.4	----	27/ 452	326/ 7.5	5.5	5.4	158	1.6	12	248	KLSK-F
15. KHFM-F	(CL)	17/ 2.2	2.8	2.3	3.7	3.0	----	35/ 521	327/ 7.5	7.1	5.7	91	3.4	26	417	KHFM-F
KRZY	(C)	17/ 2.2	1.9	2.9	3.7	3.0	----	19/ 243	201/ 4.6	6.2	7.0	68	2.6	20	217	KRZY

12+ FM SHARE (METRO): 72.51% (525 of 723) (SPG 87: 68.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKSS-F>	1. KZRR-F+	1. KKOB-F	1. KKOB-F	1. KKOB-F	1. KKOB	>>1. KKOB	>>1. KKOB-F	1. KKOB-F	1. KKSS-F>	1. KKOB
2. KIVA-F+>	2. KKOB-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KRST-F	2. KRST-F
3. KRST-F	3. KRST-F<	3. KZZR-F+	3. KZRR-F+	3. KZRR-F+	3. KKJY-F	3. KKOB-F	3. KKOB	3. KZRR-F	3. KFMG-F	3. KKOB-F
4.	4. KFMG-F>	4. KFMG-F	4. KKOB	4. KKOB	KKOB-F	4. KZRR-F>	4. KZRR-F	4. KFMG-F	4. KKOB	4. KMGA-F
5.	5. KKSS-F	5. KKOB	5. KKFG-F	5. KFMG-F	5. KXKS	5. KFMG-F<	5. KKJY-F<	5. KKOB	KZRR-F	5. KHFM-F
						6. KKSS-F	6. KFMG-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKSS-F<	1. KRST-F	1. KRST-F	1. KRST-F	1. KRST-F
2. KKOB-F	2. KKOB-F>	2. KKOB-F>	2. KKOB-F>>	2. KKOB-F
KFMG-F	3. KFMG-F	3. KFMG-F	3. KKOB	3. KKOB >
4. KRST-F	4. KKSS-F	4. KMGA-F	4. KFMG-F	4. KMGA-F
KZRR-F	KZRR-F+	KZRR-F	5. KKSS-F	5. KXKS
			6. KMGA-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KFMG-F	1. KZRR-F+>>	1. KKOB-F	1. KZRR-F+	1. KZRR-F+<
KZRR-F+	2. KFMG-F<	2. KFMG-F>	2. KKOB-F	2. KKOB-F>
3. KRST-F	3. KKOB-F>	3. KKSS-F	3. KRST-F	3. KRST-F>
4. KKOB-F	4. KRST-F	4. KRST-F	4. KFMG-F>	4. KFMG-F
KKSS-F	5. KKSS-F	5.	5. KKOB	KKOB
			KXKS	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	7.1	15.8
AOR/CLASSIC	2 (1)	114 (2)	116 (3)	16.0	16.1
AC/OLDIES/SOFT ROCK	20 (1)	123 (3)	143 (4)	19.8	20.0
MOR/VARIETY/FULL	88 (1)		88 (1)	12.2	14.1
COUNTRY	17 (1)	88 (2)	105 (3)	14.5	11.1
BLACK/URBAN		54 (1)	54 (1)	7.5	
BTFL MUSIC/EZ		43 (1)	43 (1)	5.9	6.2
NEWS/TALK	7 (1)	4 (1)	11 (2)	1.5	2.3
NOSTALGIA	21 (1)		21 (1)	2.9	2.5
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	1.0
SPANISH	40 (2)	8 (1)	48 (3)	6.6	5.6
CLASSICAL		17 (1)	17 (1)	2.4	2.5
JAZZ/NEW AGE/ECLECTIC		19 (1)	19 (1)	2.6	2.1
UNKNOWN/OTHERS		4 (1)	4 (1)	0.6	0.6
	198 (9)	525 (16)	723 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KABQ	1350	Albuquerque	.9/3.0
KIDI-F	103.3	Albuquerque	1.0/2.5
KKBR-F	98.5	Los Alamos	1.3/4.3
KKIM	1000	Albuquerque	.4/1.7
KMYI-F	107.1	Albuquerque	.5/2.8
KZIA	1580	Albuquerque	.9/2.4
KZIA-F	101.7	Rio Rancho	.5/2.1
KNYM-F	95.5	Santa Fe	.4/2.6

MISCELLANEOUS COMMENTS KZIA A/F sold for $1,870,000... KZSS, KZRR-F sold by Anchor for $4,400,000...

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-2)	, HISPANIC	,$ 20.00*	(Caballero)			Ed Gomez
KDEF, 1150, 5 KW/500 W (DA-N)	, NOSTALGIA	,$ 21.00*	(---)			David Ianni
KKIM, 1000, 10 KW (DAYS)	, RELIGION	,$ 15.00	(---)			Jon Lehman
KKOB, 770, 50 KW (DA-N)	, MOR	ABC-I,$ 65.00	(Mc-Guild)	Fairmont		Art Schreiber
KQEO, 920, 1 KW/500 W (DA-N)	, OLDIES	ABC-E,$ 22.00*	(Katz)	Penn		Art Ortega
KRZY, 1450, 1 KW (DA-1)	, COUNTRY	MBS,$ 28.00*	(Katz)	Wagontrain		Cindy Weiner
KXKS, 1190, 1 KW (DAYS)	, HISPANIC	,$ 21.00*	(Caballero)			Rafael Rosales
KZIA, 1580, 10 KW/45 W	, NEWS/TALK	NBC,CBS,$ 18.00*	(Hix)			John Dome
KZSS, 610, 5 KW (DA-N)	, AOR	,$ NA	(Republic)	Anchor		Milt McConnell
KFMG-F, 107.9, 22 KW @ 4130,	AOR	ABC-R,$ 45.00*	(HNWH)			Jeff Guier
KHFM-F, 96.3, 15 KW @ 4110,	CLASSICAL	,$ 30.00	(CMBS)			Mike Langner
KIDI-F, 103.3, 22 KW @ 4069,	HISPANIC	,$ 19.00*	(---)			
KKJY-F, 100.3, 23 KW @ 4107,	BTFL/EZ	,$ 42.00*	(Banner)			David Ianni
KKOB-F, 93.3, 21 KW @ 4150,	AC	,$ 75.00*	(Mc-Guild)	Fairmont		Art Schreiber
KMGA-F, 99.5, 20 KW @ 4134,	AC	US 2,$ 34.00*	(Katz)	Penn		Art Ortega
KRST-F, 92.3, 23 KW @ 4110,	COUNTRY	,$ 53.00*	(Katz)	Wagontrain		Cindy Weiner
KZIA-F, 101.7, 3 KW @ 99,	TALK	CBS,ABC-T,$ 18.00*	(Hix)			John Dome
KZRR-F, 94.1, 23 KW @ 4130,	AOR	Source,$ 44.00*	(Republic)	Anchor		Milt McConnell
KIVA-F, 105.1, 100 KW @ 1973,	CHR	,$ 30.00*	(Banner)	Daytona	(SANTA FE)	Howard Johnson
KNMQ-F, 105.9, 100 KW @ 1936,	CHR	ABC-C,$ 43.00*	(Christal)		(SANTA FE)	Ron Sack
KLSK-F, 104.1, 100 KW @ 1970,	JAZZ/NEW AGE/CLASS	,$ 29.00*	(K & P)		(SANTA FE)	Bill Sims
KKSS-F, 97.3, 100 KW @ 1631,	URBAN	,$ 32.00*	(Eastman)	Sun Group	(SANTA FE)	Olivia Laurence

American Radio Spring 1988, Copyright 1988

ALLENTOWN - BETHLEHEM

Arbitron Rank/Pop (12+): 60/563,700

MSA Rank/Pop: 73/657,300
Philadelphia ADI
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 32/14
Diaries: 1019/553:1/60.2%
Sample Target: 930
% Below Line: 15.2
% Not Listed: 10.4

1987 Revenue: $13,800,000
HH Inc.: $32,916
Retail $: 4.4 Bil
Pop per Station: 40,264
#1 Biller: WLEV-F $2,500,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	124/12.6	12.3	13.4	10.8	15.7	12.3	147/1594	1263/22.4	21.7	23.8	72	9.7	90	780	WFMZ-F
2. WLEV-F (AC)	116/11.8	9.2	10.9	11.1	9.7	10.8	130/1545	1320/23.4	22.8	23.1	152	10.3	95	1011	WLEV-F
3. WZZO-F (AOR)	105/10.7	9.8	12.4	11.5	10.9	11.1	135/1596	1311/23.3	22.1	22.4	106	17.2	159	1367	WZZO-F
4. WAEB-F (CHR)	90/ 9.1	9.0	6.6	7.5	8.0	8.1	93/1274	1183/21.0	18.3	15.4	87	10.4	96	1272	WAEB-F
5. WQQQ-F (CHR)	86/ 8.7	9.9	8.5	9.8	8.8	9.2	114/1640	1302/23.1	23.3	25.1	100	10.1	93	1571	WQQQ-F
6. WAEB (AC)	51/ 5.2	6.2	5.7	4.9	6.5	5.5	51/ 677	668/11.9	14.1	13.9	131	3.7	34	667	WAEB
7. WKAP (BB)	44/ 4.5	6.2	4.7	7.4	4.6	5.7	45/ 390	383/ 6.8	9.7	9.0	33	3.4	31	462	WKAP
8. WXKW (C)	44/ 4.5	3.5	4.4	4.2	2.2	4.2	44/ 427	406/ 7.2	9.8	6.7	104	1.8	17	274	WXKW
9. WEST (BB)	32/ 3.2	4.2	5.6	2.2	3.4	3.8	35/ 369	313/ 5.6	7.7	5.3	19	2.8	26	369	WEST
10. WYSP-F (AOR)	29/ 2.9	2.9	2.2	3.4	2.5	2.9	42/ 733	549/ 9.7	7.3	7.7	131	5.1	47	608	WYSP-F
11. WXTU-F (C)	23/ 2.3	0.6	1.6	1.2	1.7	1.4	28/ 455	332/ 5.9	3.7	3.4	148	0.9	8	209	WXTU-F

12+ FM SHARE (METRO): 72.37% (639 of 883) (SPG 87: 73.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAEB-F	1. WZZO-F>>	1. WZZO-F<	1. WLEV-F>	1. WLEV-F>	1. WFMZ-F>>	1. WLEV-F	1. WFMZ-F	1. WZZO-F	1. WZZO-F	1. WLEV-F
2. WQQQ-F>	2. WLEV-F	2. WLEV-F>	2. WZZO-F>	2. WZZO-F	2. WLEV-F>	2. WFMZ-F	2. WLEV-F>	2. WFMZ-F	2. WAEB-F	2. WFMZ-F>
3. WZZO-F>	3. WAEB-F	3. WAEB-F	3. WAEB-F	3. WFMZ-F	3. WAEB	3. WZZO-F	3. WZZO-F	3. WLEV-F	3. WQQQ-F	3. WAEB
4.	4. WQQQ-F>	4. WQQQ-F>	4. WQQQ-F	4. WQQQ-F	WKAP	4. WQQQ-F<	4. WQQQ-F	4. WAEB-F	4. WLEV-F	WQQQ-F
5.	5.	5.	5. WFMZ-F	5. WAEB-F	5. WXKW	5. WAEB	5. WAEB-F	WQQQ-F	5. WFMZ-F	WZZO-F
			6. WAEB	6. WAEB		6. WAEB-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZZO-F>	1. WZZO-F>	1. WLEV-F>	1. WLEV-F>	1. WLEV-F>	1. WZZO-F	1. WZZO-F>>	1. WZZO-F>>	1. WZZO-F	1. WZZO-F
2. WAEB-F	2. WAEB-F	2. WZZO-F<	2. WAEB-F	2. WFMZ-F	2. WAEB-F>	2. WLEV-F	2. WYSP-F	2. WLEV-F>	2. WLEV-F>>
3. WQQQ-F>	WLEV-F	3. WAEB-F	WZZO-F	3. WAEB-F	3. WQQQ-F	WYSP-F	3. WLEV-F	3. WAEB-F	3. WYSP-F
4. WLEV-F	4. WQQQ-F>	4. WQQQ-F	4. WQQQ-F>	WQQQ-F	4. WLEV-F	4. WQQQ-F	4. WQQQ-F>	4. WQQQ-F	WQQQ-F
5.	5.	5.	5. WFMZ-F	5. WAEB	5. WYSP-F	5. WAEB-F	5.	5. WYSP-F	5. WAEB
				WZZO-F					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		182 (4)	182 (4)	20.6	19.9
AOR/CLASSIC		144 (4)	144 (4)	16.3	16.9
AC/OLDIES/SOFT ROCK	56 (2)	133 (4)	189 (6)	21.4	19.4
MOR/VARIETY/FULL	29 (3)		29 (3)	3.3	4.0
COUNTRY	44 (1)	27 (2)	71 (3)	8.0	5.1
BLACK/URBAN		13 (2)	13 (2)	1.5	1.2
BTFL MUSIC/EZ		131 (2)	131 (2)	14.8	18.5
NEWS/TALK	32 (4)		32 (4)	3.6	4.6
NOSTALGIA	76 (2)		76 (2)	8.6	8.7
RELIGION/GOSPEL					0.8
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.0	0.9
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	7 (1)		7 (1)	0.8	
	244 (13)	639 (19)	883 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEEX	1230	Easton	.5/3.0
WGPA	1100	Bethlehem	.4/1.2
WLSH	1410	Lansford	1.4/1.5
WRNJ	1000	Hackettstown, NJ	1.1/2.1
WYNS	1160	Lehighton	.7/2.5
WABC	770	New York	.9/2.0
WNNJ-F	103.7	Newton, NJ	.4/1.5
WOR	710	New York	.7/2.4
WWPR-F	95.5	New York	.3/1.5
WXRK-F	92.3	New York	.3/1.5

See Philadelphia for more about the following:

KYW	1.1/6.0	WFIL	.5/3.3	WMMR-F	.7/3.6
WDAS-F	.4/1.9	WFLN-F	.9/2.3	WOGL-F	.9/2.4
WEAZ-F	.7/3.0	WIOQ-F	.3/1.3	WUSL-F	.9/3.0
WEGX-F	.3/2.2	WMGK-F	.5/2.5		

RADIO STATIONS

WAEB, 790, 1 KW	, AC	CBS,ABC-I,$ 30.00	(Katz)	CRB	Jeff Frank
WEEX, 1230, 1 KW	, TALK	MBS,ABC-T,$ 17.00*	(Eastman)	Wilks-Schwartz	Jim Shea
WEST, 1400, 1 KW	, NOSTALGIA	CBS,$ 22.00*	(Mc-Guild)	Eastern	Mike McGann
WKRP, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	SMN,APR,$ 20.00	(Dome)		Ron Sotak
WXKW, 1470, 5 KW (DA-2)	, COUNTRY	NBC,$ 16.00*	(---)		Rick Musselman
WAEB-F, 104.1, 50 KW @ 500, CHR		,$ 48.00*	(Katz)	CRB	Jeff Frank
WFMZ-F, 100.7, 13 KW @ 870, BTFL/EZ		,$ 50.00*	(Christal)		Richard Dean
WLEV-F, 96.1, 50 KW @ 500, AC		,$ 62.00*	(Mc-Guild)	Eastern	Mike McGann
WQQQ-F, 99.9, 50 KW @ 450, CHR		,$ 55.00*	(Eastman)	Wilks-Schwartz	Jim Shea
WZZO-F, 95.1, 12 KW @ 630, AOR		,$ 59.00*	(Banner)		Tom Harpster

Other ranked stations - See Philadelphia

American Radio Spring 1988, Copyright 1988

ALTOONA

Arbitron Rank/Pop (12+): 212/112,300

MSA Rank/Pop: 270/131,600
ADI # 85 (w/Johnstown)
Average Person Ratings: 15.7
Market TSL: 21.0 hours

Stations: 13/9
Diaries: 609/184:1/61.1%
Sample Target: 550
% Below Line: 6.3
% Not Listed: 6.8

1987 Revenue: $4,000,000
HH Inc.: $26,599
Retail $: .86 Bil
Pop per Station: 12,478
#1 Biller: WFBG $1,200,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WVAM (C)	32/18.2	---	8.2	---	12.1	----	34/326	291/25.9	---	16.3	106			WVAM
2. WFBG-F (EZ)	28/15.9	---	16.4	---	17.2	----	60/626	266/23.7	---	25.3	68			WFBG-F
3. WFBG (MOR)	22/12.5	---	17.5	---	18.4	----	26/430	344/30.6	---	37.7	116			WFBG
WPRR-F (CHR)	22/12.5	---	18.1	---	10.9	----	27/474	364/32.4	---	32.8	96			WPRR-F
5. WALY-F (AC)	20/11.4	---	7.6	---	---	----	28/437	306/27.2	---	18.0	148			WALY-F
6. WHPA-F (AC)	12/ 6.8	---	7.6	---	11.5	----	16/256	198/17.6	---	18.1	159			WHPA-F
7. WRTA (T)	10/ 5.7	---	9.4	---	10.3	----	12/195	167/14.9	---	17.3	42			WRTA
8. WBXQ-F (CHR)	7/ 4.0	---	1.2	---	3.4	----	26/525	181/16.1	---	8.4	60			WBXQ-F
9. WKMC (BB)	6/ 3.4	---	4.1	---	4.0	----	7/112	93/ 9.2	---	8.9	0			WKMC
10.														
11.														
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 57.32% (94 of 164) (SPG 87: 56.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPRR-F>>	1. WPRR-F	1. WPRR-F	1. WVAM	1. WVAM	1. WVAM	1. WVAM	1. WFBG-F	1. WFBG-F	1. WVAM >	1. WRTA
2. WFBG >	2. WALY-F>	2. WALY-F	2. WALY-F	2. WALY-F	2. WFBG-F>>	2. WFBG	2. WVAM	2. WPRR-F	2. WPRR-F	2. WVAM >
WBXQ-F>	3. WFBG	WVAM	3. WFBG	3. WFBG	3. WFBG	3. WFBG-F	3. WFBG	WVAM	3. WFBG >	3.
4.	4. WHPA-F	4. WFBG	4. WPRR-F	4. WPRR-F	4. WRTA	4. WPRR-F	4. WPRR-F	4. WALY-F	4. WBXQ-F	4.
5.	WVAM	5. WHPA-F	5. WHPA-F	5. WFBG-F	5. WALY-F	5. WALY-F	5. WALY-F	5. WFBG	5.	5.
				WHPA-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WALY-F	1. WALY-F	1. WALY-F	1. WALY-F	1. WALY-F	1. WPRR-F>>	1. WPRR-F>	1. WALY-F	1. WPRR-F	1. WVAM >
WFBG	2. WFBG	2. WFBG	2. WVAM	WVAM	2.	2. WALY-F>	2. WPRR-F	2. WVAM	2. WALY-F
WPRR-F	WPRR-F	WHPA-F	3. WFBG	3. WFBG	3.	3. WFBG-F	3. WFBG-F	3. WALY-F	WFBG
4. WVAM	4. WHPA-F	WPRR-F	WPRR-F	4. WFBG-F	4.	WHPA-F	WHPA-F	WFBG	WHPA-F
WBXQ-F	WVAM	5. WVAM	5.	WPRR-F	5.	WVAM	WVAM	WHPA-F	5. WPRR-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		29 (2)	29 (2)	17.7	20.4
AOR/CLASSIC		3 (2)	3 (2)	1.8	1.9
AC/OLDIES/SOFT ROCK		32 (2)	32 (2)	19.5	16.0
MOR/VARIETY/FULL	22 (1)		22 (1)	13.4	19.1
COUNTRY	32 (1)	2 (2)	34 (3)	20.7	9.9
BLACK/URBAN					
BTFL MUSIC/EZ		28 (1)	28 (1)	17.1	17.3
NEWS/TALK	10 (1)		10 (1)	6.1	9.9
NOSTALGIA	6 (1)		6 (1)	3.7	4.3
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.2
	70 (4)	94 (9)	164 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGMR-F	101.1	Tyrone	.6/2.1
WDVE-F	102.5	Pittsburgh	1.1/3.4
WIYQ-F	99.1	Ebensburg	.6/4.5
WMYG-F	96.9	Braddock	.6/1.9

MISCELLANEOUS COMMENTS WFBG A/F sold by Gilcom to Empire for $3,900,000 (Comm. Equity)...

RADIO STATIONS

WFBG, 1290,	5 KW/1 KW (DA-N)	, MOR/AC	US 1,ABC-I,$ 40.00*	(HMWH)	Empire		Ed Giller
WKMC, 1370,	5 KW/38 W	, NOSTALGIA	SMN,$ 12.00	(Roslin)		(ROARING SPRINGS)	Lou Maierhoffer
WRTA, 1240,	1 KW	, TALK	NBC-T,ABC-T,$ 20.00	(---)			Dave Wolf
WVAM, 1430,	5 KW/1 KW (DA-N)	, COUNTRY	CBS-R,$ 19.00	(Torbet)			
WALY-F, 103.9,	310 W @ 870, AC		APR,$ 13.00	(K & P)			Bill McKay
WFBG-F, 98.1,	30 KW @ 1021, BTFL/EZ		CBS,ABC-I,$ 30.00*	(HMWH)	Empire		Ed Giller
WHPA-F, 104.9,	100 W @ 1417, AC		SMN,$ 15.00	(Roslin)		(HOLLIDAYSBURG)	Lou Maierhoffer
WPRR-F, 100.1,	3 KW @ 30, CHR		CBS-R,$ 34.00*	(Torbet)			

Other ranked stations - See Johnstown or Pittsburgh

American Radio Spring 1988, Copyright 1988

AMARILLO

Arbitron Rank/Pop (12+): 173/163,400

MSA Rank/Pop: 205/197,600
ADI # 118
Average Person Ratings: 15.4
Market TSL: 21.0 hours

Stations: 15/15
Diaries: 575/284:1/48.1%
Sample Target: 550
% Below Line: 0
% Not Listed: 8.3

1987 Revenue: $6,000,000
HH Inc.: $32,146
Retail $: 1.5 Bil
Pop per Station: 10,893
#1 Biller: KIXZ/KMML-F $1,100,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KQIZ-F	(CHR)	34/13.5	---	8.6	---	10.6	----	63/742	419/25.6	---	21.2	73	16.6	44	512	KQIZ-F
2. KAKS-F	(CHR)	26/10.3	---	8.6	---	5.7	----	32/458	345/21.1	---	17.0	51	9.8	26	254	KAKS-F
3. KMML-F	(C)	25/ 9.9	---	14.7	---	11.8	----	47/630	361/22.1	---	24.0	137	14.7	39	347	KMML-F
KMLT-F	(AC)	25/ 9.9	---	10.2	---	12.9	----	36/493	289/17.7	---	18.3	161	10.2	27	299	KMLT-F
5. KLSF-F	(AC)	23/ 9.1	---	13.5	---	13.3	----	25/474	362/22.2	---	22.9	133	9.8	26	309	KLSF-F
6. KDJW A/F	(C)	22/ 8.8	---	13.0	---	11.0	----	44/529	264/16.2	---	22.9	103	6.4	17	244	KDJW A/F
7. KGNC	(N/T)	20/ 7.9	---	2.9	---	3.8	----	39/579	297/18.2	---	11.9	77	3.4	9	168	KGNS
8. KPUR	(AOR)	14/ 5.6	---	2.0	---	3.8	----	18/127	97/ 5.9	---	6.3	80	2.3	6	89	KPUR
9. KESE-F	(O)	13/ 5.2	---	2.0	---	5.3	----	18/213	171/10.5	---	5.4	87	1.9	5	82	KESE-F
10. KIXZ	(C)	12/ 4.8	---	6.9	---	6.8	----	22/386	196/12.0	---	14.4	79	4.9	13	218	KIXZ
11. KATP-F	(AOR)	8/ 3.2	---	4.1	---	4.2	----	8/135	116/ 7.1	---	7.6	72	2.3	6	130	KATP-F
12. KAKS	(O)	4/ 1.6	---	2.0	---	1.5	----	6/ 72	59/ 3.6	---	4.3	188	3.8	10	71	KAKS

12+ FM SHARE (METRO): 74.46% (172 of 231) (SPG 87: 75.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQIZ-F>>	1. KAKS-F	1. KAKS-F<	1. KMLT-F	1. KMLT-F	1. KGNC	1. KMML-F	1. KMLT-F>	1. KQIZ-F	1. KQIZ-F	1. KLSF-F<
2. KAKS-F>	2. KQIZ-F	2. KLSF-F	2. KMML-F	2. KMML-F	2. KMLT-F	2. KQIZ-F	2. KDJW-AF	2. KMLT-F	2. KAKS-F>	2. KMML-F
3.	3. KLSF-F	KMLT-F	KLSF-F	3. KLSF-F	3. KDJW-AF	3. KGNC	3. KAKS-F<	3. KAKS-F	3. KLSF-F	3. KMLT-F
4.	4. KPUR	4. KQIZ-F	4. KQIZ-F	4. KQIZ-F	4. KESE-F	4. KMLT-F<	4. KMML-F<	KDJW-AF	4. KGNC	KQIZ-F
5.	5.	5. KMML-F	5.	5. KDJQ-AF	KIXZ	5. KDJW-AF	5. KQIZ-F	5. KESE-F	5. KDJW-AF	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KAKS-F>>	1. KAKS-F	1. KLSF-F	1. KAKS-F	1. KMML-F	1. KAKS-F>>	1. KAKS-F	1. KQIZ-F	1. KMLT-F	1. KMLT-F>
2. KATP-F	2. KQIZ-F	KQIZ-F	KLSF-F	KLSF-F	2. KPUR >	2. KQIZ-F	2. KLSF-F	2. KAKS-F	2. KMML-F
KPUR	3. KLSF-F>	3. KAKS-F	3. KMML-F	KMLT-F>	KQIZ-F	3. KLSF-F	KMLT-F	KQIZ-F	3. KDJW-AF
KQIZ-F	4.	KMML-F	KMLT-F	4. KWAS	4.	KPUR	4. KMML-F	4. KLSF-F	KLSF-F
5.	5.	5.	KQIZ-F	5. KDJW-AF	5.	5.	KPUR	5. KPUR	KQIZ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		60 (2)	60 (2)	26.0	18.7
AOR/CLASSIC	14 (1)	11 (2)	25 (3)	10.8	5.3
AC/OLDIES/SOFT ROCK	4 (1)	61 (3)	65 (4)	28.1	21.3
MOR/VARIETY/FULL					3.1
COUNTRY	19 (2)	40 (2)	59 (4)	25.5	37.8
BLACK/URBAN					
BTFL MUSIC/EZ					11.1
NEWS/TALK	20 (1)		20 (1)	8.7	
NOSTALGIA					
RELIGION/GOSPEL					0.4
SPANISH					2.2
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.9	
	59 (6)	172 (9)	231 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDXR-F	104.3	Borger	1.2/3.9
KWAS	1360	Amarillo	.8/3.2

MISCELLANEOUS COMMENTS KGNC changes from MOR to News/Talk... KPUR, KATP-F (Canyon) sold to Holder for $1,100,000 (Peterson)... KAKS A/F (Canyon) sold 48% for $1,450,000... KQIZ-F sold to First Sierra for $1,800,000 (Fischer)... KLSF-F sold to Bakcor for $3,100,000 (E)... KGNC-F changes to KMLT-F and format from BTFL to Soft AC (February)... KZZQ-F changes calls to KESE-F (April)...

RADIO STATIONS

KGNC, 710, 10 KW (DA-2)	, NEWS/TALK	CBS,ABC-T,$ 16.00	(Katz)	Stouffer		Bob Russell
KIXZ, 940, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,$ 18.00	(Banner)			Richard Haines
KPUR, 1440, 5 KW/1 KW (DA-N)	, AOR	,$ 13.00	(Mc-Guild)			
KZIP, 1310, 1 KW (DAYS)	, HISPANIC	,$ 10.00	(Lotus)			
KAKS, 1550, 1 KW (DAYS)	, OLDIES	,$ NA	(HNWH)		(CANYON)	Jack Auldridge
KDJW-F, 94.1, 100 KW @ 700,	COUNTRY	NBC,$ 24.00	(Torbet)			
KLSF-F, 96.9, 100 KW @ 668,	AC	,$ 26.00	(Banner)	Bakke		Mike Fox
KMLT-F, 97.9, 100 KW @ 1285,	AC	,$ 23.00	(Katz)	Stouffer		Bob Russell
KMML-F, 98.7, 100 KW @ 480,	COUNTRY	ABC-I,$ 27.00	(Banner)			Richard Haines
KQIZ-F, 93.1, 100 KW @ 700,	CHR	,$ 20.00	(Christal)	First Sierra		Doug Stalker
KESE-F, 101.9, 100 KW @ 730,	AC/OLDIES	ABC-D,$ 16.00	(---)	Woods		Chris Bence
KAKS-F, 107.9, 100 KW @ 600,	CHR	US 1,$ 20.00	(HNHW)		(CANYON)	Danny Alexander
KATP-F, 107.1, 3 KW @ 200,	AOR	,$ 18.00	(Mc-Guild)		(CANYON)	A. Lair

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ANCHORAGE

Arbitron Rank/Pop (12+): 157/195,900

MSA Rank/Pop: 175/249,900
NO ADI
Average Person Ratings: 15.0
Market TSL: 20.3 hours

Stations: 16/16
Diaries: 631/310:1/49.3%
Sample Target: 550
% Below Line: 0
% Not Listed: 10.2

1987 Revenue: $8,500,000
HH Inc.: $43,680
Retail $: 2.8 Bil
Pop per Station: 12,244
#1 Biller: KFQD $1,500,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWHL-F	(AOR)	42/14.3	11.1	13.3	12.5	12.3	----	49/436	389/19.9	20.5	21.7	43	14.8	50	547	KWHL-F
2. KGOT-F	(CHR)	39/13.3	20.4	16.2	13.8	17.1	----	44/730	644/32.9	33.4	27.2	101	19.0	64	618	KGOT-F
3. KEAG-F	(O)	27/ 9.2	---	---	---	---	----	35/415	340/17.4	---	---	101	8.9	30	267	KEAQ-F
4. KPXR-F	(CHR)	23/ 7.8	11.4	7.4	4.4	3.5	----	24/478	413/21.1	27.6	20.4	67	11.0	37	407	KPXR-F
5. KASH A/F	(C)	21/ 7.1	5.5	9.8	4.7	5.8	----	23/299	287/14.7	11.5	12.4	73	6.2	21	264	KASH A/F
6. KNIK-F	(J)	18/ 6.1	3.5	5.9	6.3	4.3	----	21/301	231/11.8	7.9	11.2	67	3.0	10	128	KNIK-F
KYAK	(C)	18/ 6.1	7.3	5.0	6.3	9.4	----	33/412	238/12.1	11.8	12.6	118	3.3	11	163	KYAK
8. KFQD	(AC)	16/ 5.4	6.2	8.8	11.9	11.9	----	20/365	286/14.6	15.7	18.2	172	4.7	16	251	KFQD
9. KENI	(N/T)	14/ 4.8	3.8	3.2	4.7	4.2	----	17/239	191/ 9.7	12.0	12.0	129	2.4	8	207	KENI
10. KENI-F	(AC)	10/ 3.4	3.8	4.7	6.3	8.1	----	12/280	222/11.3	12.4	10.5	121	2.1	7	141	KENI-F
KHAR	(EZ)	10/ 3.4	4.5	3.8	5.6	6.8	----	15/224	173/ 8.8	9.4	8.0	91	3.9	13	135	KHAR
12. KBYR	(O)	8/ 2.7	2.8	3.5	1.9	1.9	----	8/144	134/ 6.8	10.5	10.4	115	.9	3	86	KBYR
KKLV-F	(AC)	8/ 2.7	4.5	5.3	6.6	6.1	----	10/239	190/ 9.7	10.4	12.1	152	2.7	9	171	KKLV-F
14. KXDZ-F	(AC)	6/ 2.0	3.5	---	---	---	----	6/139	139/ 7.1	7.5	---	105	2.4	8	113	KXDZ-F
15. KCFA	(R/G)	4/ 1.4	.3	.6	---	---	----	5/ 83	72/ 3.7	2.5	3.9	293	.9	3	41	KCFA

12+ FM SHARE (METRO): 72.35% (191 of 264) (SPG 87: 69.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOT-F>>	1. KWHL-F>	1. KWHL-F	1. KWHL-F<	1. KWHL-F<	1. KNIK-F	1. KGOT-F	1. KWHL-F	1. KGOT-F	1. KWHL-F	1. KGOT-F
2. KPXR-F>	2. KGOT-F>	2. KGOT-F	2. KEAG-F<	2. KEAG-F	2. KEAG-F	2. KWHL-F	2. KGOT-F	KWHL-F	2. KGOT-F	2. KWHL-F>
3. KWHL-F>	3. KPXR-F	3. KEAG-F>	3. KGOT-F>	KGOT-F	KFQD	3. KASH-AF	3. KEAG-F	3. KEAG-F	3. KPXR-F>	3. KEAG-F
4. KXDZ-F	4. KEAG-F	4. KPXR-F	4. KFQD	4. KASH-AF	4. KYAK	KYAK	4. KASH-AF<	4. KASH-AF	4. KEAG-F	4.
5.	5. KASH-AF	5. KASH-AF	5. KASH-AF	5. KFQD	5. KASH-AF	5. KFQD	5. KNIK-F	KPXR-F	5. KYAK	5.
			KNIK-F	KNIK-F		KNIK-F				
						7. KEAG-F				
						8. KPXR-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPXR-F	1. KGOT-F	1. KGOT-F>>	1. KGOT-F>	1. KGOT-F>
2. KGOT-F	2. KPXR-F	2. KWHL-F	2. KEAG-F	2. KEAG-F
KWHL-F	KWHL-F	3. KCFA	3. KPXR-F	KFQD
4. KEAG-F	4. KEAG-F	KEAG-F	KWHL-F	4. KYAK
5.	5.	KPXR-F	5. KFQD	5. KWHL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F>>	1. KWHL-F
2. KPXR-F	2. KGOT-F	2. KASH-AF	2. KEAG-F	2. KEAG-F
3. KGOT-F	3. KPXR-F	KEAG-F	3. KGOT-F	3. KASH-AF
4. KYAK	4. KASH-AF	KGOT-F	4. KASH-AF	4. KGOT-F
5.	KEAG-F	5.	KNIK-F	KNIK-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		62 (2)	62 (2)	23.5	26.9
AOR/CLASSIC		42 (1)	42 (1)	15.9	20.5
AC/OLDIES/SOFT ROCK	24 (2)	51 (4)	75 (6)	28.4	20.2
MOR/VARIETY/FULL					3.7
COUNTRY	21 (2)	18 (1)	39 (3)	14.8	16.8
BLACK/URBAN					
BTFL MUSIC/EZ	10 (1)		10 (1)	3.8	11.1
NEWS/TALK	14 (1)		14 (1)	5.3	
NOSTALGIA					
RELIGION/GOSPEL	4 (1)		4 (1)	1.5	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		18 (1)	18 (1)	6.8	
UNKNOWN/OTHERS					
	73 (7)	191 (9)	264 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

MISCELLANEOUS COMMENTS KNIK changes from BTFL to New Age...

RADIO STATIONS

KASH, 1080, 10 KW (DA-1)	, COUNTRY	ABC-E,$ NA	(MMR)	Comm. Pacific	Dennis Bookey
KBYR, 700, 1 KW	, OLDIES	CBS,$ 15.00	(Roslin)		Ron Moore
KENI, 550, 5 KW (DA-1)	, NEWS/TALK	NBC,ABC-I,$ 22.00*	(Katz)		Gregg Clapper
KFQD, 750, 50 KW	, AC	,$ 43.00*	(Mc-Guild)		Roy Robinson
KHAR, 590, 5 KW (DA-1)	, EZ/BTFL	,$ 24.00*	(Eastman)		Ron Clement
KYAK, 650, 50 KW (DA-1)	, COUNTRY	MBS,$ 34.00*	(Christal)	Olympic	Gary Donavan
KASH-F, 107.5, 100 KW @ 295	, COUNTRY	ABC-E,$ 32.00*	(MMR)	Comm. Pacific	Dennis Bookey
KENI-F, 100.5, 25 KW @ 178	, AC	,$ 30.00*	(Katz)		Gregg Clapper
KGOT-F, 101.3, 26 KW @ -66	, CHR	MBS,$ 55.00*	(Christal)	Olympic	Gary Donavan
KKLV-F, 104.1, 55 KW @ 61	, AC	APR,$ 26.00	(Tacher)		Ron Clement
KNIK-F, 105.3, 25 KW @ 265	, NEW AGE	CBS,$ 22.00	(Roslin)		Ron Moore
KPXR-F, 102.1, 25 KW @ 165	, CHR	,$ 35.00*	(Katz)	Ingstad	Don Nodin
KWHL-F, 106.5, 100 KW @ -89	, AOR	,$ 46.00	(Mc-Guild)		Roy Robinson
KXDZ-F, 103.1, 3 KW @ 13	, SOFT AC	Trans,$ 18.00	(---)		Kent Byrus
KEAG-F, 97.3, 100 KW @ ??	, OLDIES	,$ NA	(---)		

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ANN ARBOR

Arbitron Rank/Pop (12+): 141/228,600

MSA Rank/Pop: 160/269,000
Detroit ADI
Average Person Ratings: 14.6
Market TSL: 19.3 hours

Stations: 25/5
Diaries: 593/385:1/50.0%
Sample Target: 610
% Below Line: 71.8
% Not Listed: 17.1

1987 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 45,720
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	45/13.5	---	12.9	---	13.4	----		674/29.5	---	26.5	115				WJR
2. WIQB-F (AOR)	26/ 7.8	---	8.7	---	7.8	----		524/22.9	---	23.6	88				WIQB-F
3. WHYT-F (CHR)	25/ 7.5	---	4.5	---	4.9	----		455/19.9	---	13.5	61				WHYT-F
4. WCSX-F (AOR)	19/ 5.7	---	7.6	---	2.2	----		369/16.1	---	15.3	91				WCSX-F
5. WCZY-F (CHR)	18/ 5.4	---	3.6	---	3.2	----		374/16.4	---	13.5	85				WCZY-F
6. WLLZ-F (AOR)	14/ 4.2	---	4.5	---	1.7	----		286/12.5	---	14.1	69				WLLZ-F
WNIC-F (AC)	14/ 4.2	---	3.9	---	3.6	----		329/14.4	---	13.2	124				WNIC-F
WRIF-F (AOR)	14/ 4.2	---	7.6	---	7.3	----		390/17.1	---	21.3	81				WRIF-F
9. WOMC-F (AC)	12/ 3.6	---	2.2	---	2.7	----		174/ 7.6	---	7.8	175				WOMC-F
WWWW-F (C)	12/ 3.6	---	3.4	---	3.2	----		204/ 8.9	---	10.9	144				WWWW-F

11.
12.
13.
14.
15.

This market's Metro and TSA are the same.

12+ FM SHARE (METRO): 73.55% (203 of 276) (SPG 87: 74.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHYT-F>>	1. WIQB-F	1. WIQB-F	1. WJR >>	1. WJR >>	1. WJR >>	1. WJR >>	1. WJR	1. WJR <	1. WJR >	1. WIQB-F
2.	2. WCSX-F	2. WJR	2. WIQB-F	2. WIQB-F	2.	2. WCZY-F	2. WIQB-F>	2. WHYT-F	2. WIQB-F	WJLB-F
3.	3. WHYT-F	3. WCSX-F	3. WOMC-F	3. WOMC-F	3.	3. WIQB-F	3. WOMC-F	3. WIQB-F	3. WNIC-F	WNIC-F
4.	4. WRIF-F	4. WCZY-F	4. WCSX-F	4.	4.	4. WHYT-F	4. WCXI-F	WCSX-F	4. WCSX-F	4. WAAM
5.	5.	WHYT-F	WNIC-F	5.	5.	5.	5.	5.	5. WHYT-F	WRIF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIQB-F	1. WIQB-F	1. WOMC-F	1. WIQB-F	1. WJR	1. WIQB-F	1. WIQB-F	1. WIQB-F	1. WJR	1. WJR >>
WCZY-F	WHYT-F	2. WHYT-F	WCZY-F	2. WOMC-F	WCSX-F	2. WCSX-F	2. WCSX-F	2. WIQB-F	2. WIQB-F
3. WHYT-F	3. WCZY-F	WNIC-F	3. WHYT-F	3. WWWW-F	WLLZ-F	3. WLLZ-F	3. WLLZ-F	3. WCSX-F	3. WCSX-F
4. WJLB-F	4. WOMC-F	WWWW-F	4. WOMC-F	4.	4. WRIF-F	4. WRIF-F	WRIF-F	4. WLLZ-F	4. WLLZ-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	WRIF-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		49 (3)	49 (3)	17.8	21.0
AOR/CLASSIC		75 (5)	75 (5)	27.2	22.6
AC/OLDIES/SOFT ROCK	2 (1)	37 (4)	39 (5)	14.1	16.1
MOR/VARIETY/FULL	52 (3)		52 (3)	18.8	16.5
COUNTRY	8 (1)	12 (1)	20 (2)	7.2	6.1
BLACK/URBAN		8 (1)	8 (1)	2.9	4.8
BTFL MUSIC/EZ		9 (2)	9 (2)	3.3	6.8
NEWS/TALK	4 (1)		4 (1)	1.4	1.6
NOSTALGIA	7 (1)		7 (1)	2.5	2.3
RELIGION/GOSPEL					0.6
SPANISH					
CLASSICAL		8 (1)	8 (1)	2.9	1.0
JAZZ/NEW AGE/ECLECTIC		5 (1)	5 (1)	1.8	0.6
UNKNOWN/OTHERS					
	73 (7)	203 (18)	276 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAM	1600	Ann Arbor	1.5/9.0
WNRS	1290	Saline	.6/1.4
WPAG-F	107.1	Ann Arbor	.6/3.9
WPZA	1050	Ann Arbor	.6/3.6
CKLW	800	Windsor	2.1/5.9
CKLW-F	93.9	Windsor	.9/4.3
WCXI	1130	Detroit	2.4/3.9
WDTX-F	99.5	Detroit	1.8/8.1
WIOT-F	104.7	Toledo	.6/1.8
WJLB-F	97.9	Detroit	2.4/7.8
WJOI-F	97.1	Detroit	2.1/6.1
WLTI-F	93.1	Detroit	2.4/7.1
WQRS-F	105.1	Detroit	2.4/5.5
WVAE-F	92.3	Detroit	1.5/6.9
WWJ	950	Detroit	1.2/7.6

RADIO STATIONS

WAAM, 1600, 5 KW (DA-2)	, MOR	NBC,ABC-E,$ 15.00	(Patt)			
WNRS, 1290, 500 W (DAYS,DA)	, OLDIES	,$ 14.00	(Mc-Guild)		(SALINE)	Mike Solan
WPZA, 1050, 5 KW/500 W (DA-2)	, MOR	,$ 21.00	(Mich. Spot)	Dominoe's Pizza		M. Baughn
WIQB-F, 102.9, 10 KW @ 500, AOR		,$ 50.00	(Mc-Guild)			Mike Solan
WPAG-F, 107.1, 3 KW @ 260, BTFL/EZ		ABC-I,$ 15.00	(Mich. Spot)	Dominoe's Pizza		J. Baughn

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APPLETON - OSHKOSH

Arbitron Rank/Pop (12+): 133/253,100

MSA Rank/Pop: 149/307,200
Green Bay ADI
Average Person Ratings: 16.1
Market TSL: 21.3 hours

Stations: 22/14
Diaries: 849/298:1/68.8%
Sample Target: 630
% Below Line: 20.9
% Not Listed: 10.6

1987 Revenue: $6,900,000
HH Inc.: $33,022
Retail $: 1.7 Bil
Pop per Station: 18,079
#1 Biller: WAPL-F $1,500,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F (AOR)	62/15.2	14.8	14.3	14.2	14.9	----	132/1477	727/29.7	31.5	27.6	83	22.4	109	995	WAPL-F
2. WIXX-F (CHR)	48/11.8	9.5	11.9	8.6	8.2	----	170/2369	805/31.8	27.8	28.2	86	14.8	72	941	WIXX-F
3. WROE-F (EZ)	32/ 9.1	9.0	10.1	8.6	8.4	----	40/ 510	379/15.0	15.5	18.8	69	5.6	27	256	WRDE-F
4. WMGV-F (AC)	29/ 7.1	6.3	4.0	4.7	3.4	----	39/ 618	471/18.6	17.2	14.2	89	9.3	45	590	WMGV-F
5. WHBY (MOR)	22/ 5.4	8.5	6.3	7.6	5.8	----	22/ 449	384/15.2	20.7	16.8	107	5.8	28	439	WHBY
6. WYNE (C)	21/ 5.2	5.0	9.3	5.6	7.2	----	22/ 304	265/10.5	10.3	15.1	102	4.7	23	276	WYNE
7. WKFX-F (O)	20/ 4.9	4.5	4.5	3.4	5.3	----	24/ 458	324/12.8	13.3	14.6	167	1.6	8	164	WKFX-F
WQWM (O)	20/ 4.9	4.5	6.1	5.6	1.4	----	29/ 414	277/10.9	12.3	13.4	178	2.9	14	206	WQWM
9. WAHC-F (C)	17/ 4.2	4.8	2.1	3.2	4.1	----	31/ 336	221/ 8.7	7.3	6.0	126	4.1	20	212	WAHC-F
10. WDUZ-F (EZ)	16/ 3.9	2.3	3.7	3.2	3.1	----	60/ 747	184/ 7.3	5.9	7.5	110	1.6	8	81	WDUZ-F
WOSH (MOR)	16/ 3.9	4.3	3.2	4.7	3.4	----	17/ 299	273/10.8	9.2	8.3	62	4.3	21	353	WOSH
12. WRJQ (B3)	10/ 2.5	4.0	1.1	.7	4.1	----	20/ 210	112/ 4.4	5.6	3.3	40	2.9	14	115	WRJQ
13. WNAM (AC)	9/ 2.2	4.5	4.0	4.7	4.8	----	11/ 298	261/10.3	10.9	11.4	132	2.7	13	186	WNAM
WEMI-F (R/G)	9/ 2.2	2.0	1.3	1.5	1.7	----	10/ 219	180/ 7.1	20.7	16.8	155	1.9	9	178	WEMI-F
WGEE (C)	9/ 2.2	2.5	1.9	3.9	5.3	----	46/ 641	197/ 7.8	7.1	8.4	45	3.9	19	203	WGEE

12+ FM SHARE (METRO): 67.31% (245 of 364) (SPG 87: 60.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPL-F	1. WAPL-F>	1. WAPL-F>	1. WAPL-F	1. WAPL-F	1. WROE-F>>	1. WAPL-F	1. WAPL-F>	1. WAPL-F	1. WAPL-F>	1. WAPL-F
WIXX-F	2. WIXX-F>	2. WIXX-F>	2. WIXX-F	2. WIXX-F>	2. WHBY	2. WIXX-F	2. WROE-F	2. WIXX-F>	2. WIXX-F	2. WIXX-F>
3. WMGV-F	3. WMGV-F	3. WMGV-F	3. WKFX-F	3. WQWM	3. WYNE	3. WROE-F<	3. WIXX-F	3. WMGV-F	3. WHBY	3. WYNE <
4.	4. WKFX-F	4. WKFX-F	WQWM	4. WKFX-F	4. WOSH >	4. WMGV-F	4. WMGV-F	4. WROE-F	4. WROE-F	4. WROE-F
5.	5.	5. WQWM	5.	5. WMGV-F	5.	WOSH	5. WDUZ-F	5. WKFX-F	5. WMGV-F	5.
				WROE-F				WQWM		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WIXX-F<	1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WIXX-F
2. WAPL-F	2. WAPL-F	2. WAPL-F	2. WAPL-F>	2. WAPL-F
WMGV-F	3. WMGV-F>>	3. WKFX-F	3. WMGV-F	3. WQWM
4.	4. WKFX-F	4. WMGV-F	4. WQWM	4. WKFX-F
5.	5.	5.	5. WKFX-F	WROE-F
			WROE-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>>	1. WAPL-F>	1. WAPL-F>
2. WIXX-F>>	2. WIXX-F>>	2. WIXX-F>	2. WIXX-F>	2. WKFX-F
3.	3. WMGV-F	3. WMGV-F	3. WKFX-F	3. WIXX-F
4.	4. WKFX-F	4. WKFX-F	4. WMGV-F	4. WQWM
5.	5.	5. WQWM	5. WQWM	5.
		WQWM		

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		48 (1)	48 (1)	13.2	18.3
AOR/CLASSIC		62 (1)	62 (1)	17.0	15.9
AC/OLDIES/SOFT ROCK	34 (3)	49 (2)	83 (5)	22.8	15.6
MOR/VARIETY/FULL	42 (3)		42 (3)	11.5	12.7
COUNTRY	31 (3)	24 (4)	55 (7)	15.1	17.1
BLACK/URBAN					
BTFL-MUSIC/EZ		53 (2)	53 (2)	14.6	15.3
NEWS/TALK					
NOSTALGIA	12 (2)		12 (2)	3.3	1.8
RELIGION/GOSPEL		9 (1)	9 (1)	2.5	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.8
	119 (11)	245 (11)	364 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLKE	690	Oshkosh	1.2/2.9
WMBE	1530	Chilton	.5/1.3
WJLW-F	95.9	DePere	.5/1.4
WNBK-F	93.5	New London	.5/2.4
WTMJ	620	Milwaukee	1.0/3.8

MISCELLANEOUS COMMENTS WNAM, WAHC-F sold for $7,200,000 (Kalil)...

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS,$ 35.00	(Eastman)	Woodward	Susan Knaack
WNAM, 1280, 5 KW/1 KW (DA-1)	, AC	ABC-I,$ 18.00	(K & P)		Sheryl Perisho
WOSH, 1490, 1 KW	, MOR	NBC,$ 17.00	(HNWH)	Midwest Family	Bill Mann
WQWM, 1050, 1 KW/500 W (DA-2)	, OLDIES	,$ 20.00	(Katz)		John Nehmer
WYNE, 1150, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 27.00	(Torbet)	Fox Valley	Jim Hodges
WRJQ, 1570, 1 KW (DAYS)	, NOSTALGIA	,$ 13.00	(Republic)		
WAHC-F, 96.7, 3 KW @ 293,	COUNTRY	ABC-I,$ 16.00	(K & P)		Sheryl Perisho
WAPL-F, 105.7, 100 KW @ 500,	AOR	,$ 38.00	(Eastman)	Woodward	Susan Knaack
WKFX-F, 104.9, 1 KW @ 480,	OLDIES	ABC-R,$ 20.00	(Katz)	Wincom	
WMGV-F, 103.9, 2.5 KW @ 355,	AC	Source,$ 24.00	(HNWH)	Midwest Family	Bill Mann
WROE-F, 94.3, 3 KW @ 337,	EZ/BTFL	APR,$ 23.00	(Republic)	Fox Valley	Jim Hodges

Other ranked stations - See Green Bay

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ASHEVILLE

Arbitron Rank/Pop (12+): 178/159,800

MSA Rank/Pop: 227/170,500
Greenville ADI
Average Person Ratings: 15.1
Market TSL: 20.0 hours

Stations: 11/6
Diaries: 574/278:1/56.2%
Sample Target: 550
% Below Line: 29.9
% Not Listed: 15.5

1987 Revenue: $4,700,000
HH Inc.: $27,399
Retail $: 1.36 Bil
Pop per Station: 26,633
#1 Biller: WWNC $2,300,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWNC (C)	66/27.4	---	41.8	---	35.7	----	81/ 889	687/43.0	---	52.9	[illegible]				WWNC
2. WKSF-F (CHR)	50/20.7	---	24.1	---	22.5	----	109/1229	601/37.6	---	37.4	[illegible]				WKSF-F
3. WMYI-F (AC)	26/10.8	---	---	---	---	----	44/ 683	344/21.5	---	---	[illegible]				WMYI-F
4. WESC-F (C)	17/ 7.1	---	4.7	---	6.1	----	---/ 14	9/ .6	---	12.9	146				WESC-F
5. WSPA-F (EZ)	16/ 6.6	---	4.3	---	5.3	----	37/ 448	146/ 9.1	---	7.8	73				WSPA-F
6. WXRC-F (AOR)	7/ 2.9	---	1.3	---	3.3	----	14/ 133	58/ 3.6	---	3.7	138				WXRC-F
WISE (MOR)	7/ 2.9	---	2.2	---	2.5	----	9/ 158	121/ 7.6	---	9.1	28				WISE
8. WFBC-F (AC)	6/ 2.5	---	2.6	---	4.5	----	10/ 220	99/ 6.2	---	10.7	192				WFBC-F
9. WTOO (?)	4/ 1.7	---	2.2	---	1.6	----	6/ 162	112/ 7.0	---	8.2	47				WTOO
WSKY (MOR)	4/ 1.7	---	3.0	---	.8	----	4/ 189	169/10.6	---	9.8	---				WSKY

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 59.80% (122 of 204) (SPG 87: 43.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSF-F>>	1. WKSF-F>>	1. WKSF-F>	1. WKSF-F	1. WWNC <	1. WWNC >>	1. WWNC >>	1. WWNC	1. WKSF-F	1. WKSF-F>	1. WWNC >
2.	2. WMYI-F>>	2. WMYI-F<	2. WWNC <	2. WKSF-F	2.	2. WKSF-F	2. WMYI-F	2. WWNC	2. WWNC >>	2.
3.	3. WWNC	3. WWNC >	3. WMYI-F>>	3. WMYI-F>	3.	3. WMYI-F	3. WKSF-F>	3. WMYI-F	3.	3.
4.	WXRC-F	4. WESC-F	4.	4. WESC-F	4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKSF-F	1. WKSF-F	1. WKSF-F>	1. WKSF-F	1. WWNC	1. WKSF-F>>	1. WKSF-F>>	1. WKSF-F>>	1. WKSF-F>>	1. WKSF-F
2. WMYI-F	2. WMYI-F>>	WMYI-F	2. WMYI-F	2. WKSF-F	2.	2. WMYI-F	2. WMYI-F	2. WWNC	WWNC
3.	3.	3. WXRC-F	3. WWNC >>	WMYI-F>	3.	3. WFBC-F	3. WFBC-F	3. WMYI-F	3. WMYI-F>
4.	4.	4. WWNC	4. WESC-F	4.	4.	4.	4. WWNC	4. WESC-F	4. WESC-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		50 (1)	50 (1)	24.5	27.2
AOR/CLASSIC		7 (1)	7 (1)	3.4	1.5
AC/OLDIES/SOFT ROCK		32 (2)	32 (2)	15.7	5.8
MOR/VARIETY/FULL	15 (3)		15 (3)	7.4	5.8
COUNTRY	66 (1)	17 (1)	83 (2)	40.7	52.9
BLACK/URBAN					
BTFL MUSIC/EZ		16 (1)	16 (1)	7.8	4.9
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.5	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	82 (5)	122 (6)	204 (11)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFGW 1010 Black Mountain .4/3.9

MISCELLANEOUS COMMENTS WRAQ changes to WTOO (April)...

RADIO STATIONS

WISE, 1310, 5 KW/1 KW (DA-N)	, AC/MOR	SMN,$ 14.00	(---)			W. Denman
WTOO, 1380, 5 KW/1 KW (DA-N)	, MOR	MBS,$ 8.00	(Carolina)			G. Alderfer
WSKY, 1230, 1 KW	, MOR	CBS,$ 10.00	(---)			Zeb Lee
WWNC, 570, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 85.00	(Katz)	Heritage (Polacek)		Bud Polacek
WKSF-F, 99.9, 53 KW @ 2672, CHR		,$ 50.00	(Katz)	Heritage (Polacek)		Bud Polacek
WMIT-F, 106.9, 36 KW @ 3050, RELIGION		ABC-I,$ NA	(---)		(BLACK MOUNTAIN)	Edna Edwards

Other ranked stations - See Greenville, SC

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ATLANTA

Arbitron Rank/Pop (12+): 13/2,117,200

MSA Rank/Pop: 11/2,611,500
ADI # 12
Average Person Ratings: 17.6
Market TSL: 23.3 hours

Stations: 21/20
Diaries: 1813/1168:1/45.8%
Sample Target: 1690
% Below Line: 0.4
% Not Listed: 9.9

1987 Revenue: $98,900,000
HH Inc.: $36,517
Retail $: 21.1 Bil
Pop per Station: 105,860
#1 Biller: WQXI A/F $12,600,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F (B/U)	379/10.2	10.5	9.4	10.5	11.0	10.2	434/4130	3529/16.7	16.1	17.7	104	13.8	592	4364	WVEE-F
2. WKLS-F (AOR)	368/ 9.9	7.9	7.6	9.6	8.3	8.8	439/4872	3895/18.4	15.1	17.7	100	11.6	498	4481	WKLS-F
3. WSB-F (AC)	297/ 8.0	8.4	6.9	6.1	5.8	7.4	333/4790	4043/19.1	17.5	16.8	124	8.4	360	3668	WSB-F
4. WPCH-F (EZ)	294/ 7.9	8.1	8.9	8.9	7.4	8.5	350/4117	3512/16.6	18.1	16.7	108	5.9	254	2853	WPCH-F
5. WSB (MOR)	275/ 7.4	7.1	8.6	8.4	7.7	7.9	306/4135	3667/17.3	18.1	17.6	55	5.0	215	3281	WSB
6. WKHX-F (C)	248/ 6.6	7.8	6.7	4.9	7.2	6.5	354/4064	2894/13.7	13.8	14.3	112	6.7	287	2922	WKHX-F
7. WZGC-F (CHR)	239/ 6.4	5.4	5.5	6.9	8.5	6.1	285/4803	3876/18.3	16.1	21.6	70	6.6	284	4465	WZGC-F
8. WAPW-F (CHR)	216/ 5.8	5.4	6.1	5.6	3.3	5.7	311/4086	3112/14.7	14.7	10.2	66	8.2	350	4036	WAPW-F
9. WYAY-F (C)	200/ 5.4	5.7	5.0	4.9	8.0	5.3	353/4029	2711/12.8	10.9	13.6	119	6.0	256	2637	WYAY-F
WQXI-F (AC)	200/ 5.4	5.2	6.1	5.6	5.1	5.6	224/3700	3203/15.1	17.7	17.2	141	4.6	196	2746	WQXI-F
11. WFOX-F (AC)	178/ 4.8	4.3	4.6	4.9	3.9	4.7	252/3910	2832/13.4	14.4	12.5	150	3.7	160	2322	WFOX-F
12. WAOK (B)	141/ 3.8	3.2	4.3	2.7	3.2	3.5	143/1280	1257/ 5.9	6.7	5.6	74	3.7	157	1403	WAOK
13. WGST (N/T)	132/ 3.5	3.5	2.6	3.4	2.6	3.3	134/1998	1922/ 9.1	8.2	7.8	83	2.3	99	1667	WGST
14. WEKS-F (B)	94/ 2.5	3.2	3.5	2.2	3.5	2.9	106/1884	1689/ 8.0	8.2	8.1	76	4.3	185	2497	WEKS-F
15.															
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 81.84% (2749 of 3359) (SPG 87: 81.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZGC-F>	1. WKLS-F	1. WVEE-F<	1. WVEE-F	1. WVEE-F	1. WPCH-F<	1. WVEE-F<	1. WKLS-F	1. WKLS-F	1. WVEE-F	1. WVEE-F>
2. WAPW-F<	2. WVEE-F>	2. WKLS-F	2. WSB-F<	2. WKLS-F	2. WSB >	WSB	WPCH-F	2. WVEE-F	2. WKLS-F	2. WAOK <
3. WVEE-F>	3. WSB-F	3. WSB-F>	3. WKLS-F	WSB-F	3. WKHX-F>	3. WSB-F	3. WSB-F	3. WPCH-F	3. WSB	3. WSB
4. WKLS-F>	4. WQXI-F	4. WQXI-F	4. WQXI-F	4. WPCH-F	4. WSB-F	4. WKLS-F	4. WVEE-F	4. WSB-F	4. WZGC-F	4. WKLS-F<
5. WEKS-F	5. WAPW-F	5. WFOX-F	5. WFOX-F	5. WQXI-F<	5. WYAY-F	5. WZGC-F	5. WSB <	5. WZGC-F	5. WQXI-F	5. WYAY-F
6.	WZGC-F>	6. WAPW-F	6. WKHX-F	6. WKHX-F<	6. WAOK <	6. WPCH-F	6. WKHX-F	6. WKHX-F<	6. WAPW-F<	6. WSB-F
7.	7. WYAY-F	WZGC-F<	WPCH-F	7. WFOX-F	7. WGST	7. WKHX-F	7. WAPW-F	7. WAPW-F<	7. WSB-F	7. WPCH-F
8.	8. WFOX-F	8. WKHX-F	8. WYAY-F	8. WYAY-F	8. WFOX-F	8. WYAY-F	WQXI-F	8. WYAY-F	8.	8. WAPW-F
9.	9.	9.	9.	9.	9.	9. WQXI-F	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10. WAPW-F	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVEE-F	1. WVEE-F	1. WSB-F<	1. WSB-F	1. WSB-F
2. WAPW-F	2. WSB-F	2. WVEE-F>	2. WVEE-F>	2. WVEE-F
3. WSB-F<	3. WKLS-F	3. WKLS-F	3. WKLS-F	3. WPCH-F
4. WKLS-F	4. WAPW-F	4. WQXI-F	4. WAPW-F<	4. WKHX-F
5. WZGC-F	5. WQXI-F	5. WFOX-F	WPCH-F	5. WFOX-F
6. WQXI-F	6. WZGC-F	6. WAPW-F	6. WQXI-F	WQXI-F
7. WYAY-F	7. WFOX-F	WKHX-F	7. WKHX-F	7. WKLS-F
8.	8. WYAY-F	8. WYAY-F	8. WFOX-F	8. WYAY-F
9.	9.	9. WZGC-F	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKLS-F>>	1. WKLS-F>>	1. WKLS-F>	1. WKLS-F>	1. WKLS-F>
2. WVEE-F	2. WVEE-F>	2. WVEE-F>	2. WVEE-F>	2. WVEE-F
3. WAPW-F	3. WZGC-F<	3. WQXI-F	3. WQXI-F	3. WQXI-F
4. WZGC-F	4. WQXI-F	4. WZGC-F	4. WFOX-F<	4. WFOX-F
5. WYAY-F	5. WSB-F	5. WSB-F	5. WZGC-F<	5. WPCH-F
6. WEKS-F	6. WAPW-F	6. WFOX-F	6. WSB-F<	6. WYAY-F
7. WSB-F	7. WYAY-F	7. WGST	7. WYAY-F	7. WKHX-F
8. WQXI-F	8.	8. WKHX-F	8. WKHX-F	8. WSB-F
9.	9.	9. WSB	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		455 (2)	455 (2)	13.5	13.0
AOR/CLASSIC		368 (1)	368 (1)	11.0	9.1
AC/OLDIES/SOFT ROCK	18 (1)	675 (3)	693 (4)	20.6	17.3
MOR/VARIETY/FULL	275 (1)		275 (1)	8.2	8.5
COUNTRY	12 (1)	459 (3)	471 (4)	14.0	17.6
BLACK/URBAN	141 (1)	473 (2)	614 (3)	18.3	21.1
BTFL MUSIC/EZ		294 (1)	294 (1)	8.8	8.2
NEWS/TALK	132 (1)		132 (1)	3.9	3.4
NOSTALGIA	20 (1)		20 (1)	3.9	
RELIGION/GOSPEL		14 (1)	14 (1)	0.4	0.8
SPANISH					
CLASSICAL	12 (1)		12 (1)	0.4	0.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS		11 (1)	11 (1)	0.3	0.3
	610 (7)	2749 (14)	3359 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHK-F	105.5	Canton	.3/ .9
WGKA	1190	Atlanta	.3/ .9
WKHX	590	Atlanta	.3/1.4
WKLQ-F	1023	Buford	.3/1.3
WQXI	790	Atlanta	.5/1.4
WVFJ-F	93.3	Manchester	.4/1.6

RADIO STATIONS

AM STATIONS

WAEC, 860, 5 KW (DAYS)	, RELIGION	,$ 22.00	(---)	Forus		Don Stone
WAOK, 1380, 5 KW	, BLACK	NBN,NBC,$ 60.00	(Mc-Guild)	Summit		Rik Rogers
WCNN, 680, 50 KW/10 KW (DA-1)	, NOSTALGIA	US 2,CNN,$ 42.00	(HNWH)			Charles Smithgall
WGKA, 1190, 10 KW (DAYS)	, CLASSICAL	,$ 40.00	(CMBS)			Ethel Holley
WGST, 920, 5 KW/1 KW	, NEWS/TALK	ABC-I,MBS,$ 75.00	(Eastman)	Jacor		John Lauer
WGUN, 1010, 50 KW (DAYS)	, GOSPEL	,$ 21.00	(---)	Rivers		Randy Johnson
WIGO, 1340, 1 KW	, BLACK	,$ 45.00	(---)			Dorothy Brunson
WKHX, 590, 5 KW (DA-N)	, COUNTRY	,$ NA	(Republic)	Cap Cities/ABC		Vern Ore
WQXI, 790, 5 KW/1 KW (DA-N)	, OLDIES	,$ NA	(Banner)	Jeff-Pilot		Gerald Blum
WSB , 750, 50 KW	, MOR/TALK	APR,ABC-T,$190.00	(Christal)	Cox		Mike Faherty
WYZE, 1480, 5 KW (DAYS)	, BLACK/GOSPEL	,$ 16.00	(---)	Buck		Jim Swanger

FM STATIONS

WAPW, 97.7, 100 KW @ 1000, CHR		,$120.00	(Eastman)	Susquehanna		Bill Phippen
WEKS, 104.1, 60 KW @ 1220, BLACK		CBS-R,$ 70.00	(Durpetti)	Zapis		Lee Zapis
WFOX, 97.1, 100 KW @ 1566, AC		,$135.00	(MMR)	Shamrock	(GAINESVILLE)	Martin Sherry
WKHX, 101.5, 100 KW @ 900, COUNTRY		,$175.00	(Republic)	Cap Cities/ABC		Vern Ore
WKLS, 96.1, 100 KW @ 950, AOR		ABC-R,$190.00	(Katz)	Great American		Tom Connolly
WPCH, 94.9, 100 KW @ 968, BTFL/EZ		,$170.00	(Eastman)	Jacor		John Lauer
WQXI, 94.1, 100 KW @ 914, AC/CONTEMP		,$178.00	(Banner)	Jeff-Pilot		Gerald Blum
WSB , 98.5, 100 KW @ 919, AC		,$176.00	(Christal)	Cox		Mike Faherty
WVEE, 103.3, 100 KW @ 1022, URBAN		US 1,$175.00	(Mc-Guild)	Summit		Rik Rogers
WYAY, 106.7, 100 KW @ 1400, COUNTRY		,$160.00	(MMR)	New City	(GAINESVILLE)	Bob Green
WZGC, 92.9, 100 KW @ 910, CHR		,$140.00	(HNWH)	Cook Inlet		Paul Nugent

CALL LETTER CHANGES

WARM: Changes to WAPW (February)

FORMAT CHANGES

WKLS-AM: Sold by Great American for $630,000 (LaRue)

STATION SALES

Barrow county added to Metro
Bartow county deleted from Metro

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ATLANTIC CITY

Arbitron Rank/Pop (12+): 164/180,200

MSA Rank/Pop: 150/299,900
Philadelphia ADI
Average Person Ratings: 17.5
Market TSL: 22.8 hours

Stations: 29/9
Diaries: 551/327:1/41.8%
Sample Target: 550
% Below Line: 34.8
% Not Listed: 8.5

1987 Revenue: $6,800,000
HH Inc.: $31,094
Retail $: 2.8 Bil
Pop per Station: 20,022
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAYV-F (CHR)	56/17.7	---	13.4	---	13.6	----	64/685	607/33.7	---	29.0	147				WAYV-F
2. WFPG-F (EZ)	45/14.2	---	10.6	---	12.0	----	57/456	345/19.1	---	18.8	56				WFPG-F
3. WMID (BB)	25/ 7.9	---	9.4	---	10.0	----	28/270	201/11.2	---	14.2	---				WMID
4. WMGM-F (CHR)	20/ 6.3	---	4.1	---	6.0	----	23/348	239/13.3	---	13.8	100				WMGM-F
WMMR-F (AOR)	20/ 6.3	---	7.5	---	10.3	----	27/316	241/13.4	---	16.2	149				WMMR-F
6. WRDR-F (BB)	14/ 4.4	---	5.0	---	5.0	----	17/169	140/ 7.8	---	5.8	18				WRDR-F
7. WXTU-F (C)	12/ 3.8	---	3.8	---	4.3	----	16/188	144/ 8.0	---	5.9	145				WXTU-F
8. WCAU (N/T)	11/ 3.5	---	.3	---	1.0	----	12/195	133/ 7.4	---	3.7	23				WCAU
WUSL-F (B/U)	11/ 3.5	---	3.4	---	5.0	----	12/183	142/ 7.9	---	7.9	46				WUSL-F
10. WMID-F (AC)	10/ 3.2	---	5.6	---	2.3	----	15/224	181/10.0	---	12.8	147				WMID-F
11. WZXL-F (AOR)	9/ 2.8	---	1.6	---	---	----	33/342	130/ 7.2	---	5.0	168				WZXL-F

12+ FM SHARE (METRO): 81.31% (235 of 289) (SPG 87: 73.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAYV-F	1. WAYV-F>	1. WAYV-F>>	1. WAYV-F>	1. WAYV-F>>	1. WFPG-F>	1. WAYV-F	1. WAYV-F>	1. WAYV-F>	1. WAYV-F	1. WMID >
2. WUSL-F>	2. WMMR-F	2. WMMR-F	2. WMMR-F>	2. WMMR-F	2. WAYV-F	2. WFPG-F	2. WFPG-F>	2. WFPG-F>	2. WMID >	2. WAYV-F
3. WMVB-F>	3. WMGM-F	3. WMGM-F>	3. WMGM-F	3. WFPG-F	3. WMID >	3. WMID >	3. WMMR-F	3. WMGM-F	3. WFPG-F	3.
4. WMGM-F	4. WZXL-F	4. WZXL-F	4. WFPG-F	4. WMGM-F	4. WRDR-F	4. WMMR-F	4. WMGM-F	4. WMMR-F	4. WMGM-F	4.
5.	5. WUSL-F	5. WMID-F	5.	5. WXTU-F	WXTU-F	5. WRDR-F	5. WMID	5. WMID	5.	5.
						WCAU				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAYV-F	1. WAYV-F>>	1. WAYV-F>	1. WAYV-F>>	1. WAYV-F>>
2. WMGM-F	2. WMGM-F	2. WMMR-F	2. WMGM-F	2. WFPG-F>
3. WMMR-F	WMMR-F	3. WMGM-F	3. WMMR-F	3. WMGM-F
4. WMID-F	4.	4.	4.	4. WXTU-F
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAYV-F	1. WMMR-F	1. WMMR-F	1. WAYV-F>	1. WAYV-F>
WMGM-F	2. WAYV-F	2. WAYV-F	2. WMMR-F>	2. WMMR-F
3. WMMR-F	3. WMGM-F>	3. WMGM-F	3. WMGM-F>	3. WZXL-F
4.	4. WZXL-F	4.	4. WZXL-F	4. WMGM-F
5.	5.	5.	5.	WMID-F
				WXTU-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		84 (5)	84 (5)	29.1	17.3
AOR/CLASSIC		34 (3)	34 (3)	11.8	16.6
AC/OLDIES/SOFT ROCK	3 (1)	27 (7)	30 (8)	10.4	15.5
MOR/VARIETY/FULL					1.8
COUNTRY		12 (1)	12 (1)	4.2	4.3
BLACK/URBAN	4 (1)	11 (1)	15 (2)	5.2	11.9
BTFL MUSIC/EZ	2 (1)	50 (2)	52 (3)	18.0	14.4
NEWS/TALK	20 (4)	3 (1)	23 (5)	8.0	1.1
NOSTALGIA	25 (1)	14 (1)	39 (2)	13.5	17.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
RADIO STATIONS	54 (8)	235 (21)	289 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFPG	1450	Atlantic City	.6/5.6
WOND	1400	Pleasantville	.9/6.6
WUSS	1490	Egg Harbor	1.3/2.9
WABC	770	New York	.6/2.2
WKTU-F	98.3	Ocean City	.9/3.0
WMVB-F	97.3	Millville	.9/6.2
WSLT-F	106.3	Ocean City	.6/3.8

See Philadelphia for more information about the following:

KYW	1.3/4.1	WMGK-F	.6/3.8
WEAZ-F	1.6/3.7	WOGL-F	.3/2.7
WEGX-F	.6/2.5	WSNI-F	.9/2.2
WIOQ-F	.9/3.8	WWDB-F	.9/2.0
WIP	.9/2.7	WYSP-F	1.6/6.0
WKSZ-F	1.9/3.6		

WMID, 1340, 1 KW	, NOSTALGIA	NBC,$ 24.00	(		
WOND, 1400, 1 KW	, OLDIES	ABC-E,$ 15.00	(Mc-Guild)		Dick Irland
WUSS, 1490, 1 KW/250 W	, BLACK	MBS,NBN,$ 17.00	(K & P)		Larry Hayes
WAYV-F, 95.1, 20 KW @ 300, CHR		,$ 37.00	(Katz)	Forrest	Vi Trofa
WFPG-F, 96.9, 50 KW @ 400, BTFL/EZ		,$ 31.00	(Eastman)	Hartstone/Dickstein	Dick Taylor
WMGM-F, 103.7, 50 KW @ 395, CHR		,$ 21.00	(Mc-Guild)		Dick Irland
WMID-F, 99.3, 3 KW @ 290, AC		,$ 22.00	(Republic)		Bill Musser
WRDR-F, 104.9, 3 KW @ 280, NOSTALGIA		APR,$ 15.00	(---)	(EGG HARBOR)	John DeMasi
WSLT-F, 106.3, 3 KW @ 310, SOFT AC		,$ 16.00	(Groskin)	(OCEAN CITY)	Neeley Crowley
WZXL-F, 100.7, 38 KW @ 330, AOR		,$ 15.00	(Roslin)	(WILDWOOD)	Joe Gallagher

Other ranked stations - See Philadelphia

MISCELLANEOUS COMMENTS WMGM switches from AOR to CHR (October)... WIIN changes calls to WFPG... WLQE-F changes calls to WMID-F...

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AUGUSTA, GA

Arbitron Rank/Pop (12+): 109/321,400

MSA Rank/Pop: 116/394,100
ADI # 102
Average Person Ratings: 16.1
Market TSL: 21.5 hours

Stations: 20/18
Diaries: 825/390:1/54.3%
Sample Target: 690
% Below Line: 1.9
% Not Listed: 8.7

1987 Revenue: $3,000,000
HH Inc.: $30,191
Retail $: 2.2 Bil
Pop per Station: 17,855
#1 Biller: WBBQ A/F $3,000,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WBBQ-F	(CHR)	141/27.2	---	26.9	---	21.6	----	183/2154	1453/45.2	---	48.3	104	29.6	193	1665	WBBQ-F
2. WZNY-F	(AC)	64/12.4	---	12.6	---	12.4	----	77/1077	869/27.0	---	25.6	144	12.3	80	982	WZNY-F
3. WFXA-F	(B)	60/11.6	---	13.8	---	12.8	----	70/ 802	713/22.2	---	24.3	93	16.5	108	1015	WFXA-F
4. WRDW-F	(B)	33/ 6.4	---	1.0	---	5.0	----	59/ 622	427/13.3	---	5.1	70	5.7	37	469	WRDW-F
5. WRXR A/F	(AOR)	32/ 6.2	---	4.3	---	2.7	----	33/ 402	386/12.0	---	7.9	84	7.2	47	502	WRXR A/F
6. WGUS-F	(C)	29/ 5.6	---	7.1	---	8.0	----	30/ 540	483/15.0	---	15.6	118	6.6	43	621	WGUS-F
7. WGAC	(MOR)	19/ 3.7	---	3.6	---	5.2	----	20/ 240	198/ 6.2	---	7.5	19	.8	5	116	WGAC
8. WKZK	(R/G)	18/ 3.5	---	4.7	---	2.3	----	18/ 167	154/ 4.8	---	5.8	109	.8	5	83	WKZK
9. WNEZ-F	(EZ)	15/ 3.1	---	5.4	---	5.4	----	18/ 346	324/10.1	---	11.0	100	2.1	14	251	WNEZ-F
WMTZ-F	(C)	16/ 3.1	---	2.2	---	2.7	----	16/ 240	228/ 7.1	---	6.4	100	3.8	25	282	WMTZ-F
11. WCNA-F	(EZ)	12/ 2.3	---	2.1	---	---	----	13/ 142	136/ 4.2	---	3.8	43	.9	6	114	WCNA-F

12+ FM SHARE (METRO): 88.37% (418 of 473) (SPG 87: 85.64%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F>
2. WFXA-F	2. WFXA-F	2. WZNY-F	2. WZNY-F>	2. WZNY-F>	2. WZNY-F
3. WRDW-F>	3. WZNY-F	3. WFXA-F>	3. WFXA-F>	3. WFXA-F>	3. WGUS-F
4. WRXR-AF	4. WRXR-AF	4. WRXR-AF	4.	4. WGUS-F	4. WGAC
5.	5. WRDW-F	5. WRDW-F	5.	5.	5. WFXA-F
					WNEZ-F

12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F	1. WBBQ-F>
2. WZNY-F	2. WZNY-F	2. WZNY-F	2. WFXA-F>	2. WFXA-F
3. WFXA-F>	3. WFXA-F>	3. WFXA-F>	3. WRDW-F	3. WZNY-F
4.	4.	4. WRXR-F	4. WZNY-F	4.
5.	5.	5. WRDW-F	5. WRXR-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBBQ-F>	1. WBBQ-F>	1. WBBQ-F	1. WBBQ-F>	1. WBBQ-F
2. WFXA-F>	2. WFXA-F>	2. WZNY-F	2. WZNY-F>	2. WZNY-F>>
3. WRDW-F	WZNY-F	3. WFXA-F>	3. WFXA-F>	3. WFXA-F
WZNY-F	4. WRDW	4.	4.	4. WGUS-F
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBBQ-F>	1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F>>	1. WBBQ-F>>
2. WRXR-AF	2. WRXR-AF	2. WFXA-F	2. WRXR-AF	2. WZNY-F
3. WRDW-F	3. WFXA-F	3. WRXR-AF	3. WZNY-F<	3. WFXA-F
4.	4. WRDW-F	4. WZNY-F	4. WFXA-F	4. WRXR-AF
5.	5. WZNY-F	5.	5. WRDW-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	7 (1)	141 (1)	148 (2)	31.3	29.7
AOR/CLASSIC	1 (1)	31 (1)	32 (2)	6.8	4.6
AC/OLDIES/SOFT ROCK		64 (1)	64 (1)	13.5	13.4
MOR/VARIETY/FULL	19 (1)		19 (1)	4.0	
COUNTRY	2 (1)	58 (4)	60 (5)	12.7	13.4
BLACK/URBAN	3 (1)	96 (3)	99 (4)	20.9	18.4
BTFL MUSIC/EZ		28 (2)	28 (2)	5.9	5.7
NEWS/TALK					
NOSTALGIA	5 (2)		5 (2)	1.1	3.9
RELIGION/GOSPEL	18 (1)		18 (1)	3.8	7.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					3.7
	55 (8)	418 (12)	473 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBQ	1340	Augusta	1.4/5.3
WCKJ	1230	Augusta	.4/1.4
WGUS	1380	North Augusta	.4/1.5
WRDW	1480	Augusta	.6/3.0
WTHO-F	101.7	Thomson	1.2/2.4
WTWA	1240	Thomson	.6/1.6
WCOS-F	97.9	Columbia	1.4/3.5
WWDM-F	101.3	Sumter	.6/2.1

MISCELLANEOUS COMMENTS WCKJ sold for $225,000... WAKN, WNEZ-F (Aiken) sold to Beasley for $3,000,000... WGUS A/F sold by Woolfson to HVS for $3,100,000 (E) (Blackburn)... WGAC sold by Beasley for $500,000... WJFX A/F changes to WRXR A/F (October)...

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N)	, MOR	CBS,$ 18.00	(Republic)		Warren Watkins
WKZK, 1600, 500 W (DAYS)	, GOSPEL	SBN,$ 16.00	(Dora)		Alvin McCottry
WBBQ-F, 104.3, 100 KW @ 1003,	CHR	ABC-C,$ 95.00	(Eastman)		E. Florie
WCNA-F, 98.3, 3 KW @ 300,	BTFL	APR,$ NA	(---)	(CLEARWATER, SC)	
WFXA-F, 103.1, 3 KW @ 300,	BLACK	US 1,CBS-R,$ 45.00	(Katz)	Davis	Randy Sheffield
WGUS-F, 102.3, 3 KW @ 265,	COUNTRY	ABC-E,$ 30.00	(Mc-Guild)	HVS	
WRXR-F, 95.9, 3 KW @ 300,	AOR	Source,$ 18.00	(HNWH)		
WMTZ-F, 94.3, 3 KW @ 300,	COUNTRY	,$ 15.00	(---)	(MARTINEZ)	Bill Berry
WNEZ-F, 99.3, 3 KW @ 300,	BTFL/EZ	MBS,$ 20.00	(Southern)	Beasley (AIKEN, SC)	
WZNY-F, 105.7, 66 KW @ 1200,	AC	APR,$ 54.00	(Christal)		Chris Pellegrino
WRDW-F, 96.7, 3 KW @ 300,	BLACK	,$ NA	(HNWH)		

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AUSTIN

Arbitron Rank/Pop (12+): 58/625,500

MSA Rank/Pop: 66/756,700
ADI # 71
Average Person Ratings: 16.3
Market TSL: 21.8 hours

Stations: 18/16
Diaries: 874/716:1/53.0%
Sample Target: 880
% Below Line: 1.5
% Not Listed: 14.3

1987 Revenue: $23,400,000
HH Inc.: $34,055
Retail $: 5.0 Bil
Pop per Station: 39,094
#1 Biller: KASE-F $4,700,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	162/15.9	14.4	13.5	15.3	16.7	14.8	218/2291	1539/24.6	23.3	25.8	116	15.8	164	1488	KASE-F
2. KBTS-F	(CHR)	108/10.6	8.5	7.1	9.3	9.1	8.9	177/2317	1498/23.9	19.9	20.5	64	11.0	114	1933	KBTS-F
3. KLBJ-F	(AOR)	104/10.2	8.8	7.6	7.1	8.3	8.4	118/1540	1292/20.7	19.6	21.0	121	12.1	125	1534	KLBJ-F
4. KKMJ-F	(AC)	102/10.0	10.5	11.1	8.6	8.8	10.1	112/1391	1257/20.1	23.4	20.3	123	7.6	79	753	KKMJ-F
5. KHFI-F	(CHR)	74/ 7.2	8.2	6.8	6.0	6.7	7.1	75/1342	1316/21.0	19.3	22.4	63	10.9	113	1517	KHFI-F
6. KLBJ	(N/T)	52/ 5.1	4.6	4.7	6.6	4.3	5.3	54/ 913	830/13.3	13.0	11.6	96	5.1	53	864	KLBJ
7. KOKE	(EZ)	43/ 4.2	2.9	2.7	3.5	3.9	3.3	44/ 360	343/ 5.5	5.7	4.9	64	1.5	16	229	KOKE
8. KQFX-F	(O)	41/ 4.0	3.9	4.3	.8	.6	3.3	48/1043	916/14.6	11.6	1.8	140	4.7	49	734	KQFX-F
9. KPEZ-F	(AOR)	37/ 3.6	5.8	4.2	6.1	5.5	4.9	39/ 773	743/11.9	12.8	13.8	144	4.2	43	809	KPEZ-F
10. KEYI A/F	(AC)	34/ 3.3	4.5	5.8	6.7	7.1	5.1	41/ 912	756/12.1	17.0	20.2	136	3.7	38	600	KEYI A/F
11. KVET	(C)	32/ 3.1	4.2	4.5	3.4	2.9	3.8	42/ 445	347/ 5.5	10.4	7.0	74	2.9	30	581	KVET
12. KAPT-F	(CHR)	27/ 2.6	3.5	3.5	4.7	3.5	3.6	40/ 854	677/10.8	11.0	6.9	54	3.8	39	635	KAPT
KTXZ	(SP)	27/ 2.6	.9	.5	1.0	1.0	1.3	27/ 175	175/ 2.8	1.3	2.1	69	.6	6	190	KTXZ

12+ FM SHARE (METRO): 79.34% (695 of 876) (SPG 87: 79.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBTS-F	1. KLBJ-F	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KASE-F>	1. KBTS-F	1. KASE-F>
2. KHFI-F>>	2. KASE-F	2. KLBJ-F	2. KKMJ-F	2. KKMJ-F	2. KKMJ-F>	2. KBTS-F	2. KKMJ-F	2. KKMJ-F<	2. KLBJ-F	2. KBTS-F
3. KLBJ-F	3. KBTS-F>	3. KKMJ-F	KLBJ-F>	3. KLBJ-F>>	3. KOKE	3. KKMJ-F	3. KLBJ-F	3. KLBJ-F	3. KASE-F	KKMJ-F
4.	4. KHFI-F<	4. KBTS-F>	4. KBTS-F	4. KBTS-F	4. KLBJ	4. KLBJ-F	4. KBTS-F	4. KBTS-F>	KHFI-F>	4. KLBJ
5.	5. KKMJ-F	5.	5. KQFX-F	5. KQFX-F	5. KVET	5. KHFI-F	5. KHFI-F	5. KHFI-F	5. KLBJ	5. KLBJ-F
	6. KPEZ-F			6. KPEZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KASE-F	1. KASE-F	1. KKMJ-F<	1. KASE-F	1. KASE-F<	1. KBTS-F	1. KLBJ-F>>	1. KLBJ-F>	1. KLBJ-F	1. KASE-F<
KBTS-F>	2. KBTS-F	2. KASE-F	2. KKMJ-F	2. KKMJ-F>>	2. KLBJ-F>	2. KASE-F	2. KASE-F>	2. KASE-F>>	2. KLBJ-F>>
3. KLBJ-F	3. KKMJ-F	3. KLBJ-F	3. KBTS-F>	3. KBTS-F	3. KHFI-F	3. KBTS-F	3. KPEZ-F	3. KBTS-F	3. KKMJ-F
4. KHFI-F	4. KLBJ-F	4. KBTS-F	4. KLBJ-F	4. KLBJ-F	4. KASE-F<	4. KPEZ-F	4. KBTS-F	4. KPEZ-F<	4. KPEZ-F
5. KAPT-F	5. KHFI-F	5. KHFI-F<	5. KHFI-F	5. KQFX-F	5. KAPT-F	5. KHFI-F	5. KHFI-F	5. KKMJ-F	5. KLBJ
KKMJ-F		6. KPEZ-F							

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		209 (3)	209 (3)	23.9	22.9
AOR/CLASSIC		148 (3)	148 (3)	16.9	16.6
AC/OLDIES/SOFT ROCK	1 (1)	176 (3)	177 (4)	20.2	19.4
MOR/VARIETY/FULL	9 (1)		9 (1)	1.0	1.4
COUNTRY	32 (1)	162 (1)	194 (2)	22.1	22.9
BLACK/URBAN					
BTFL MUSIC/EZ	43 (1)		43 (1)	4.9	
NEWS/TALK	60 (2)		60 (2)	6.8	5.4
NOSTALGIA					4.5
RELIGION/GOSPEL	9 (1)		9 (1)	1.0	1.1
SPANISH	27 (1)		27 (1)	3.1	5.0
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.7
	181 (8)	695 (10)	876 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIXL	970	Del Valle	.9/3.9
KISS-F	99.5	San Antonio	.7/1.4
WOAI	1200	San Antonio	.8/2.7

MISCELLANEOUS COMMENTS KEYI-F sold to Degree for $12,000,000 (E) (Fischer)...

RADIO STATIONS

KELG, 1440, 500 W (DA-2)	, HISPANIC	,$ 17.00	(Lotus)	Encore		Jose Garcia
KIXL, 970, 1 KW (DAYS,DA)	, RELIGION	,$ 10.00	(Christal)			Gene Bunder
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS,MBS,$ 46.00	(Eastman)			E.A.W. Smith
KOKE, 1370, 5 KW/500 W (DA-2)	, BTFL/EZ	,$ 27.00	(K & P)			Jim Ray
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,$ 40.00	(Katz)			Ron Rogers
KAPT-F, 94.7, 100 KW @ 1154,	CONTEMP	,$ 34.00	(---)			Mark Grubbs
KASE-F, 100.7, 100 KW @ 1190,	COUNTRY	,$100.00	(Katz)		(LULING)	Ron Rogers
KBTS-F, 93.3, 100 KW @ 1983,	CHR	,$ 70.00	(Christal)	Genesis	(KILLEEN)	Gayle Shaw
KEYI-F, 103.5, 100 KW @ 1260,	AC	,$ 60.00	(Torbet)	Degree		
KHFI-F, 98.3, 1.3 KW @ 418,	CHR	ABC-C,$ 67.00	(Republic)	Encore		
KKMJ-F, 95.5, 100 KW @ 1000,	AC	,$ 82.00	(CBS)	Keymarket		Johnny Andrews
KLBJ-F, 93.7, 100 KW @ 1057,	AOR	,$ 76.00	(Eastman)			E.A.W. Smith
KPEZ-F, 102.3, 3 KW @ 300,	CLASSIC ROCK	,$ 58.00	(HNWH)	Clear Channel		Natalie Conner
KQFX-F, 96.5, 29 KW @ 653,	OLDIES	ABC-R,$ 36.00	(Banner)	Capitol-Johnson	(GEORGETOWN)	Eric Stenberg

American Radio Spring 1988, Copyright 1988

BAKERSFIELD

Arbitron Rank/Pop (12+): 85/404,600

MSA Rank/Pop: 95/508,900
ADI # 145
Average Person Ratings: 15.2
Market TSL: 20.5 hours

Stations: 31/23
Diaries: 822/492:1/46.3%
Sample Target: 740
% Below Line: 10.1
% Not Listed: 15.0

1987 Revenue: $12,100,000
HH Inc.: $34,984
Retail $: 3.0 Bil
Pop per Station: 17,591
#1 Biller: KUZZ $1,800,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUZZ A/F	(C)	95/15.4	24.1	26.9	27.4	28.6	23.5		945/23.4	NA	NA	134				KUZZ A/F
2. KQXR-F	(CHR)	59/ 9.6	7.9	8.2	9.1	8.5	8.7		988/24.4	18.2	20.1	82				KQXR-F
3. KGFM-F	(EZ)	42/ 6.8	6.3	7.1	4.9	10.3	6.3		480/11.9	10.0	13.6	88				KGFM-F
4. KKXX-F	(CHR)	41/ 6.7	---	1.0	---	---	---		833/20.6	---	2.7	85				KKXX-F
5. KKBB-F	(AOR)	32/ 5.2	1.1	4.5	1.9	2.6	3.2		383/ 9.5	2.3	7.7	104				KKBB-F
6. KGEO	(O)	31/ 5.0	2.1	4.0	5.o	5.0	4.2		299/ 7.4	7.0	10.4	126				KGEO
7. KERN	(MOR)	28/ 4.6	4.7	2.6	4.0	3.1	4.0		439/10.9	7.4	8.0	111				KERN
8. KWAC	(SP)	21/ 3.4	6.5	3.5	7.2	3.7	5.2		185/ 4.6	6.5	4.5	159				KWAC
9. KLLY-F	(AC)	20/ 3.3	4.5	4.2	4.0	2.6	4.0		330/ 8.2	9.9	10.8	142				KLLY-F
10. KTKR	(BB)	19/ 3.1	1.8	---	---	1.6	---		77/ 1.9	1.7	---	10				KTKR
11. KNX	(I)	18/ 2.9	.5	---	---	---	---		110/ 2.7	3.3	---	---				KNX
12. KBOS-F	(CHR)	13/ 2.1	2.6	2.3	1.1	.5	2.0		191/ 4.7	3.8	4.2	90				KBOS-F
13. KAFY	(SP)	12/ 2.0	5.3	2.3	4.9	2.9	3.6		148/ 3.7	7.7	4.2	110				KAFY
14. KPMC	(MOR)	11/ 1.8	.8	1.1	.7	2.0	1.1		153/ 3.8	4.4	3.0	33				KPMC
15. KIWI-F	(CL)	9/ 1.5	2.3	2.7	1.1	1.5	1.9		192/ 4.7	4.5	5.0	87				KIWI-F

THIS MARKETS METRO AND TSA ARE THE SAME

12+ FM SHARE (METRO): 59.27% (310 of 523) (SPG 87: 54.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KQXR-F>>	1. KQXR-F	1. KUZZ-AF>	1. KUZZ-AF>>	1. KUZZ-AF>>	1. KUZZ-AF>>	1. KUZZ-AF>>	1. KUZZ-AF>>	1. KUZZ-AF>>	1. KQXR-F>	1. KWAC
2. KKXX-F>>	2. KKBB-F	2. KQXR-F	2. KQXR-F	2. KQXR-F	2. KGFM-F>	2. KQXR-F	2. KGFM-F	2. KQXR-F	2. KKXX-F	2. KGFM-F
3. KBOS-F	3. KKXX-F	3. KKBB-F	3. KKXX-F	3. KGEO <	3. KERN	3. KGFM-F	3. KQXR-F	3. KGFM-F	KUZZ-AF	3. KKBB-F
4. KUZZ-AF	4. KUZZ-AF>	KKXX-F>	4. KKBB-F	4. KGFM-F	4. KTKR	4. KKXX-F	4. KGEO	4. KKXX-F	4. KKBB-F	KLLY-F
5.	5. KGEO	5. KGEO	KWAC	5. KKXX-F	5. KNX	5. KERN	5. KKBB-F	5. KKBB-F	5.	KQXR-F
	KWAC									KUZZ
										KUZZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQXR-F>	1. KQXR-F>	1. KUZZ-F	1. KUZZ-AF	1. KUZZ-AF>>	1. KKBB-AF>>	1. KKBB-F>>	1. KKBB-F	1. KUZZ-AF	1. KUZZ-AF>>
2. KKXX-F	2. KKXX-F	2. KQXR-F	2. KQXR-F	2. KQXR-F	2. KKXX-F	2. KUZZ-AF	2. KUZZ-AF	2. KKBB-F>	2. KKBB-F
3. KGEO	3. KUZZ-F	3. KWAC	3. KKXX-F	3. KGFM-F	3. KERI	3. KKXX-F	3. KQXR-F	3. KQXR-F	3. KUZZ
4. KAFY	4. KGEO	4. KKXX-F	4. KUZZ	4. KKXX-F	KQXR-F	KQXR-F	KWAC	4. KKXX-F	4. KGEO
5. KGFM-F	5. KAFY	KLLY-F	5.	5. KGEO	KUZZ-AF	5. KWAC	5. KGEO	5. KWAC	KQXR-F
	KLLY-F	6. KGEO		KLLY-F					
		KBOS-F							

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		122 (5)	122 (5)	23.3	27.3
AOR/CLASSIC		37 (2)	37 (2)	7.1	8.8
AC/OLDIES/SOFT ROCK	31 (1)	40 (5)	71 (6)	13.6	14.1
MOR/VARIETY/FULL	42 (3)		42 (3)	8.0	8.1
COUNTRY	47 (1)	55 (3)	102 (4)	19.5	18.7
BLACK/URBAN					
BTFL MUSIC/EZ		42 (1)	42 (1)	8.0	8.4
NEWS/TALK	23 (2)		23 (2)	4.4	
NOSTALGIA	19 (1)		19 (1)	3.6	0.4
RELIGION/GOSPEL	8 (1)	5 (1)	13 (2)	2.5	2.4
SPANISH	38 (3)		38 (3)	7.3	6.6
CLASSICAL		9 (1)	9 (1)	1.7	3.1
JAZZ/NEW AGE/ECLECTIC					0.7
UNKNOWN/OTHERS		5 (1)	5 (1)	1.0	1.5
	208 (12)	315 (19)	523 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING			
KAVS-F	97.7	Mojave	.7/1.7
KCHJ	1010	Delano	.5/1.1
KERI	1180	Wasco	1.3/3.6
KHIS-F	96.5	Bakersfield	.8/3.3
KKRV-F	102.3	Kernville	.7/1.4
KLYD	1350	Bakersfield	.8/2.6
KTPI-F	103.1	Tehachapi	.7/2.7
KXEM	1590	McFarland	.8/1.8
KZIQ-F	92.7	Ridgecrest	.5/1.6
KIIS-F	102.7	Los Angeles	.8/1.7
KJUG-F	106.7	Turlare	.5/1.6
KLOS-F	95.5	Los Angeles	.8/2.4
KMJ	580	Fresno	.8/1.8
KOST-F	103.5	Los Angeles	.8/2.4
KRTH-F	101.1	Los Angeles	1.3/2.9

RADIO STATIONS

KAFY, 970, 1 KW	, SPANISH	UPI,$ 27.00	(Caballero)			Mary Barro
KERN, 1410, 1 KW	, MOR	ABC-I,$ 20.00	(HNWH)	American General		Terry Dorsey
KGEO, 1230, 1 KW	, OLDIES	CBS-R,$ 21.00	(Mc-Guild)			Gary Conrad
KPMC, 1560, 10 KW (DA-2)	, MOR	CBS,MBS,$ 17.00	(Gillis)			Don Speare
KUZZ, 550, 5 KW (DA-2)	, COUNTRY	,$ 45.00	(Katz)	Buck Owens		Mel Owens
KWAC, 1490, 1 KW	, HISPANIC	,$ 27.00	(Lotus)			Ed Hopple
KGFM-F, 101.5, 5 KW @ 1280,	BTFL/EZ	,$ 29.00	(Mc-Guild)			Gary Conrad
KIWI-F, 92.1, 3 KW @ 269,	CLASSICAL	,$ 25.00	(CMBS)			Bob Duffy
KLLY-F, 95.3, 2 KW @ 346,	AC	APR,$ 24.00	(Torbet)			Randy Warwick
KKBB-F, 97.7, 3 KW @ 300,	AOR	,$ 20.00	(Republic)		(SHAFTER)	Rick Dames
KQXR-F, 94.1, 5 KW @ 1312,	CHR	ABC-E,$ 29.00	(Christal)	American General		
KUZZ-F, 107.9, 6 KW @ 1340,	COUNTRY	,$ 38.00	(Katz)	Buck Owens		Mel Owens
KHIS-F, 96.5, 50 KW @ 500,	RELIGION	,$ NA	(---)			Alan Bowles
KKXX-F, 105.3, 34 KW @ 580,	CHR	US 2,$ 17.00	(---)		(DELANO)	Terry Dorsey

Other ranked stations - See Los Angeles or Fresno

MISCELLANEOUS COMMENTS KKXX-F changes calls to KUZZ-F and format from CHR to Country (March)... KLYD-F changes calls to KKBB-F (March)... KAMM-F picks up KKXX-F calls and CHR format... Courageous move by Buck Owens to drop successful CHR format and protect its country franchise... I question whether simulcasting is a good idea... I would have kept the AM as a full-service station playing country music and then made the FM music intensive...

American Radio Spring 1988, Copyright 1988

BALTIMORE

Arbitron Rank/Pop (12+): 17/1,953,100

MSA Rank/Pop: 15/2,290,000
ADI # 22
Average Person Ratings: 18.7
Market TSL: 24.5 hours

Stations: 35/21
Diaries: 1931/1011:1/46.5%
Sample Target: 1700
% Below Line: 12.9
% Not Listed: 9.6

1987 Revenue: $59,300,000
HH Inc.: $34,570
Retail $: 15.1 Bil
Pop per Station: 93,005
#1 Biller: WBSB-F $9,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLIF-F (EZ)	337/9.2	9.6	9.8	8.9	9.8	9.4	349/3445	3263/16.7	17.1	17.2	90	7.0	255	3200	WLIF-F
2. WBAL (N/T)	323/8.8	7.3	6.3	7.8	6.7	7.6	340/4122	3865/19.8	16.1	17.4	61	7.9	286	3405	WBAL
3. WBSB-F (CHR)	266/7.3	6.8	8.0	8.9	9.7	7.8	301/4245	3820/19.6	19.9	22.4	88	8.1	295	4160	WBSB-F
4. WXYV-F (B/U)	248/6.8	5.7	8.7	7.4	5.7	7.2	266/3023	2840/14.5	14.4	12.5	94	10.8	392	3522	WXYV-F
5. WWMX-F (AC)	195/5.3	6.4	4.4	4.1	3.3	5.1	208/3349	3120/16.0	14.5	12.2	138	6.1	221	2847	WWMX-F
6. WPOC-F (C)	179/4.9	5.3	6.6	6.6	5.9	5.9	207/2947	2488/12.7	12.9	12.5	124	5.3	193	2298	WPOC-F
7. WIYY-F (AOR)	170/4.7	5.5	4.6	5.6	5.0	5.1	188/2915	2676/13.7	13.3	13.8	102	7.4	267	3747	WIYY-F
8. WFBR (MOR)	143/3.9	3.0	3.4	3.2	3.2	3.4	143/1497	1474/ 7.5	8.1	8.5	44	3.9	143	1689	WFBR
WQSR-F (O)	143/3.9	3.6	3.4	2.8	3.0	3.4	149/2024	1916/ 9.8	8.2	8.1	162	3.0	110	1472	WQSR-F
10. WGHT-F (U/B)	109/3.0	3.7	3.0	2.4	2.5	3.0	109/1720	1715/ 8.8	9.1	6.8	73	4.4	160	2283	WGHT-F
11. WITH (BB)	103/2.8	2.4	2.1	2.7	2.6	2.5	103/1056	1056/ 5.4	4.9	6.5	54	1.3	46	857	WITH
12. WGRX-F (AOR)	102/2.8	3.4	2.7	1.9	1.8	2.7	143/2256	1793/ 9.2	7.1	6.7	114	2.9	104	1662	WGRX-F
13. WWDC-F (AOR)	98/2.7	2.4	2.9	2.1	2.6	2.5	115/2121	1884/ 9.6	9.2	9.6	111	2.8	100	1791	WWDC-F
14. WYST-F (AC)	96/2.6	3.5	2.5	2.5	2.1	2.8	96/1642	1579/ 8.1	8.2	7.4	142	1.9	70	1168	WYST-F
WCAO (C)	96/2.6	2.5	2.3	2.2	4.1	2.4	110/1410	1200/ 6.1	6.9	8.3	77	1.7	60	1092	WCAO
16. WBGR (R/G)	95/2.6	2.3	2.5	2.3	3.2	2.4	95/ 977	974/ 5.0	4.6	5.1	104	1.9	69	735	WBGR
17. WHUR-F (B)	74/2.0	2.1	1.2	1.3	1.3	1.7	74/1229	1217/ 6.2	4.9	5.3	140	2.2	80	955	WHUR-F
18. WWIN (B)	63/1.7	1.9	1.5	3.0	2.4	2.0	63/1062	1062/ 5.4	5.6	7.7	135	2.2	81	922	WWIN
19. WEBB (B)	59/1.6	2.0	1.8	2.6	2.1	2.0	59/1011	1011/ 5.2	5.0	6.0	88	1.2	45	848	WEBB
20. WHFS-F (AOR)	49/1.3	1.5	1.6	1.3	1.2	1.4	51/ 867	812/ 4.2	4.5	3.8	154	2.3	82	870	WHFS-F
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 70.64% (2331 of 3300) (SPG 87: 67.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBSB-F>	1. WXYV-F	1. WBSB-F	1. WWMX-F	1. WLIF-F	1. WLIF-F	1. WBAL	1. WLIF-F>	1. WLIF-F	1. WBAL <	1. WBAL >
2. WGHT-F	2. WBSB-F	2. WXYV-F	2. WLIF-F	2. WWMX-F	2. WBAL >>	2. WBSB-F	2. WBAL	2. WBSB-F	2. WBSB-F<	2. WLIF-F
3. WXYV-F>	3. WIYY-F	3. WWMX-F	3. WXYV-F<	3. WBSB-F	3. WPOC-F<	3. WLIF-F	3. WWMX-F	3. WBAL	3. WXYV-F	3. WFBR
4.	4. WWMX-F>	4. WIYY-F	WBSB-F	WXYV-F	4. WFBR	4. WXYV-F	4. WBSB-F	4. WXYV-F<	4. WFBR	4. WXYV-F
5.	5. WGRX-F	5. WLIF-F	5. WQSR-F	5. WQSR-F<	5. WQSR-F	5. WPOC-F	5. WXYV-F<	5. WWMX-F	5. WLIF-F<	5. WBSB-F<
6.	6. WWDC-F	6. WQSR-F	6. WPOC-F	6. WPOC-F	6. WITH	6. WIYY-F	6. WIYY-F	6. WPOC-F	6. WGHT-F	6. WBGR-F<
7.	7.	7. WPOC-F	7. WIYY-F	7. WBAL	7. WCAO	7. WWMX-F	7. WQSR-F	7. WIYY-F	7. WPOC-F	7. WPOC-F
8.	8.	8.	8.	8. WIYY-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBSB-F>	1. WBSB-F<	1. WWMX-F	1. WBSB-F	1. WLIF-F
2. WXYV-F>	2. WXYV-F	WXYV-F>	2. WXYV-F	2. WWMX-F
3. WWMX-F<	3. WWMX-F>	3. WBSB-F	3. WWMX-F	3. WBSB-F
4. WGHT-F	4. WIYY-F	4. WIYY-F<	4. WLIF-F>	4. WXYV-F
5. WIYY-F	5. WGHT-F	5. WLIF-F	5. WIYY-F	5. WPOC-F
6.	6. WYST-F	6. WYST-F	WPOC-F	6. WYST-F
7.	7. WLIF-F	7. WBAL	WYST-F	7. WBAL
8.	8.	8. WPOC-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIYY-F	1. WIYY-F>	1. WIYY-F>	1. WIYY-F	1. WQSR-F
2. WXYV-F	2. WXYV-F	2. WWDC-F<	2. WXYV-F<	2. WPOC-F<
3. WBSB-F	3. WWDC-F<	3. WGRX-F	3. WQSR-F	3. WBAL <
4. WGRX-F	4. WGRX-F	4. WXYV-F<	4. WBSB-F	4. WIYY-F
WWDC-F<	5. WBSB-F	5. WWMX-F	WWMX-F	5. WLIF-F<
6. WWMX-F	6. WWMX-F	6. WBSB-F	6. WWDC-F<	6. WWMX-F
7.	7.	7. WBAL	7. WGRX-F	7. WXYV-F
8.	8.	WQSR-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		338 (4)	338 (4)	10.2	13.9
AOR/CLASSIC		419 (4)	419 (4)	12.7	11.7
AC/OLDIES/SOFT ROCK	19 (1)	466 (5)	485 (6)	14.7	11.0
MOR/VARIETY/FULL	143 (1)		143 (1)	4.3	3.1
COUNTRY	96 (1)	202 (2)	298 (3)	9.0	11.5
BLACK/URBAN	137 (3)	486 (5)	623 (8)	18.9	15.9
BTFL MUSIC/EZ		366 (2)	366 (2)	11.1	11.4
NEWS/TALK	376 (3)		376 (3)	11.4	12.1
NOSTALGIA	103 (1)		103 (1)	3.1	2.8
RELIGION/GOSPEL	95 (1)	44 (1)	139 (2)	4.2	6.4
SPANISH					
CLASSICAL		10 (1)	10 (1)	0.3	0.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	969 (11)	2331 (24)	3300 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANN	1190	Annapolis	.4/1.0
WCBM	680	Baltimore	.6/2.9
WRBS-F	95.1	Baltimore	1.2/2.9
WYST	1010	Baltimore	.5/1.6
WASH-F	97.1	Washington	.5/1.8
WAVA-F	105.1	Arlington	.4/2.0
WGAY-F	99.5	Washington	.8/2.0
WGMS-F	103.5	Washington	.3/1.0
WKYS-F	93.9	Washington	.4/1.7
WLTT-F	94.7	Bethesda	.4/1.7
WMZQ-F	98.7	Washington	.6/1.9
WPGC-F	95.5	Morningside	1.1/4.1
WRQX-F	107.3	Washington	1.3/5.3
WTOP	1500	Washington	.8/4.4
WYCR-F	98.5	York	.3/ .8

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	ABC-E,$105.00	(HNWH)	Hearst	Dave Barrett
WBGR, 860, 2.5 KW/100 W (DA-1)	, RELIG/GOSPEL	UPI,$ 40.00	(Roslin)	Mortenson	Maurice Hulbert
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC,$ 70.00	(Mc-Guild)	Summit	Roy Deutschman
WCBM, 680, 10 KW/5 KW (DA-2)	, SILENT	ABC-T,ABC-I,$ NA	(---)	Resort	
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN,$ 35.00	(Roslin)		
WFBR, 1300, 5 KW (DA-1)	, TALK	CBS,$ 65.00	(Republic)	JAG	
WITH, 1230, 1 KW	, NOSTALGIA	MBS,$ 40.00	(Groskin)		Stan Karas
WWIN, 1400, 1 KW	, BLACK	,$ 38.00	(MMR)	Ragan Henry	Ron Stratton
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR,$ 31.00	(MMR)	United	Scott Fey

FM STATIONS

WBSB, 104.3, 50 KW @ 420, CHR	ABC-C,$150.00	(Banner)	Scripps-Howard	Jim Fox
WGHT, 95.9, 3 KW @ 300, URBAN/CHR	,$ 68.00	(MMR)	Ragan Henry	Ron Stratton
WGRX, 100.7, 20 KW @ 715, CLASSIC AOR	ABC-F,$ 60.00	(Durpetti)	Shamrock-Lynett	Bill Hopkinson
WIYY, 97.9, 11 KW @ 950, AOR	ABC-R,$100.00	(HNWH)	Hearst	Dave Barrett
WLIF, 101.9, 14 KW @ 961, BTFL/EZ	,$140.00	(Christal)	JAG	Winnie Brugman
WPOC, 93.1, 16 KW @ 870, COUNTRY	ABC-D,$135.00	(Eastman)	Nationwide	Dave Fuellhart
WQSR, 105.7, 50 KW @ 245, OLDIES	CBS,US 1,$ 60.00	(Banner)		Carl Brenner
WRBS, 95.1, 50 KW @ 500, RELIGION	,$ 20.00	(---)		Tom Bissett
WWMX, 106.5, 29 KW @ 620, AC	,$105.00	(Katz)	Capitol-Goodman	Bob Lund
WXYV, 102.7, 50 KW @ 400, BLACK/URBAN	,$110.00	(Mc-Guild)	Summit	Roy Deutschman
WYST, 92.3, 10 KW @ 709, AC	APR,$ 75.00	(MMR)	United	Scott Fey

Other ranked stations - See Washington

CALL LETTER CHANGES

FORMAT CHANGES

WCBM: From Talk to Oldies (May)

STATION SALES

WFBR: Sold to JAG for $1,900,000

MISCELLANEOUS COMMENTS

WCBM went silent in June

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BATON ROUGE

Arbitron Rank/Pop (12+): 78/450,100

MSA Rank/Pop: 91/562,000
ADI # 91
Average Person Ratings: 15.7
Market TSL: 21.3 hours

Stations: 20/15
Diaries: 872/516:1/48.1%
Sample Target: 820
% Below Line: 11.6
% Not Listed: 8.4

1987 Revenue: $11,100,000
HH Inc.: $31,027
Retail $: 3.4 Bil
Pop per Station: 30,007
#1 Biller: WFMF-F $2,500,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYNK A/F	(C)	129/18.3	13.8	10.8	11.0	13.4	13.5	253/2725	1198/26.6	22.5	21.4	116	12.4	103	975	WYNK A/F
2. KQXL-F	(B)	81/11.5	10.9	9.9	8.5	10.1	10.2	122/1174	835/18.6	17.6	16.4	85	12.9	107	907	KQXL-F
3. WFMF-F	(CHR)	67/ 9.5	11.1	10.8	11.5	12.5	10.7	104/1144	1177/26.1	29.4	30.7	79	12.1	101	1423	WFMF-F
4. WGGZ-F	(CHR)	64/ 9.1	12.0	9.9	11.0	9.1	10.5	138/2179	1072/23.8	26.7	25.6	65	11.7	97	1460	WGGZ-F
WXOK	(B)	64/ 9.1	10.1	12.4	9.8	10.4	10.4	73/ 947	730/16.2	19.1	18.6	88	12.6	105	1132	WXOK
6. WKJN-F	(C)	40/ 5.7	9.3	6.7	6.9	9.2	7.2	94/1315	622/13.8	14.6	14.8	114	7.6	63	590	WKJN-F
7. WCKW-F	(AOR)	36/ 5.1	3.7	2.4	1.7	2.1	3.2	92/ 975	408/ 9.1	5.4	3.6	127	4.6	38	539	WCKW-F
8. WQXY-F	(AC)	33/ 4.7	4.8	5.2	6.5	7.2	4.1	40/ 736	527/11.7	15.0	18.7	138	4.9	41	508	WQXY-F
9. WJBO	(N/T)	26/ 3.7	4.5	6.2	5.6	4.0	5.0	32/ 535	421/ 9.4	13.9	11.2	97	4.1	34	470	WJBO
10. KDEA-F	(EZ)	25/ 3.5	2.5	3.3	2.6	2.1	3.0	73/ 759	248/ 5.5	7.5	5.2	74	1.0	8	198	KDEA-F
11. WXLT-F	(O)	23/ 3.3	2.6	1.2	---	---	1.8	26/ 327	241/ 5.4	3.6	---	158	1.3	11	251	WXLT-F
12. WLUX	(R/G)	20/ 2.8	2.0	3.7	4.1	1.8	3.2	20/ 182	175/ 3.9	3.7	3.4	129	1.9	16	189	WLUX

12+ FM SHARE (METRO): 77.55% (501 of 646) (SPG 87: 74.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGGZ-F	1. KQXL-F	1. WYNK-AF	1. WYNK-AF>	1. WYNK-AF>>	1. WYNK-AF>>	1. WYNK-F>>	1. WYNK-AF>>	1. WYNK-AF>	1. KQXL-F>	1. WYNK-F<
2. KQXL-F	2. WGGZ-F	2. KQXL-F	2. KQXL-F	2. KQXL-F	2. WXOK-F	2. WFMF-F<	2. WFMF-F	2. KQXL-F	2. WGGZ-F	2. WXOK <
3. WFMF-F>>	3. WFMF-F	3. WFMF-F	3. WFMF-F	3. WXOK	3. KDEA	3. KQXL-F	3. WXOK	3. WFMF-F	3. WXOK	3. KQXL-F
4. WXOK	4. WYNK-AF	4. WGGZ-F	4. WXOK	4. WFMF-F	4. WKJN-F	4. WXOK	4. KQXL-F	4. WGGZ-F>	4. WFMF-F	4. WGGZ-F
5.	5. WCKW-F	5. WXOK	5. WQXY-AF WCKW-F	5.	5. WJBO	5. WGGZ-F	5. WGGZ-F	5. WKJN-F	5. WYNK-F	5. WJBO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KQXL-F	1. KQXL-F	1. KQXL-F	1. WYNK-AF	1. WYNK-AF>>
2. WFMF-F	2. WFMF-F	WQXY-AF<	2. KQXL-F	2. KQXL-F
3. WGGZ-F>	3. WGGZ-F	3. WYNK-AF	3. WFMF-F>	WFMF-F
4. WXOK <	4. WYNK-AF	4. WFMF-F	4. WGGZ-F	4. WXOK
5. WYNK-AF	5. WQXY-AF WXOK	WGGZ-F WXOK	WXOK	5. WQXY-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQXL-F	1. WCKW-F	1. WCKW-F<	1. WYNK-AF	1. WYNK-AF>>
WGGZ-F<	2. KQXL-F	2. WYNK-AF>	2. KQXL-F	2. WCKW-F
3. WFMF-F>	3. WGGZ-F	3. KQXL-F<	3. WCKW-F	3. KQXL-F
4. WCKW-F	4. WYNK-AF	4. WGGZ-F	4. WGGZ-F	4. WXOK
5. WXOK	5. WFMF-F	5. WXOK	5. WFMF-F	5. WGGZ-F WKJN-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		131 (2)	131 (2)	20.2	25.0
AOR/CLASSIC		36 (1)	36 (1)	5.6	2.3
AC/OLDIES/SOFT ROCK	8 (2)	56 (2)	64 (4)	9.9	11.1
MOR/VARIETY/FULL					
COUNTRY	16 (1)	153 (2)	169 (3)	26.1	25.5
BLACK/URBAN	64 (1)	97 (3)	161 (4)	24.9	26.4
BTFL MUSIC/EZ	7 (1)	25 (1)	32 (2)	4.9	2.3
NEWS/TALK	31 (2)		31 (2)	4.8	5.3
NOSTALGIA					
RELIGION/GOSPEL	20 (1)	3 (1)	23 (2)	3.6	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	146 (8)	501 (12)	647 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIU	1210	Denham Springs	.4/1.2
WIBR	1300	Baton Rouge	.7/4.0
WQCK-F	92.7	Clinton	.4/2.8
WTKL	1260	Baton Rouge	1.0/3.6
WQUE-F	93.3	New Orleans	1.3/3.8
WWL	870	New Orleans	.7/2.2
WYLD-F	98.5	New Orleans	1.0/1.8

MISCELLANEOUS COMMENTS WKJN-F (Hammond) sold by Sterling for $6,000,000 (Blackburn)...

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N)	, OLDIES	,$ 20.00	(Katz)			Lew Campbell
WJBO, 1150, 5 KW (DA-1)	, TALK	CBS,NBC-T,$ 23.00	(HNWH)			George Jonne
WLUX, 1550, 5 KW (DAYS)	, RELIGION	UPI,$ 10.00	(---)	Swaggert		Ted Sauceman
WTKL, 1260, 1 KW (DAYS)	, EZ/MOR	NBN,ABC-C,$ 13.00	(---)			Lou Bathen
WXOK, 1460, 5 KW/1 KW (DA-N)	, BLACK	NBC,$ 31.00	(Torbet)			Jim Richards
WFMF-F, 102.5, 100 KW @ 560, CHR		,$ 62.00	(HNWH)			George Jonne
WGGZ-F, 98.1, 100 KW @ 1550, CHR		ABC-C,CBS-R,$ 60.00	(Katz)			Manuel Broussard
WQXY-F, 100.7, 100 KW @ 690, AC		,$ 43.00	(Christal)			Jim Thompson
WYNK-F, 101.5, 100 KW @ 1283, COUNTRY		ABC-E,$ 71.00	(Katz)	Narragansett		John Peroyea
KQXL-F, 106.3, 3 KW @ 300, BLACK		SBN,ABC-F,$ 33.00	(K & P)		(NEW ROADS)	Peter Moncrieffe
WKJN-F, 103.3, 100 KW @ 1045, COUNTRY		,$ 47.00	(Torbet)		(HAMMOND)	Michael Baer
WXLT-F, 94.1, 100 KW @ ?? , OLDIES		,$ NA	(Southern)		(MACOMB, MS)	

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BEAUMONT - PORT ARTHUR

Arbitron Rank/Pop (12+): 110/320,800

MSA Rank/Pop: 121/395,000
ADI # 124
Average Person Ratings: 16.2
Market TSL: 22.0 hours

Stations: 20/17
Diaries: 775/414:1/46.1%
Sample Target: 710
% Below Line: 3.9
% Not Listed: 7.7

1987 Revenue: $7,400,000
HH Inc.: $33,427
Retail $: 2.6 Bil
Pop per Station: 18,871
#1 Biller: KYKR-F $1,250,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KHYS-F	(B)	86/16.6	12.9	15.0	12.7	11.9	----	99/690	548/17.1	17.1	17.6	99	14.7	89	785	KHYS-F
2. KIOC-F	(CHR)	57/11.0	7.6	4.9	6.7	4.9	----	76/828	606/18.9	16.3	13.9	84	9.7	59	601	KIOC-F
3. KAYD-F	(C)	51/ 9.8	6.8	6.7	3.6	4.9	----	74/728	511/15.9	15.6	12.1	120	9.2	56	590	KAYD-F
4. KYKR-F	(C)	50/ 9.6	12.5	13.4	12.1	11.7	----	53/766	646/20.1	21.2	23.4	92	9.1	55	610	KYKR-F
5. KZZB A/F	(CHR)	39/ 7.5	13.3	11.3	14.5	10.8	----	50/864	778/24.3	26.4	23.5	76	14.5	88	1063	KZZB-AF
6. KLVI	(C)	35/ 6.7	7.6	4.5	6.5	6.2	----	39/623	514/16.0	17.5	12.0	113	4.1	25	369	KLVI
7. KKMY-F	(AC)	33/ 6.4	6.4	5.5	4.2	7.4	----	36/579	502/15.6	11.2	9.9	144	4.1	25	393	KKMY-F
8. KQXY-F	(EZ)	26/ 5.0	7.0	6.9	7.9	9.6	----	49/586	370/11.5	11.6	13.8	92	3.8	23	335	KQXY-F
9. KWIC-F	(AOR)	24/ 4.6	4.4	7.7	6.5	7.0	----	30/413	361/11.3	10.5	12.6	115	9.4	57	517	KWIC-F
10. KALO	(B)	21/ 4.0	3.0	2.4	1.2	2.1	----	28/296	248/ 7.7	5.9	5.3	115	1.6	10	150	KALO
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.75% (382 of 479) (SPG 87: 82.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KIOC-F	1. KHYS-F>	1. KHYS-F>	1. KHYS-F>	1. KHYS-F>	1. KYKR-F	1. KHYS-F	1. KAYD-F	1. KHYS-F>	1. KHYS-F>>	1. KHYS-F
2. KHYS-F>>	2. KIOC-F	2. KAYD-F<	2. KAYD-F	2. KAYD-F	2. KLVI	2. KYKR-F	KIOC-F	2. KIOC-F	2. KIOC-F	2. KLVI
3. KZZB-AF>>	3. KAYD-F	3. KIOC-F	3. KIOC-F	3. KIOC-F	3. KHYS-F	3. KAYD-F	3. KYKR-F<	3. KAYD-F	3. KZZB-F	3. KAYD-F
4.	KZZB-AF	4. KZZB-F	KKMY-F	KKMY-F	4. KAYD-F	4. KLVI	4. KHYS-F>	KYKR-F	4. KAYD-F	4. KIOC-F
5.	5. KWIC-F	5. KKMY-F	5. KYKR-F	5. KYKR-F	5. KQXY-F	5. KIOC-F	5. KKMY-F	KZZB-F	5. KLVI	5. KKMY-F
			6. KLVI							KYKR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KHYS-F>>	1. KHYS-F>	1. KAYD <	1. KHYS-F	1. KAYD-F
2. KIOC-F	2. KIOC-F	KIOC-F	2. KIOC	KIOC-F
KZZB-AF>	KAYD-F	3. KHYS-F	3. KAYD-F	3. KHYS-F
4. KAYD-F	4. KZZB-AF	4. KZZB-AF	4. KZZB-AF	4. KKMY-F
5.	5. KKMY-F	5. KKMY-F	5. KKMY-F	KYKR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWIC-F	1. KHYS-F>	1. KHYS-F>>	1. KHYS-F>	1. KHYS-F>>
KZZB-AF<	2. KWIC-F>	2. KWIC-F	2. KAYD-F	2. KLVI
3. KIOC-F<	3. KIOC-F	KKMY-F	3. KWIC-F	3. KAYD-F
4. KHYS-F<	KZZB-AF	4. KAYD-F	4. KLVI	4. KKMY-F
5. KAYD-F	5. KAYD-F	KYKR-F	5. KIOC-F	5. KYKR-F
KTFA-F			KZZB-AF	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	1 (1)	95 (2)	96 (3)	20.0	17.5
AOR/CLASSIC		26 (2)	26 (2)	5.4	8.7
AC/OLDIES/SOFT ROCK		33 (1)	33 (1)	6.9	11.6
MOR/VARIETY/FULL					
COUNTRY	42 (2)	101 (2)	143 (4)	29.9	27.3
BLACK/URBAN	21 (1)	92 (2)	113 (3)	23.6	20.5
BTFL MUSIC/EZ		26 (1)	26 (1)	5.4	7.4
NEWS/TALK	12 (1)		12 (1)	2.5	2.4
NOSTALGIA	4 (1)		4 (1)	0.8	2.8
RELIGION/GOSPEL	10 (2)	9 (1)	19 (3)	4.0	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	7 (1)		7 (1)	1.5	
	97 (9)	382 (11)	479 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAYC	1450	Beaumont	.8/2.3
KDLF	1150	Port Neches	.6/1.3
KDVE	1510	Nederland	1.3/3.1
KOGT	1600	Orange	1.3/2.7
KOLE	1340	Port Arthur	1.3/3.4
KTFA-F	92.1	Groves	1.7/4.0
KLOL-F	101.1	Houston	.4/1.7
KMJQ-F	102.1	Clear Lake City	1.2/3.9
KTRH	740	Houston	2.3/7.4

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-2)	, BLACK	,$ 17.00	(HNWH)	Clear Channel	Jim Smith
KLVI, 560, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 35.00	(Katz)	Hicks	Tom Boggess
KAYD-F, 97.5, 50 KW @ 320,	COUNTRY	,$ 25.00	(Mc-Guild)		
KHYS-F, 98.5, 100 KW @ 485,	BLACK/URBAN	CBS-R,$ 42.00	(HNWH)	Clear Channel	Jim Smith
KIOC-F, 106.1, 100 KW @ 1060,	CHR	,$ 26.00	(Republic)		Vesta Brandt
KKMY-F, 104.5, 100 KW @ 440,	AC	,$ 29.00	(Eastman)		
KQXY-F, 94.1, 100 KW @ 647,	BTFL/EZ	NBC,$ 28.00	(Christal)		Gary Teaney
KWIC-F, 107.9, 100 KW @ 392,	AOR	ABC-R,$ 26.00	(Banner)		
KYKR-F, 93.3, 100 KW @ 500,	COUNTRY	,$ 52.00	(Katz)	Hicks	Tom Boggess
KZZB-F, 95.1, 100 KW @ 500,	CHR	ABC-F,$ 41.00	(Christal)		

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BILLINGS

Arbitron Rank/Pop (12+): 227/101,400

MSA Rank/Pop: 294/122,000
ADI # 163 (w/Hardin)
Average Person Ratings: 15.1
Market TSL: 20.5 hours

Stations: 12/12
Diaries: 563/180:1/55.4%
Sample Target: 550
% Below Line: 0
% Not Listed: 7.8

1987 Revenue: $3,900,000
HH Inc.: $29,212
Retail $: 1.06 Bil
Pop per Station: 8,450
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGHL	(C)	34/22.2	---	26.3	---	31.4	----	57/541	297/29.3	---	37.6	94				KGHL
2. KZLS-F	(CHR)	24/15.7	---	10.2	---	10.1	----	26/295	275/27.1	---	25.2	63				KZLS-F
3. KYYA-F	(CHR)	22/14.4	---	22.2	---	16.6	----	29/427	351/34.6	---	41.6	92				KYYA-F
4. KCTR A/F	(C)	14/ 9.2	---	8.4	---	8.9	----	19/295	231/22.8	---	---	96				KCTR A/F
KIDX-F	(AC)	14/ 9.2	---	10.8	---	11.2	----	15/243	203/20.0	---	23.0	155				KIDX-F
6. KOHZ-F	(EZ)	11/ 7.2	---	---	---	---	----	12/131	115/11.3	---	---	92				KOHZ-F
7. KUUS	(O)	8/ 5.2	---	10.8	---	9.5	----	9/128	110/10.8	---	12.7	148				KUUS
KBLG	(O)	8/ 5.2	---	3.0	---	---	----	6/ 89	79/ 7.8	---	5.8	85				KBLG
9.																
10.																
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 58.87% (83 of 141) (SPG 87: 52.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZLS-F>>	1. KZLS-F	1. KYYA-F	1. KGHL	1. KGHL	1. KGHL >>	1. KGHL	1. KGHL >	1. KZLS-F<	1. KZLS-F	1. KURL >>
2. KYYA-F>>	2. KYYA-F>	2. KZLS-F	2. KIDX-F	2. KIDX-F	2. KOHZ-F>	2. KZLS-F	2. KYYA-F	2. KGHL <	2. KGHL	2. KGHL
3.	3. KIDX-F>	3. KGHL	3. KYYA-F	3. KYYA-F	3. KCTR-AF	3. KYYA-F>	3. KZLS-F	3. KYYA-F>	3. KYYA-F>	3.
4.	4. KCTR-AF	4. KIDX-F	4. KZLS-F	4. KZLS-F	4.	4. KCTR-AF	4. KIDX-F	4. KIDX-F	4. KURL	4.
5.	KGHL	5.	5.	5.	5.	5. KIDX-F	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZLS-F<	1. KYYA-F	1. KIDX-F	1. KYYA-F	1. KGHL >	1. KURL	1. KYYA-F	1. KIDX-F	1. KYYA-F	1. KGHL >
2. KYYA-F	KZLS-F>	2. KYYA-F	KZLS-F	2. KIDX-F>	KYYA-F	KZLS-F>	KYYA-F	2. KGHL	2. KYYA-F
3.	3. KIDX-F>	3. KCTR-AF	3. KGHL	3. KCTR-AF	KZLS-F	3. KGHL	KZLS-F	3. KUUS	3. KIDX-F
4.	4. KCTR-AF	KGHL	KIDX-F	KYYA-F	4.	KIDX-F	4. KGHL	KZLS-F	KUUS
5.	5.	KZLS-F	5. KCTR-AF	5.	5.	KUUS	KUUS	5. KIDX-F	5. KZLS-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	32.6	34.0
AOR/CLASSIC	8 (1)		8 (1)	5.7	
AC/OLDIES/SOFT ROCK	5 (1)	14 (1)	19 (2)	13.5	11.3
MOR/VARIETY/FULL					
COUNTRY	40 (3)	12 (2)	52 (5)	36.9	38.4
BLACK/URBAN					
BTFL MUSIC/EZ		11 (1)	11 (1)	7.8	11.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	5 (1)		5 (1)	3.5	3.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.3
	58 (6)	83 (6)	141 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBSO	1490	Laurel	1.3/3.6
KBSR-F	95.5	Hardin	1.3/7.4

MISCELLANEOUS COMMENTS KBIT, KOOK-F sold to Citadel for $800,000 (Crisler)... KBIT/KOOK changes calls to KCTR A/F (March)...

RADIO STATIONS

KBLG, 910, 1 KW/64 W	, OLDIES	CBS,$ 8.00	(---)		Tom Erikson
KCTR, 970, 5 KW (DA-N)	, COUNTRY	NBC,$ NA	(Christal)	Citadel	
KGHL, 790, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 27.00	(Eastman)		Dick Elliott
KURL, 730, 5 KW/235 W	, RELIGION	,$ 7.00	(---)	Enterprise	Herm Elenbaas
KUUS, 1240, 1 KW	, OLDIES/CLASSIC	ABC-D,$ 12.00	(Mc-Guild)		Ken Koch
KCTR-F, 102.9, 100 KW @ 500,	COUNTRY	NBC,$ NA	(Christal)	Citadel	
KIDX-F, 98.5, 85 KW @ 402,	AC	,$ 13.00	(Eastman)		Dick Elliott
KYYA-F, 93.3, 100 KW @ 700,	CHR	US 1,$ 22.00	(Banner)	Meyer	Ron Jones
KZLS-F, 97.1, 100 KW @ 700,	CHR	ABC-F,$ 16.00	(Mc-Guild)		Ken Koch
KOHZ-F, 103.7, 100 KW @ 489,	BTFL/EZ	ABC-E,$ 13.00	(---)		Dan Miller

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BINGHAMTON

Arbitron Rank/Pop (12+): 143/226,200

MSA Rank/Pop: 163/262,300
ADI # 138
Average Person Ratings: 14.6
Market TSL: 19.5 hours

Stations: 12/11
Diaries: 747/303:1/57.9%
Sample Target: 700
% Below Line: 0.6
% Not Listed: 11.8

1987 Revenue: $6,300,000
HH Inc.: $35,340
Retail $: 1.56 Bil
Pop per Station: 20,564
#1 Biller: WNBF $1,350,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAAL-F (CHR)	79/23.9	---	23.1	---	27.7	----	133/1647	947/41.9	---	40.6	74	29.1	111	1052	WAAL-F
2. WHWK-F (C)	50/15.2	---	13.8	---	11.6	----	91/ 797	471/20.8	---	23.4	120	13.1	50	584	WHWK-F
WNBF (MOR)	50/15.2	---	16.8	---	13.7	----	55/ 578	537/23.7	---	28.0	78	9.4	36	511	WNBF
4. WINR (BB)	30/ 9.1	---	4.4	---	9.2	----	92/ 396	351/15.5	---	12.1	51	9.4	36	324	WWR
5. WRSG (O)	15/ 4.5	---	5.0	---	5.1	----	15/ 241	228/10.1	---	11.0	144	3.7	14	233	WRSG
6. WQXT-F (O)	14/ 4.2	---	3.0	---	1.8	----	14/ 231	209/ 9.2	---	6.6	124	1.8	7	217	WQXT-F
7. WENE (O)/GG#	7/ 2.1	---	4.4	---	4.5	----	7/ 261	255/11.3	---	12.1	33	3.1	12	240	WENE
8.															
9.															
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 63.92% (186 of 291) (SPG 87: 63.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAAL-F>>	1. WAAL-F>>	1. WAAL-F>>	1. WAAL-F	1. WHWK-F<	1. WNBF >	1. WNBF	1. WHWK-F<	1. WAAL-F>	1. WAAL-F>>	1. WNBF
2.	2. WMRV-F>>	2. WMRV-F	WMRV-F	2. WAAL-F	2. WHWK-F	2. WAAL-F>	2. WAAL-F	2. WHWK-F	2. WHWK-F	2. WAAL-F
3.	3. WHWK-F	3. WHWK-F>	3. WHWK-F>	WMRV-F>	3. WINR >>	3. WHWK-F	3. WMRV-F	3. WMRV-F	3. WNBF	3. WHWK-F
4.	4. WQXT-F	4. WNBF	4. WNBF	4. WNBF	4.	4. WMRV-F	4. WINR	4. WNBF >	4. WMRV-F	4. WINR
5.	WRSG	WRSG	5.	5.	5.	5. WINR	5. WNBF	5. WINR	5.	WMRV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAAL-F>>	1. WAAL-F>>	1. WMRV-F	1. WAAL-F>	1. WMRV-F	1. WAAL-F>>	1. WAAL-F>>	1. WAAL-F>	1. WAAL-F>>	1. WAAL-F
2. WMRV-F>	2. WMRV-F>>	2. WAAL-F>	2. WMRV-F>	2. WHWK-F	2. WMRV-F	2. WMRV-F	2. WMRV-F<	2. WMRV-F	WHWK-F
3. WHWK-F	3. WHWK-F	3. WHWK-F	3. WHWK-F>>	3. WAAL-F>	WRSG <	3. WRSG	3. WHWK-F	3. WHWK-F	3. WMRV-F
4. WRSG	4.	WQXT-F	4. WNBF	4. WNBF	4. WQXT	4. WQXT-F	WQXT-F	4. WRSG	4. WNBF
5.	5.	5.	5.	5.	5.	5. WHWK-F	WRSG	5.	WRSG-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		79 (1)	79 (1)	27.1	26.8
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	24 (3)	54 (2)	78 (5)	26.8	27.5
MOR/VARIETY/FULL	50 (1)		50 (1)	17.2	24.6
COUNTRY		50 (1)	50 (1)	17.2	16.0
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA	30 (1)		30 (1)	10.3	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	1 (1)	3 (2)	4 (3)	1.4	
	105 (6)	186 (6)	291 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEBO	1330	Owego	.6/3.2
WYXL-F	97.3	Ithaca	.6/2.0

MISCELLANEOUS COMMENTS WINR sold by Lessner for $975,000...

RADIO STATIONS

WENE, 1430, 5 KW (DA-N)	, OLDIES (?)	ABC-I,$ 18.00	(HNWH)	Command	Pat Parish
WINR, 680, 1 KW/500 W (DA-2)	, NOST/MOR	CBS,$ 18.00	(K & P)		Mary Lou Dimmick
WNBF, 1290, 5 KW (DA-N)	, MOR	NBC,$ 34.00	(Katz)	Stoner	Roger Conklin
WRSG, 1360, 5 KW/500 W (DA-2)	, OLDIES	US 2,$ 15.00	(Durpetti)	Regional	George Rossi
WAAL-F, 99.1, 7 KW @ 1090, CHR		US 1,$ 38.00	(Durpetti)	Regional	George Rossi
WHWK-F, 98.1, 10 KW @ 950, COUNTRY		,$ 30.00	(Katz)	Stoner	Ralph Christian
WMRV-F, 105.7, 35 KW @ 570, AC		,$ 23.00	(HNWH)	Command	Pat Parish
WQXT-F, 101.7, 1.1 KW @ 450, OLDIES		,$ 10.00	(Roslin)	(OWEGO)	Frank Penny

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BIRMINGHAM

Arbitron Rank/Pop (12+): 51/763,100

MSA Rank/Pop: 56/927,000
ADI # 49
Average Person Ratings: 16.1
Market TSL: 21.8 hours

Stations: 21/19
Diaries: 1087/702:1/49.3%
Sample Target: 1080
% Below Line: 2.0
% Not Listed: 8.6

1987 Revenue: $23,000,000
HH Inc.: $27,914
Retail $: 5.1 Bil
Pop per Station: 40,163
#1 Biller: WZZK A/F $5,500,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZZK A/F	(C)	181/14.8	16.6	17.1	18.0	16.4	16.6	322/3694	2129/27.9	29.7	30.8	108	18.5	270	2109	WZZK A/F
2. WMJJ-F	(AC)	169/13.8	11.6	10.9	8.0	11.8	11.1	198/2402	1851/24.3	22.9	20.7	138	13.3	195	2011	WMJJ-F
3. WENN-F	(B)	134/10.9	10.7	9.2	9.8	8.7	10.2	179/1793	1284/16.8	19.5	17.1	94	12.0	175	1770	WENN-F
4. WKXX-F	(U/CHR)	122/10.0	10.8	9.9	12.6	10.9	10.8	144/1958	1513/19.8	22.8	22.8	83	13.2	193	2148	WKXX-F
5. WAPI-F	(CHR)	120/ 9.8	9.1	10.1	11.0	11.6	10.0	204/2831	1760/23.1	26.7	24.4	76	12.9	189	2053	WAPI-F
6. WERC	(N/T)	69/ 5.6	4.7	5.9	4.6	4.1	5.2	69/ 825	907/10.6	13.3	9.5	88	4.1	60	878	WERC
7. WATV	(B)	50/ 4.1	5.5	3.5	3.9	3.3	4.3	50/ 615	604/ 7.9	9.7	7.7	105	2.3	33	688	WATV
8. WLTB-F	(AC)	46/ 3.8	4.2	3.9	3.9	3.6	4.0	58/1180	890/11.7	11.3	9.9	134	2.9	43	727	WLTB-F
9. WAGG	(R/G)	41/ 3.3	3.6	3.9	5.1	5.2	4.0	42/ 357	346/ 4.5	6.4	7.2	76	2.3	33	391	WAGG
10. WAPI	(BB)	33/ 2.7	3.2	5.3	4.1	4.1	3.8	33/ 632	599/ 7.8	11.1	7.3	33	4.0	58	716	WAPI
11. WJLD	(B)	32/ 2.6	2.8	2.4	1.9	1.9	2.4	34/ 536	517/ 6.8	6.6	5.0	100	2.0	29	366	WJLD
12. WDJC-F	(R/G)	29/ 2.4	2.4	1.6	2.6	3.2	2.3	55/1076	595/ 7.8	6.1	8.6	96	1.8	27	620	WDJC-F

12+ FM SHARE (METRO): 73.95% (829 of 1121) (SPG 87: 72.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPI-F	1. WMJJ-F>	1. WMJJ-F>	1. WMJJ-F>	1. WMJJ-F	1. WZZK-F+>	1. WZZK-F+>	1. WZZK-F+	1. WZZK-F<	1. WENN-F>	1. WZZK-F
WKXX-F	2. WKXX-F<	2. WZZK-F+	2. WZZK-F+>	2. WZZK-F+>	2. WMJJ-F	2. WMJJ-F>	2. WMJJ-F>	2. WMJJ-F	2. WKXX-F	2. WERC
3. WENN-F	3. WAPI-F	3. WENN-F	3. WENN-F	3. WENN-F	3. WERC	3. WKXX-F	3. WAPI-F	3. WAPI-F	3. WAPI-F	WKXX-F
4.	WENN-F	4. WAPI-F	4. WKXX-F<	4. WKXX-F	4. WENN-F>	4. WAPI-F	4. WKXX-F<	4. WENN-F	4. WMJJ-F	4. WMJJ-F
5.	5. WZZK-F+	5. WKXX-F	5. WAPI-F	5. WAPI-F	5. WAPI-F	5. WENN-F<	5. WENN-F	5. WKXX-F	5. WZZK-F+	5. WENN-F
					6. WATV	5. WERC			6. WERC	6. WKLD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKXX-F<	1. WMMJ-F>	1. WMJJ-F>	1. WMJJ-F>	1. WMJJ-F
2. WENN-F	2. WKXX-F	2. WZZK-F+	2. WZZK-F+	2. WZZK-F+>
3. WMJJ-F	3. WENN-F<	3. WKXX-F	3. WENN-F	3. WENN-F
4. WAPI-F	4. WZZK-F+	4. WAPI-F	4. WKXX-F	4. WKXX-F
5. WZZK-F	5. WAPI-F	WENN-F	5. WAPI-F	5. WAPI-F
				6. WLTB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPI-F>	1. WMJJ-F<	1. WMJJ-F	1. WMJJ-F>	1. WMJJ-F
2. WENN-F	2. WAPI-F	2. WZZK-F+<	2. WZZK-F+	2. WZZK-F+>
WMJJ-F	3. WENN-F	3. WENN-F<	3. WAPI-F<	3. WENN-F
4. WKXX-F	4. WKXX-F	4. WKXX-F	4. WENN-F	4. WKXX-F
5. WZZK-F+	5. WZZK-F+	5. WAPI-F	5. WKXX-F	5. WAPI-F
				6. WERC

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		140 (2)	140 (2)	12.5	25.2
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	14 (1)	215 (2)	229 (3)	20.4	18.1
MOR/VARIETY/FULL					0.7
COUNTRY	26 (2)	174 (2)	200 (4)	17.8	20.0
BLACK/URBAN	82 (2)	256 (2)	338 (4)	30.2	20.6
BTFL MUSIC/EZ		5 (1)	5 (1)	0.4	0.6
NEWS/TALK	69 (1)		69 (1)	6.2	4.4
NOSTALGIA	33 (1)		33 (1)	2.9	4.4
RELIGION/GOSPEL	68 (3)	29 (1)	97 (4)	8.7	4.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		10 (1)	10 (1)	0.9	1.1
	292 (10)	829 (11)	1121 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYE	1220	Birmingham	1.5/3.7
WCRT	1260	Birmingham	1.1/4.5
WFFN-F	92.9	Cordova	.8/1.4
WKLD-F	97.9	Oneonta	.7/1.3
WVOK	690	Birmingham	.8/5.0
WYDE	850	Birmingham	.7/2.6
WRSA-F	96.9	Decatur	.4/1.2
WZBQ-F	102.5	Jasper	1.6/5.5

RADIO STATIONS

WAGG, 1320, 5 KW (DAYS)	, GOSPEL	NBN,$ 30.00	(HNWH)		Bill Manney
WAPI, 1070, 50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,$ 29.00	(Christal)	Dittman	Bernie Barker
WATV, 900, 1 KW/165 W	, BLACK	ABC-E,$ 30.00	(Roslin)		Joe Lackey
WAYE, 1220, 1 KW/75 W	, GOSPEL	,$ 15.00	(---)	Willis	
WCRT, 1260, 5 KW/41 W	, OLDIES	CNN,Trans,$ 16.00	(---)		Paul Pankey
WERC, 960, 5 KW (DA-N)	, NEWS/TALK	,$ 44.00	(Mc-Guild)	Sun Group	Rice Baxter
WJLD, 1400, 1 KW	, BLACK	MBS,SBN,$ 22.00	(---)		Gary Richardson
WVOK, 690, 50 KW/30 W	, COUNTRY	CBS,$ 16.00	(Eastman)	Signature	
WYDE, 850, 50 KW/1 KW (DA-2)	, RELIGION	,$ 15.00	(---)		
WAPI-F, 94.5, 100 KW @ 1214, CHR/AOR		ABC-C,$ 75.00	(Christal)	Dittman	Bernie Barker
WDJC-F, 93.7, 100 KW @ 984, RELIGION		,$ 22.00	(---)	Crawford	Mike Moody
WENN-F, 107.7, 100 KW @ 640, BLACK		NBN,$ 60.00	(HNWH)		Bill Manney
WKXX-F, 106.9, 100 KW @ 1114, URBAN/CHR		ABC-D,$ 55.00	(Mc-Guild)	Sun Group	Rice Baxter
WLTB-F, 99.5, 100 KW @ 870, SOFT AC		,$ 41.00	(Eastman)	Signature	
WMJJ-F, 96.5, 100 KW @ 892, AC		,$ 95.00	(Banner)	Capitol-Johnson	Bill Stoefhaas
WZZK-F, 104.7, 100 KW @ 1300, COUNTRY		,$130.00	(Katz)	New City	Jordan Bullard

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BLOOMINGTON, IL

Arbitron Rank/Pop (12+): 219/106,100

MSA Rank/Pop: 290/123,400
Peoria ADI
Average Person Ratings: 15.1
Market TSL: 20.3 hours

Stations: 13/4
Diaries: 587/181:1/63.0%
Sample Target: 550
% Below Line: 18.1
% Not Listed: 11.3

1987 Revenue: $4,400,000
HH Inc.: $36,179
Retail $: .85 Bil
Pop per Station: 26,525
#1 Biller: WJBC $2,000,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJBC (MOR)	54/33.8	---	30.0	---	36.2	----	58/574	392/46.4	---	45.8	103				WJBC
2. WBNQ-F (CHR)	40/25.0	---	21.3	---	24.9	----	55/694	480/45.2	---	49.9	89				WBNQ-F
3. WIHN-F (AC)	10/ 6.3	---	8.1	---	4.5	----	11/196	183/17.2	---	17.1	154				WIHN-F
WWCT-F (AOR)	10/ 6.3	---	5.9	---	5.6	----	17/273	153/14.4	---	15.4	89				WWCT-F
5. WMLA-F (C)	9/ 5.6	---	7.5	---	3.4	----	11/145	108/10.2	---	13.9	123				WMLA-F
6. WKZW-F (CHR)	8/ 5.0	---	4.4	---	2.8	----	21/445	217/20.5	---	21.7	56				WKZW-F
7. WSWT-F (EZ)	4/ 2.5	---	2.5	---	2.3	----	18/203	76/ 7.2	---	9.3	168				WSWT-F
8.															
9.															
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 58.45% (83 of 142) (SPG 87: 58.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBNQ-F>>	1. WBNQ-F>>	1. WBNQ-F>	1. WJBC	1. WJBC >	1. WJBC >>	1. WJBC >>	1. WJBC	1. WJBC	1. WBNQ-F	1. WJBC >
2. WKZW-F>	2. WJBC	2. WJBC >>	2. WBNQ-F>>	2. WBNQ-F>>	2.	2. WBNQ-F>>	2. WBNQ-F>,	2. WBNQ-F>>	WJBC >>	2. WWCT-F
3.	WWCT-F	3. WIHN-F	3. WIHN-F	3. WIHN-F	3.	3. WIHN-F	3. WIHN-F	3. WWCT-F	3.	3. WMLA-F
4.	4. WIHN-F	WWCT-F	4. WMCA-F+	4. WMCA-F	4.	WMCA-F	4. WMLA-F	4. WMLA-F	4.	4. WGN
5.	5. WKZW-F	5.	5.	5.	5.	WWCT-F	WWCT-F	5. WIHN-F	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBNQ-F>	1. WBNQ-F>>	1. WBNQ-F	1. WBNQ-F>	1. WJBC >>	1. WBNQ-F	1. WBNQ-F>	1. WBNQ-F	1. WBNQ-F>	1. WJBC >
2.	2. WJBC >	2. WJBC >	2. WJBC >>	2. WBNQ-F>>	2. WWCT-F	2. WWCT-F>	2. WJBC	2. WJBC >	2. WBNQ-F>>
3.	3. WIHN-F	3. WIHN-F	3. WIHN-F	3. WIHN-F	3. WKZW-F	3. WJBC	WWCT-F	3. WWCT-F>	3. WIHN-F
4.	4. WKZW-F	4.	4.	4. WMLA-F+	4.	4. WIHN-F	4. WIHN-F	4. WIHN-F	WWCT-F
5.	WWCT-F	5.	5.	5.	5.	WKZW-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		48 (2)	48 (2)	33.8	28.7
AOR/CLASSIC		10 (1)	10 (1)	7.0	7.7
AC/OLDIES/SOFT ROCK	1 (1)	10 (1)	11 (2)	7.7	13.3
MOR/VARIETY/FULL	55 (2)		55 (2)	38.7	35.7
COUNTRY		10 (2)	10 (2)	7.0	9.8
BLACK/URBAN					
BTFL MUSIC/EZ		5 (2)	5 (2)	3.5	4.2
NEWS/TALK	3 (1)		3 (1)	2.1	0.7
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	59 (4)	83 (8)	142 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCY-F	106.3	Gibson City	.6/ 1.5
WGN	720	Chicago	1.9/10.7
WIRL	1290	Peoria	.6/ 1.8
WLS	890	Chicago	.6/ 7.9
WZRO-F	98.3	Farmer City	.6/ 1.3

MISCELLANEOUS COMMENTS WMLA A/F simulcasted but WMLA-AM did not have enough audience to provide a 1/4 hour average or share figure...

RADIO STATIONS

WJBC, 1230, 1 KW	, MOR	ABC-I,$ 60.00	(Mc-Guild)	Bloomington	Richard Johnson
WMLA, 1440, 1 KW/500 W (DA-2)	, COUNTRY	,$ 11.00	(---)	Keister	Jeff Hancock
WBNQ-F, 101.5, 50 KW @ 460, CHR		,$ 35.00	(Mc-Guild)	Bloomington	Richard Johnson
WIHN-F, 96.7, 3 KW @ 300, AC		US 2,$ 21.00	(---)		Paul Chasteen
WMLA-F, 92.7, 3 KW @ 300, COUNTRY		ABC-D,$ 17.00	(---)	Keister (LE ROY)	Jeff Hancock

Other ranked stations - See Peoria or Chicago

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BOISE

Arbitron Rank/Pop (12+): 136/237,300

MSA Rank/Pop: 206/194,000
ADI # 132
Average Person Ratings: 14.7
Market TSL: 20.0 hours

Stations: 18/18
Diaries: 612/388:1/49.4%
Sample Target: 600
% Below Line: 0
% Not Listed: 5.4

1987 Revenue: $7,000,000
HH Inc.: $31,943
Retail $: 1.63 Bil
Pop per Station: 13,183
#1 Biller: KCIX-F $1,400,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCIX-F (AC)	57/16.3	---	16.3	---	13.5	----	62/671	582/24.5	---	22.6	140	16.9	62	428	KCIX-F
2. KBOI (MOR)	40/11.4	---	10.0	---	8.0	----	59/787	521/22.0	---	22.3	118	9.0	33	517	KBOI
3. KFXD-F (CHR)	35/10.0	---	7.2	---	6.9	----	46/731	539/22.7	---	18.0	65	11.5	42	570	KFXD-F
4. KJOT-F (AOR)	34/ 9.7	---	11.4	---	12.4	----	56/635	443/18.7	---	18.8	77	20.2	74	670	KJOT-F
5. KIZN-F (C)	22/ 6.3	---	4.4	---	6.9	----	47/525	260/11.0	---	12.4	63	5.5	20	398	KIZN-F
6. KHEZ-F (EZ)	20/ 5.7	---	.6	---	---	----	24/252	200/ 8.4	---	2.7	79	2.2	8	123	KHEZ-F
7. KIDO (N/T)	18/ 5.1	---	5.3	---	5.7	----	22/414	306/12.9	---	13.4	118	4.4	16	281	KIDO
8. KIYS-F (CHR)	17/ 4.9	---	4.4	---	9.2	----	27/521	349/14.7	---	15.7	51	6.8	25	500	KIYS-F
KBXL-F (EZ)	17/ 4.9	---	7.8	---	6.6	----	19/290	218/ 9.2	---	9.7	82	1.9	7	218	KBXL-F
10. KQFC-F (C)	15/ 4.3	---	5.3	---	1.7	----	26/324	211/ 8.9	---	8.7	128	4.1	15	354	KQFC-F
11. KLTB-F (AC)	13/ 3.7	---	7.2	---	6.9	----	17/314	246/10.4	---	14.7	149	1.9	7	227	KLTB-F
12. KGEM (C)	11/ 3.1	---	3.3	---	6.6	----	14/277	213/ 9.0	---	8.8	65	1.6	6	218	KGEM
13. KLCI-F (AC)	10/ 2.9	---	---	---	---	----	11/235	197/ 8.3	---	---	138	1.1	4	102	KLCI-F

12+ FM SHARE (METRO): 73.41% (243 of 331) (SPG 87: 68.73%)

TEENS	18-34	18-49	25-49	25-54	35+	AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KFXD-F>>	1. KCIX-F>	1. KCIX-F>>	1. KCIX-F>>	1. KCIX-F>	1. KBOI >	1. KCIX-F<	1. KCIX-F>>	1. KCIX-F>	1. KFXD-F>	1. KCIX-F
2. KIYS-F>	2. KJOT-F>	2. KJOT-F	2. KBOI	2. KBOI >	2. KCIX-F	2. KBOI >	2. KBOI	2. KFXD-F	2. KJOT-F	KJOT-F
3. KJOT-F	3. KFXD-F>>	3. KBOI	3. KJOT-F	3. KJOT-F	3. KHEZ-F	3. KFXD-F	3. KJOT-F	3. KJOT-F	3. KCIX-F	3. KFXD-F
4.	4.	4. KFXD-F>	4. KFXD-F	4. KFXD-F	4. KBXL-F	4. KJOT-F	4. KIZN-F	4. KBOI	4. KIYS-F	4. KIDO
5.	5.	5.	5. KIDO	5. KIDO	KIZN-AF	5. KIDO	5. KFXD-F	5. KIZN-F	5. KIDO	5.
			KLTB-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KJOT-F	1. KCIX-F>>	1. KCIX-F>>	1. KCIX-F>>	1. KCIX-F>>
2. KCIX-F	2. KJOT-F	2. KFXD-F	2. KJOT-F	2. KBOI
KFXD-F	3. KFXD-F>>	3. KJOT-F	3. KBOI	3. KHEZ-F
4. KIYS-F	4. KIYS-F	4. KLTB-F	KFXD-F	4. KLTB-F
5.	5.	5.	5. KLTB-F	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KJOT-F>	1. KJOT-F	1. KCIX-F	1. KCIX-F	1. KBOI
2. KCIX-F	2. KCIX-F	2. KJOT-F	2. KJOT-F	KCIX-F>
KFXD-F	3. KFXD-F>>	3. KFXD-F>	3. KBOI	3. KJOT-F
4. KIZN-AF	4.	4.	4. KFXD-F	4. KIDO
5.	5.	5.	5.	5. KFXD-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		52 (2)	52 (2)	15.7	12.4
AOR/CLASSIC		34 (1)	34 (1)	10.3	12.1
AC/OLDIES/SOFT ROCK	4 (1)	80 (3)	84 (4)	25.4	28.3
MOR/VARIETY/FULL	40 (1)		40 (1)	12.1	16.2
COUNTRY	11 (1)	37 (2)	48 (3)	14.5	14.2
BLACK/URBAN					
BTFL MUSIC/EZ		37 (2)	37 (2)	11.2	8.8
NEWS/TALK	18 (1)		18 (1)	5.4	
NOSTALGIA	6 (1)		6 (1)	1.8	6.8
RELIGION/GOSPEL	9 (2)		9 (2)	2.7	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS				0.9	0.6
	88 (7)	243 (11)	331 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBGN	1060	Caldwell	1.7/5.4
KCID-F	107.1	Caldwell	.9/1.5
KFXD	580	Nampa	1.7/4.9
KSGR	1340	Nampa	1.1/5.2
KSPD	790	Boise	.9/3.0

MISCELLANEOUS COMMENTS KGEM, KJOJ-F sold to Bruce Johnson for $2,100,000 (Broadcast Media)... KIDO changes from Nostalgia to Talk/News...

RADIO STATIONS

KBOI, 670, 50 KW (DA-N)	, MOR/AC	MBS,$ 32.00	(Katz)	Pacific Northwest		Al Vuylsteke
KGEM, 1140, 10 KW (DA-N)	, COUNTRY	ABC-I,$ 14.00	(Eastman)			Jon Rand
KIDO, 630, 5 KW (DA-2)	, TALK/NEWS	NBC,$ 16.00	(Christal)	Sundance		Gary Bates
KIZN, 730, 500 W/84	, COUNTRY	,$ NM	(Banner)	Constant		Bob Cross
KFXD, 580, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 17.00	(Roslin)		(NAMPA)	
KSGR, 1340, 1 KW (DA-1)	, OLDIES	US 2,$ 15.00	(Mc-Guild)		(NAMPA)	Kip Guth
KCIX-F, 105.9, 50 KW @ 2700, AC		APR,$ 45.00	(Mc-Guild)			Kip Guth
KIYS-F, 92.3, 44 KW @ 2500, CHR		ABC-F,$ 17.00	(Torbet)			Brian Harm
KIZN-F, 93.1, 50 KW @ 2630, COUNTRY		,$ 20.00	(Banner)	Constant		Bob Cross
KJOT-F, 105.1, 53 KW @ 2574, AOR		ABC-R,$ 28.00	(Eastman)			Jon Rand
KLTB-F, 104.3, 52 KW @ 2574, SOFT AC		,$ 26.00	(Christal)	Sundance		Gary Bates
KQFC-F, 97.9, 47 KW @ 2510, COUNTRY		,$ 19.00	(Katz)	Pacific NW		Al Vuylsteke
KBXL-F, 94.1, 40 KW @ 2500, BTFL/EZ		,$ 12.00	(---)		(CALDWELL)	Nels Wilson
KFXD-F, 94.9, 46 KW @ 2520, CHR		,$ 24.00	(Roslin)		(NAMPA)	
KHEZ-F, 103.3, 54 KW @ ?? , BTFL		,$ NA	(---)		(CALDWELL)	
KLCI-F, 96.9, 44 KW @ ?? , AC		,$ NA	(---)		(NAMPA)	

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BOSTON

Arbitron Rank/Pop (12+): 7/3,183,800

MSA Rank/Pop: 6/3,730,000
ADI # 6
Average Person Ratings: 18.4
Market TSL: 24.3 hours

Stations: 34/30
Diaries: 2129/1495:1/38.8%
Sample Target: 2170
% Below Line: 2.7
% Not Listed: 11.4

1987 Revenue: $104,300,000
HH Inc.: $41,506
Retail $: 31.8 Bil
Pop per Station: 106,127
#1 Biller: WBCN-F $16,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXKS-F	(CHR)	504/8.6	6.5	7.0	8.1	8.8	7.6	574/8102	6634/20.8	18.9	21.1	77	10.7	615	7394	WXKS-F
2. WRKO	(T)	451/7.7	6.7	6.9	6.4	6.9	6.9	533/6620	5504/17.3	12.3	17.4	66	5.9	339	3459	WRKO
3. WBZ	(MOR)	387/6.6	7.1	7.3	7.1	8.7	7.0	525/7238	5161/16.2	18.2	19.3	86	8.1	462	4804	WBZ
4. WBCN-F	(AOR)	385/6.6	7.2	7.4	7.3	7.1	7.1	477/6409	4822/15.1	16.6	17.6	114	8.6	491	6541	WBCN-F
5. WZOU-F	(CHR)	338/5.8	5.4	5.2	4.3	4.7	5.2	461/7303	5205/16.3	14.4	13.7	64	7.0	401	5539	WZOU-F
6. WJIB-F	(EZ)	284/4.9	6.1	5.7	6.3	5.7	5.8	337/4512	3543/11.1	11.7	13.1	67	4.7	267	2966	WJIB-F
7. WODS-F	(O)	263/4.5	4.8	2.9	1.5	1.4	3.4	421/6318	3994/12.5	8.8	5.4	156	3.8	218	4120	WODS-F
8. WHDH	(MOR)	255/4.4	5.8	5.2	4.6	5.7	5.0	273/4249	3779/11.9	13.4	13.9	77	4.5	259	2979	WHDH
9. WSSH-F	(AC)	249/4.3	4.3	4.4	4.4	4.7	4.4	339/4820	3204/10.1	11.1	12.8	126	3.5	199	2841	WSSH-F
10. WEEI	(N)	247/4.2	4.1	5.2	4.9	4.6	4.6	274/6091	5356/16.8	16.0	15.9	88	3.4	193	3302	WEEI
11. WROR-F	(AC)	208/3.6	3.5	3.2	4.2	3.8	3.6	278/4977	3512/11.0	12.5	13.6	153	4.2	241	3139	WROR-F
12. WMJX-F	(AC)	207/3.5	3.0	2.9	2.9	3.5	3.1	239/3861	3164/ 9.9	10.3	12.3	137	1.6	92	2032	WMJX-F
13. WBOS-F	(C)	192/3.3	2.1	2.3	1.9	2.2	2.4	280/3777	2652/ 8.3	5.9	5.5	133	3.0	170	3232	WBOS-F
14. WVBF-F	(AC)	152/2.6	2.6	2.7	2.7	2.5	2.7	184/2746	2237/ 7.0	8.1	7.4	162	1.9	107	1677	WVBF-F
15. WZLX-F	(AOR)	146/2.5	3.4	4.4	4.0	4.5	3.6	246/4057	2916/ 9.2	10.3	10.4	132	3.9	225	3005	WZLX-F
16. WILD	(3)	140/2.4	1.6	3.0	2.8	2.3	2.5	144/1145	1116/ 3.5	4.0	4.3	150	1.7	97	713	WILD
17. WXKS	(BB)	91/1.6	1.7	1.6	1.7	1.8	1.7	92/ 954	946/ 3.0	3.5	4.0	38	0.1	8	131	WXKS
WAAF-F	(AOR)	91/1.6	1.9	2.0	1.9	2.7	1.9	227/3854	1793/ 5.6	6.9	8.2	50	3.2	183	3377	WAAF-F
WFNX-F	(AOR)	91/1.6	1.3	1.5	1.4	.6	1.5	103/1618	1454/ 4.6	3.5	2.4	106	1.4	82	1359	WFNX-F
20. WCGY-F	(AOR)	84/1.4	.9	.7	.4	.4	.9	129/1903	1364/ 4.3	3.0	2.1	71	2.0	113	1177	WCGY-F
21. WCRB-F	(CL)	78/1.3	1.8	1.4	1.8	1.4	1.6	126/2014	1397/ 4.4	4.6	4.8	100	2.0	114	1796	WCRB-F
22. WPLM A/F	(BB)	73/1.3	1.2	.6	1.8	1.0	1.2	126/2124	1136/ 3.7	3.1	4.5	23	1.7	99	1254	WPLM A/F
23.																
24.																
25.																

12+ FM SHARE (METRO): 66.21% (3433 of 5185) (SPG 87: 67.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOU-F>>	1. WXKS-F	1. WXKS-F	1. WBCN-F	1. WBCN-F	1. WRKO	1. WBZ	1. WRKO	1. WXKS-F<	1. WBZ	1. WBZ >>
2. WXKS-F>>	2. WBCN-F>	2. WBCN-F>	2. WODS-F	2. WODS-F	2. WBZ <	2. WXKS-F	2. WBCN-F<	2. WRKO	2. WXKS-F	2. WJIB-F
3.	3. WZOU-F	3. WODS-F	3. WXKS-F	3. WXKS-F	3. WJIB-F	3. WRKO	3. WXKS-F>	3. WBCN-F	3. WZOU-F>	3. WRKO
4.	4. WMJX-F	4. WZOU-F	4. WROR-F	4. WBZ	4. WHDH <	4. WBCN-F	4. WJIB-F	4. WZOU-F	4. WHDH <	4. WHDH
5.	5. WZLX-F<	5. WMJX-F	5. WBZ <	5. WROR-F<	5. WEEI	5. WEEI	5. WODS-F	5. WODS-F	5. WMJX-F	5. WXKS-F
6.	6. WODS-F	WROR-F	6. WSSH-F	6. WSSH-F	6. WSSH-F	6. WHDH	6. WSSH-F	6. WJIB-F	6. WRKO	6. WEEI
7.	7. WROR-F	7. WBZ	7. WMJX-F	7. WRKO	7. WODS-F	WZOU-F	7. WZOU-F	7. WSSH-F<	7. WEEI	7. WMJX-F
8.	8.	WSSH-F	8. WRKO	8. WMJX-F	8. WBOS-F	8. WROR-F<	8. WBZ	8. WBZ	8. WBCN-F	WSSH-F
9.	9.	9. WZLX-F	9.	9.	9.	9. WSSH-F	WROR-F	9.	WJIB-F	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WXKS-F>>	1. WXKS-F>>	1. WXKS-F>	1. WXKS-F>>	1. WXKS-F
2. WZOU-F	2. WZOU-F<	2. WROR-F	2. WMJX-F	2. WMJX-F<
3. WBCN-F	3. WMJX-F<	3. WMJX-F	3. WZOU-F	3. WSSH-F<
4. WMJX-F>	4. WBCN-F>	4. WVBF-F	4. WODS-F	4. WROR-F<
5. WODS-F	5. WROR-F	5. WBCN-F<	5. WBCN-F	5. WODS-F
6. WFNX-F<	6. WVBF-F	6. WZOU-F	6. WROR-F<	6. WBZ <
7. WILD	7. WILD <	7. WSSH-F<	7. WSSH-F	7. WBOS-F
8.	8. WSSH-F	8. WILD <	8. WILD	8. WILD
9.	9.	9. WODS-F	9.	WVBF-F
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBCN-F>	1. WBCN-F>>	1. WBCN-F>>	1. WBCN-F>>	1. WBCN-F
2. WXKS-F	2. WXKS-F>	2. WXKS-F<	2. WXKS-F	2. WODS-F
3. WCGY-F	3. WZLX-F	3. WODS-F	3. WODS-F	3. WRKO
4. WZLX-F	4. WCGY-F	4. WZLX-F	4. WZLX-F	4. WXKS-F
5. WAAF-F	5. WZOU-F<	5. WFNX-F	5. WBZ <	5. WBZ
6. WZOU-F	6. WODS-F	6. WRKO	6. WRKO <	6. WEEI <
7. WFNX-F	7. WFNX-F	7. WZOU-F	7. WROR-F	7. WROR-F<
8. WBZ	8. WAAF-F	8. WEEI	8. WZOU-F	8. WSSH-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		863 (3)	863 (3)	16.6	15.0
AOR/CLASSIC		820 (6)	820 (6)	15.8	17.4
AC/OLDIES/SOFT ROCK	41 (2)	1104 (6)	1145 (8)	22.1	18.0
MOR/VARIETY/FULL	684 (4)		684 (4)	13.2	17.9
COUNTRY		216 (2)	216 (2)	4.2	2.8
BLACK/URBAN	140 (1)		140 (1)	2.7	2.6
BTFL MUSIC/EZ		284 (1)	284 (1)	5.5	6.3
NEWS/TALK	698 (2)		698 (2)	13.5	12.8
NOSTALGIA	96 (2)	68 (1)	164 (3)	3.2	3.1
RELIGION/GOSPEL	93 (3)		93 (3)	1.8	1.0
SPANISH					
CLASSICAL		78 (1)	78 (1)	1.5	1.5
JAZZ/NEW AGE					1.6
UNKNOWN/OTHERS					
	1752 (14)	3433 (20)	5185 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WESX	1230	Salem	.3/1.0
WEZE	1260	Boston	.6/2.0
WJDA	1300	Quincy	.4/ .9
WLVG	740	Cambridge	.5/ .7
WLYT-F	92.5	Haverhill	.4/1.2
WMEX	1150	Boston	.5/2.0
WROL	950	Boston	.5/2.1
WSSH	1510	Boston	.2/1.1
WOKQ-F	97.5	Dover	.4/ .9
WHJY-F	94.1	Providence	.4/1.9
WPRO-F	92.3	Providence	.4/1.4

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, MOR	ABC-I,$240.00	(Group W)	Westinghouse	John Irwin
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS,$105.00	(CBS)		Mike Wheeler
WEZE, 1260, 5 KW (DA-N)	, RELIGION	,$ 20.00	(---)		Ed Cochran
WHDH, 850, 50 KW (DA-2)	, MOR/TALK	,$195.00	(Durpetti)	Sconnix	Dave Recher
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN,$ 40.00	(Roslin)		Kendell Nash
WKOX, 1200, 10 KW/1 KW (DA-2)	, MOR	,$ 30.00	(---)	Fairbanks	Jim Cande
WMEX, 1150, 5 KW (DA-2)	, OLDIES	ABC-E,$ 37.00	(Mc-Guild)	Greater Media	Peter Smyth
WRKO, 680, 50 KW (DA-2)	, TALK	MBS,US 2,$170.00	(Republic)	RKO	Dan Griffin
WROL, 950, 5 KW (DAYS)	, RELIGION	,$ 20.00	(---)		Ken Carter
WSSH, 1510, 50 KW/5 KW (DA-2)	, SOFT AC	Trans,$ NA	(HNWH)	Noble	Jennifer McCann
WUNR, 1600, 5 KW (DA-1)	, ETHNIC	,$ 22.00	(Caballero)		Jane Duncklee
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	,$ 45.00	(MMR)	Pyramid	Mary Cashman

FM STATIONS

WBCN, 104.1, 19 KW @ 742, AOR		,$350.00	(Torbet)	Infinity	Tony Berardini
WBOS, 92.9, 17 KW @ 860, COUNTRY		ABC-D,$128.00	(Durpetti)	Sconnix	David Richer
WCRB, 102.5, 11 KW @ 920, CLASSICAL		,$ 95.00	(---)		Lynn Nathanson
WCGY, 93.7, 50 KW @ 430, CLASSIC ROCK		,$ 65.00	(K & P)	Curt Gowdy	John Bassett
WFNX, 101.7, 3 KW @ 170, AOR		,$ 60.00	(---)		Dave Crowley
WHRB, 95.3, 3 KW @ 110, CLASS/JAZZ		,$ 25.00	(---)		Laura Finkelstein
WJIB, 96.9, 12 KW @ 1010, BTFL/EZ		,$160.00	(Mc-Guild)	NBC to Emmis	Charles Pickering
WMJX, 106.7, 12 KW @ 720, AC		,$140.00	(Mc-Guild)	Greater Media	Peter Smyth
WODS, 103.3, 16 KW @ 890, OLDIES		CBS-R,$144.00	(CBS)	CBS	John Gehron
WPLM, 99.1, 50 KW @ 430, NOSTALGIA		,$ 40.00	(---)	(PLYMOUTH)	Jane Day
WROR, 98.5, 8 KW @ 1191, AC		US 1,$166.00	(Republic)	RKO	Dan Griffin
WSSH, 99.5, 32 KW @ 600, SOFT AC		,$142.00	(HNWH)	Noble	Jennifer McCann
WVBF, 105.7, 14 KW @ 954, AC		,$130.00	(Banner)	Fairbanks	Ken Spitzer
WXKS, 107.9, 23 KW @ 719, CHR		,$250.00	(MMR)	Pyramid	Mary Cashman
WZLX, 100.7, 50 KW @ 500, CLASSIC AOR		,$155.00	(Christal)	Cook Inlet	Dave Meszaros
WZOU, 94.5, 8 KW @ 1050, CHR		,$152.00	(Eastman)	Ardman	Alan Chartrand

WAAF - See Worcester

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WJIB-F: From NBC to Emmis for $16,000,000 (E)
WRKO, WROR-F: Sold by RKO to Atlantic Ventures for $28,300,000

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BRIDGEPORT

Arbitron Rank/Pop (12+): 107/376,400

MSA Rank/Pop: 107/417,000
New York ADI
Average Person Ratings: 18.8
Market TSL: 24.5 hours

Stations: 30/5
Diaries: 747/504:1/ %
Sample Target: 760
% Below Line: 59.8
% Not Listed: 10.5

1987 Revenue: $9,200,000
HH Inc.: $54,102
Retail $: 3.9 Bil
Pop per Station: 62,733
#1 Biller: WEZN-F $4,000,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZN-F (EZ)	95/13.5	13.4	13.9	15.4	16.5	14.1		899/23.9	25.5	26.5	70				WEZN-F
2. WICC (MOR)	94/13.3	15.5	17.4	17.1	16.3	15.8		1256/33.4	35.6	37.9	71				WICC
3. WEBE-F (AC)	74/10.5	10.4	8.0	7.0	3.4	9.0		835/22.2	26.0	19.6	156				WEBE-F
4. WKCI-F (CHR)	66/ 9.3	10.1	8.8	11.4	9.8	9.9		928/24.7	26.3	24.4	86				WKCI-F
5. WPLR-F (AOR)	65/ 9.2	7.7	7.7	6.4	7.0	7.8		670/17.8	20.1	18.3	103				WPLR-F
6. WRKS-F (B/U)	24/ 3.4	1.7	2.1	2.5	4.0	2.4		257/ 6.8	4.0	4.9	100				WRKS-F
7. WCBS (N)	23/ 3.3	3.9	3.9	3.1	4.2	3.6		451/12.0	14.3	13.9	73				WCBS
8. WDRC-F (O)	22/ 3.1	1.7	2.4	.7	.4	2.0		282/ 7.5	5.5	6.8	161				WDRC-F
9. WYNY-F (C)	19/ 2.7	1.1	---	---	---	---		241/ 6.4	5.3	---	156				WYNY-F
10. WNBC (AC)	17/ 2.4	1.8	3.1	3.1	3.4	2.6		331/ 8.8	7.2	11.2	154				WNBC

NOTE: This market's Metro and TSA are the same.

12+ FM SHARE (METRO): 68.67% (434 of 632) (SPG 87: 60.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKCI-F>>	1. WEBE-F	1. WEBE-F	1. WEBE-F>	1. WEBE-F>	1. WEZN-F<	1. WICC >>	1. WEZN-F>	1. WEZN-F>	1. WKCI-F	1. WICC
2. WRKS-F	WPLR-F>	2. WPLR-F>	2. WPLR-F	2. WICC	2. WICC >	2. WEZN-F	2. WEBE-F>	2. WICC	2. WPLR-F	2. WEZN-F
3. WPLR-F	3. WKCI-F>	3. WKCI-F	3. WICC	3. WEZN-F	3. WEBE-F	3. WEBE-F	3. WPLR-F	3. WEBE-F	3. WICC	3. WOR
WQHT-F	4.	4. WICC	4. WEZN-F<	WPLR-F	4. WCBS	4. WKCI-F	4. WKCI-F	WPLR-F	4. WEZN-F	4. WWPR-F
5. WWPR-F	5.	5. WEZN-F	5. WKCI-F	5. WKCI-F	5. WKCI-F	5. WPLR-F	5. WICC	5. WKCI-F>	5. WRKS-F	5.
						6. WCBS	6. WDRC-F	6. WRKS-F	6. WQHT-F	
									7. WEBE-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKCI-F>>	1. WEBE-F	1. WEBE-F>>	1. WEBE-F	1. WEBE-F	1. WPLR-F>>	1. WPLR-F>	1. WEBE-F	1. WPLR-F	1. WEBE-F
2. WPLR-F	2. WKCI-F>>	2. WKCI-F>	2. WKCI-F>	2. WICC	2.	2. WEBE-F>>	2. WPLR-F>>	2. WEBE-F>>	2. WPLR-F>
3. WEBE-F	3. WPLR-F	3.	3. WEZN-F	3. WEZN-F	3.	3.	3.	3. WICC	3. WICC
WQHT-F	4. WEZN-F	4.	WICC	4. WKCI-F>	4.	4.		WDRC-F	4. WEZN-F
5.	WRKS-F	5.	5. WPLR-F	5.	5.	5.	5.	5. WEZN-F	5. WDRC-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		75 (3)	75 (3)	11.9	12.0
AOR/CLASSIC		86 (3)	86 (3)	13.6	12.6
AC/OLDIES/SOFT ROCK	20 (2)	114 (5)	134 (7)	21.2	18.0
MOR/VARIETY/FULL	98 (3)		98 (3)	15.5	20.8
COUNTRY		19 (1)	19 (1)	3.0	1.1
BLACK/URBAN		38 (2)	38 (2)	6.0	5.2
BTFL MUSIC/EZ		95 (1)	95 (1)	15.0	15.3
NEWS/TALK	64 (7)		64 (7)	10.1	10.9
NOSTALGIA	16 (2)		16 (2)	2.5	2.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					0.5
JAZZ/NEW AGE/ECLECTIC		7 (1)	7 (1)	1.1	0.7
UNKNOWN/OTHERS					
	198 (14)	434 (16)	632 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADS	690	Ansonia	1.1/3.1
WDJZ	1530	Bridgeport	1.4/2.1
WJBX	1450	Bridgeport	.4/1.8
WGMX-F	95.9	Norwalk	.7/3.5
WJAZ-F	96.7	Stamford	1.0/2.0
WRKI-F	95.1	Brookfield	2.0/7.1

See New Haven or Hartford for more information about the following:

WAVZ	.8/1.5	WIOF-F	.3/1.6
WELI	.3/2.8	WTIC	.3/1.2

See New York for more information about the following:

WABC	1.0/5.3	WMCA	.3/1.2
WALK-F	1.6/3.3	WOR	1.3/3.9
WFAN	1.3/3.7	WQHT-F	2.0/7.1
WHTZ-F	.3/3.0	WWPR-F	1.0/4.1
WINS	.8/3.6	WXRK-F	1.0/2.9

RADIO STATIONS

WADS, 690, 1 KW (DAYS,DA)	, TALK	APR,$ 20.00	(---)			Ken Dawson
WDJZ, 1530, 5 KW (DAYS,DA)	, NOSTALGIA	APR,$ 25.00	(K & P)			Dave D'Addario
WICC, 600, 1 KW/500 W (DA-2)	, MOR	,$ 90.00	(Christal)	Tribune Co.		
WJBX, 1450, 1 KW	, OLDIES/AC	,$ 27.00	(---)			Greg Scirrotto
WEZN-F, 99.9, 25 KW @ 680, BTFL/EZ		,$135.00	(Katz)	New City		Jim Morley
WEBE-F, 107.9, 50 KW @ 383, AC		,$110.00	(Banner)	ML Media	(NORWALK)	Vince Cremona
WRKI-F, 95.1, 50 KW @ 500, AOR		Source,$ 75.00	(Katz)	Home News	(BROOKFIELD)	John Fullam
WGMX-F, 95.9, 3 KW @ 300, AC		,$ 45.00	(Christal)	Hanson		Mike Hanson

Other ranked stations - See New York, New Haven or Hartford

MISCELLANEOUS COMMENTS WLYQ-F changes calls to WGMX...

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BUFFALO - NIAGARA FALLS

Arbitron Rank/Pop (12+): 38/999,700

MSA Rank/Pop: Buffalo - 51/951,500
ADI # 38 Niagara Falls - 198/212,400
Average Person Ratings: 17.6
Market TSL: 23.0 hours

Stations: 25/21
Diaries: 1302/768:1/54.3%
Sample Target: 1290
% Below Line: 1.6
% Not Listed: 8.2

1987 Revenue: $25,800,000
HH Inc.: $33,379
Retail $: 6.8 Bil
Pop per Station: 47,605
#1 Biller: WBEN $3,500,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSE-F (CHR)	180/10.2	8.6	8.2	7.5	5.6	8.6	192/2749	2458/24.6	20.1	16.8	73	13.2	242	2867	WKSE-F
2. WBUF-F (AC)	163/ 9.3	6.5	6.2	7.7	10.3	7.4	188/1958	1701/17.0	15.5	18.8	159	7.1	131	1673	WBUF-F
3. WHTT-F (AOR)	153/ 8.7	7.5	8.0	9.1	7.6	8.3	172/2194	1937/19.4	16.1	19.4	137	8.0	147	2207	WHTT-F
4. WBEN (MOR)	149/ 8.5	10.0	11.8	8.8	8.0	9.8	159/2273	2107/21.1	33.5	20.6	64	7.2	132	1837	WBEN
5. WYRK-F (C)	136/ 7.7	9.0	7.0	9.0	8.9	8.2	157/1834	1565/15.7	14.5	16.5	123	7.3	133	1463	WYRK-F
6. WJYE-F (EZ)	116/ 6.6	10.4	8.6	9.3	7.2	8.7	141/1920	1666/16.7	19.6	17.5	82	5.2	95	1397	WJYE-F
7. WBLK-F (B)	111/ 6.3	4.5	6.5	4.3	5.4	5.4	112/1004	977/ 9.8	9.2	9.0	98	7.6	140	1595	WBLK-F
8. WMJQ-F (CHR)	101/ 5.7	3.6	4.7	3.6	5.3	4.4	204/3227	2066/20.7	17.4	20.4	112	5.8	107	2107	WMJQ-F
9. WECK (BB)	88/ 5.0	5.1	6.3	5.0	5.6	5.4	89/ 926	903/ 9.0	11.7	9.0	34	3.2	59	588	WECK
10. WPHD-F (AOR)	82/ 4.7	5.7	5.4	6.2	4.8	5.5	90/1824	1627/16.3	17.2	19.1	79	9.2	168	2071	WPHD-F
11. WRLT-F (AC)	76/ 4.3	3.6	2.6	4.7	4.6	3.8	86/1249	1081/10.8	9.1	11.4	121	2.1	39	498	WRLT-F
12. WWKB (O)	58/ 3.3	4.1	3.7	3.2	3.6	3.6	67/1373	1199/12.0	13.7	14.1	109	5.4	99	1645	WWKB
13. WGR (MOR)	54/ 3.1	3.2	4.1	3.8	5.2	3.6	75/1640	1209/12.1	11.6	14.8	142	3.2	59	1083	WGR
14. WBYR-F (AOR)	32/ 1.8	1.9	1.5	1.7	2.6	1.7	44/ 975	700/ 7.0	6.6	9.0	56	1.6	29	841	WBYR-F
15. WUFO (B/G)	24/ 1.4	.9	1.4	1.0	.8	1.2	24/ 225	225/ 2.3	2.5	2.4	129	.2	4	110	WUFO

12+ FM SHARE (METRO): 73.92% (1193 of 1614) (SPG 87: 71.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSE-F>>	1. WHTT-F>	1. WHTT-F	1. WBUF-F	1. WBUF-F	1. WBEN >	1. WBEN	1. WBUF-F	1. WKSE-F	1. WKSE-F>	1. WBEN >
2. WMJQ-F	2. WKSE-F>	2. WBUF-F	2. WHTT-F>	2. WHTT-F	2. WBVF-F	2. WBUF-F	2. WHTT-F	2. WHTT-F	2. WBEN <	2. WBLK-F
3. WPHD-F	3. WBUF-F	3. WKSE-F	3. WYRK-F	3. WYRK-F	WJYE-F<	3. WKSE-F	3. WJYE-F	3. WBUF-F	3. WBLK-F	3. WHTT-F
4. WBLK-F	4. WPHD-F	4. WBLK-F	4. WKSE-F	4. WKSE-F	4. WYRK-F	4. WHTT-F	4. WKSE-F<	4. WYRK-F	4. WHTT-F	WWKB
5.	5. WBLK-F	5. WYRK-F	5. WMJQ-F	5. WMJQ-F	5. WECK >	5. WYRK-F<	5. WYRK-F	5. WJYE-F<	5. WYRK-F	5. WYRK-F<
	6. WMJQ-F	6. WMJQ-F	6 WBLK-F	6. WBLK-F		6. WMJQ-F	6. WECK-F	6. WBLK-F	6. WWKB	6. WBUF-F
	7. WYRK-F	7. WPHD-F		7. WBEN <		7. WWKB	7. WRLT-F	7. WMJQ-F	7. WPHD-F	
				8. WRLT-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKSE-F>	1. WKSE-F>	1. WBUF-F<	1. WKSE-F	1. WBUF-F>
2. WBLK-F	2. WBUF-F<	2. WKSE-F	2. WBUF-F>	2. WKSE-F
3. WMJQ-F<	3. WHTT-F	3. WHTT-F	3. WBLK-F	3. WYRK-F
4. WHTT-F	4. WBLK-F	4. WMJQ-F	4. WHTT-F<	4. WBLK-F
5. WPHD-F	5. WMJQ-F>	5. WYRK-F	5. WMJQ-F	5. WRLT-F
6. WRLT-F		6. WBLK-F	6. WYRK-F	6. WJYE-F<
			7. WRLT-F	7. WHTT-F
				WMJQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHTT-F	1. WHTT-F>>	1. WHTT-F>>	1. WHTT-F>	1. WHTT-F>
2. WPHD-F	2. WPHD-F>	2. WBUF-F	2. WBUF-F	2. WBUF-F
3. WKSE-F	3. WBUF-F	3. WPHD-F	3. WPHD-F	3. WYRK-F>
4. WBLK-F<	WKSE-F	4. WMJQ-F	4. WYRK-F	4. WMJQ-F
5. WBYR-F	5. WBLK-F	5. WYRK-F	5. WMJQ-F	5. WPHD-F
WYRK-F	6. WMJQ-F	6. WBLK-F	6. WKSE-F<	6. WBEN
	WYRK-F		7. WBLK-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		287 (3)	287 (3)	17.8	11.8
AOR/CLASSIC	13 (2)	283 (5)	296 (7)	18.3	19.0
AC/OLDIES/SOFT ROCK	58 (1)	239 (2)	297 (3)	18.4	20.1
MOR/VARIETY/FULL	210 (3)		210 (3)	13.0	16.5
COUNTRY	13 (1)	136 (1)	149 (2)	9.2	10.3
BLACK/URBAN	24 (1)	111 (1)	135 (2)	8.4	6.8
BTFL MUSIC/EZ		116 (1)	116 (1)	7.2	7.8
NEWS/TALK					
NOSTALGIA	88 (1)		88 (1)	5.5	6.0
RELIGION/GOSPEL		21 (1)	21 (1)	1.3	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	15 (2)		15 (2)	0.9	0.4
	421 (11)	1193 (14)	1614 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCX-F	99.5	Buffalo	1.2/3.6
WHLD	1270	Niagara Falls	.4/1.3
WHTT	1120	Buffalo	.4/1.2
WLVL	1340	Lockport	.5/2.1
WPHD	1400	Buffalo	.3/1.8
WXRL	1300	Lancaster	.7/3.0
CFNY-F	102.1	Brampton, ON	.3/1.5
CHUM-F	104.5	Toronto	.3/1.7
CILQ-F	107.1	Toronto	.6/2.7
CJRN	710	Niagara Falls, ON	.4/1.2

MISCELLANEOUS COMMENTS WBYR-F (Wethersfield) sold to Cascianí for $1,265,000...

RADIO STATIONS

WBEN, 930, 5 KW (DA-N)	, MOR	NBC,$ 80.00	(Eastman)		Larry Levite
WECK, 1230, 1 KW	, NOSTALGIA	CBS,$ 41.00	(Roslin)		Chet Musialowski
WGR , 550, 5 KW (DA-N)	, MOR/AC	ABC-E,$ 45.00	(Katz)		
WHTT, 1120, 1 KW (DAYS)	, CLASSIC AOR	,$ NA	(MMR)	Pyramid	Ron Rice
WUFO, 1080, 1 KW (DAYS)	, BLACK/GOSPEL	SBN,$ 16.00	(---)	Sheridan	Joe Freeman
WWKB, 1520, 50 KW (DA-1)	, OLDIES	ABC-D,$ 45.00	(HNWH)	Price	Jim Meltzer
WXRL, 1300, 1 KW/2.5 KW (DA-2)	, COUNTRY	MBS,$ 18.00	(---)	(LANCASTER)	Lou Schriver
WBLK-F, 93.7, 50 KW @ 400,	BLACK	CBS-R,$ 44.00	(Durpetti)		Freddie Patrick
WBUF-F, 92.9, 91 KW @ 580,	AC	,$ 72.00	(Mc-Guild)	Lincoln	Larry White
WDCX-F, 99.5, 17 KW @ 430,	RELIGION	,$ 21.00	(---)	Crawford	Nevin Larson
WHTT-F, 104.1, 50 KW @ 500,	CLASSIC AOR	,$ 64.00	(MMR)	Pyramid	Ron Rice
WJYE-F, 96.1, 50 KW @ 480,	BTFL/EZ	,$ 70.00	(Christal)		Chris Ackerman
WKSE-F, 98.5, 46 KW @ 380,	CHR	ABC-R,$ 57.00	(HNWH)	Price	Jim Meltzer
WMJQ-F, 102.5, 110 KW @ 1347,	CHR	ABC-C,$ 51.00	(Eastman)		Larry Levite
WPHD-F, 103.3, 49 KW @ 423,	AOR	CBS-R,$ 49.00	(CBS)		Harvey Moore
WRLT-F, 96.9, 13 KW @ 890,	SOFT AC	ABC-E,$ 43.00	(Katz)		
WYRK-F, 106.5, 50 KW @ 390,	COUNTRY	,$ 63.00	(Mc-Guild)	Stoner	Kitty Bocock
WBYR-F, 107.7, 14 KW @ 650,	AOR	Source,$ 32.00	(Torbet)	(WETHERSFIELD)	Fred Gregory

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CANTON

Arbitron Rank/Pop (12+): 103/336,300

MSA Rank/Pop: 113/406,000
Cleveland ADI
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 31/9
Diaries: 722/466:1/52.1%
Sample Target: 730
% Below Line: 45.0
% Not Listed: 8.6

1987 Revenue: $7,500,000
HH Inc.: $30,591
Retail $: 2.5 Bil
Pop per Station: 37,367
#1 Biller: WHBC $2,400,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHBC-F (EZ)	67/11.8	17.5	15.6	16.0	14.1	15.2	81/ 960	755/22.5	26.4	24.5	64				WHBC-F
2. WDJQ-F (CHR)	62/10.9	10.7	7.4	8.4	7.4	9.4	91/1133	753/22.4	22.1	23.1	121				WDJQ-F
WQXK-F (C)	62/10.9	6.1	7.7	5.3	4.5	7.5	92/ 954	612/18.2	10.4	14.0	118				WQXK-F
4. WHBC (MOR)	61/10.7	12.2	12.0	14.8	14.5	12.4	64/ 895	817/24.3	25.7	28.5	69				WHBC
5. WRQK-F (AOR)	49/ 8.6	5.3	6.8	7.8	9.5	7.1	60/ 696	504/15.0	13.4	13.4	91				WRQK-F
6. WKDD-F (CHR)	42/ 7.4	7.6	6.8	7.0	7.7	7.2	61/ 907	586/17.4	18.9	15.1	73				WKDD-F
7. WMMS-F (AOR)	20/ 3.5	4.4	3.6	4.5	2.9	4.0	26/ 612	418/12.4	10.2	12.3	77				WMMS-F
WNIR-F (T)	20/ 3.5	2.3	3.4	2.3	2.6	2.9	23/ 250	211/ 6.3	3.6	6.1	106				WNIR-F
9. WMJI-F (AC)	16/ 2.8	2.7	3.9	2.7	3.3	3.0	24/ 403	273/ 8.1	8.0	10.9	126				WMJI-F
10. WWWE (N/T)	15/ 2.6	.8	.9	1.4	2.1	1.4	22/ 343	196/ 5.8	4.0	4.2	131				WWWE

12+ FM SHARE (METRO): 77.88% (405 of 520) (SPG 87: 79.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKDD-F>	1. WRQK-F>	1. WDJQ-F	1. WDJQ-F	1. WDJQ-F	1. WHBC-F	1. WHBC	1. WHBC-F>	1. WQXK-F	1. WHBC	1. WDJQ-F>
2. WDJQ-F>	2. WDJQ-F	2. WRQK-F	2. WQXK-F	2. WQXK-F>	2. WHBC >	2. WHBC-F	2. WQXK-F<	2. WDJQ-F	2. WDJQ-F>	2. WHBC-F
3. WRQK-F	3. WQXK-F	3. WQXK-F>	3. WRQK-F	3. WRQK-F	3. WQXK-F>	3. WDJQ-F<	3. WDJQ-F	3. WHBC-F	3. WQXK-F	3. WHBC
4. WMMS-F	4. WKDD-F>	4. WKDD-F	4. WHBC	4. WHBC	4. WDJQ-F	4. WQXK-F>	4. WRQK-F>	4. WHBC	4. WHBC-F	WQXK-F
5.	5. WMMS-F	5. WHBC	5. WHBC-F	WHBC-F	5. WNIR-F	5. WKDD-F	5. WNIR-F	WRQK-F	5. WRQK-F	5.
	6. WHBC-F	WHBC-F							WKDD-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDJQ-F	1. WDJQ-F>	1. WDJQ-F>	1. WDJQ-F>	1. WDJQ-F>
WKDD-F	2. WKDD-F	2. WHBC-F	2. WKDD-F	2. WQXK-F
3. WRQK-F	3. WRQK-F	WRQK-F	3. WHBC-F	3. WHBC-F
4. WHBC-F	4. WHBC-F	WKDD-F	WQXK-F>	4. WKDD-F
WMMS-F	5. WQXK-F	5. WQXK-F	5. WRQK-F	5. WHBC
WQXK-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRQK-F>>	1. WRQK-F>>	1. WRQK-F>	1. WRQK-F>	1. WQXK-F>
2. WDJQ-F	2. WQXK-F>	2. WQXK-F>	2. WQXK-F	2. WRQK-F
WQXK-F	3. WDJQ-F	3. WDJQ-F	3. WDJQ-F>	3. WDJQ-F
4.	4. WMMS-F	4. WHBC	4. WHBC	4. WHBC
5.	WONE-F	WMMS-F	5.	5. WMJI-AF
		WONE-F		

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		120 (5)	120 (5)	23.1	18.7
AOR/CLASSIC		82 (4)	82 (4)	15.8	14.5
AC/OLDIES/SOFT ROCK	3 (1)	30 (3)	33 (4)	6.3	6.2
MOR/VARIETY/FULL	68 (3)		68 (3)	13.1	15.1
COUNTRY	16 (3)	70 (3)	86 (6)	16.5	12.9
BLACK/URBAN		7 (1)	7 (1)	1.3	4.8
BTFL MUSIC/EZ		73 (3)	73 (3)	14.0	20.1
NEWS/TALK	15 (1)	20 (1)	35 (2)	6.7	4.6
NOSTALGIA					
RELIGION/GOSPEL	10 (1)	3 (1)	13 (2)	2.5	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	
	115 (10)	405 (21)	520 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAH	1310	Alliance	.9/2.7
WNPQ-F	95.9	New Philadelphia	1.6/5.2
WRCW	1060	Canton	.5/1.5
WTIG	990	Massiliion	.9/2.7
WTOF-F	98.1	Canton	.5/2.6

See Cleveland for more information about the following:

		WNCX-F	.5/2.1
WDOK-F	1.2/4.3	WPHR-F	.4/3.1
WGAR	1.1/3.1	WQAL-F	.4/2.2
WGAR-F	.9/4.0	WRMR	.5/2.1
WLTF-F	1.2/3.5	WZAK-F	1.2/3.6

See Akron for more about the following:

WAKR	.4/2.1	WHLO	1.8/4.8
WDBN-F	.7/4.0	WONE-F	1.8/6.7
WSLR	.9/3.3		

WHOT-F	101.1	Youngstown	.9/1.9
WQKT-F	104.5	Wooster	.5/5.1

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N)	, MOR	ABC-E,$ 65.00	(Christal)		Bill Chambers
WINW, 1520, 1 KW (DAYS,DA)	, BLACK	,$ 12.00	(Eastman)		Bob Hippler
WRCW, 1060, 5 KW (DAYS,DA)	, MOR	,$ 13.00	(---)		R. Colaner
WDJQ-F, 92.5, 50 KW @ 500, CHR		,$ 41.00	(HNWH)	(ALLIANCE)	Dick Elliott
WHBC-F, 94.1, 45 KW @ 516, BTFL/EZ		ABC-E,$ 47.00	(Christal)		Bill Chambers
WRQK-F, 106.9, 28 KW @ 341, AOR		,$ 37.00	(MMR)		Bob Hippler
WTOF-F, 98.1, 36 KW @ 570, RELIGION		,$ 16.00	(---)	Mortenson	Tom Bishop
WNPQ-F, 95.9, 3 KW @ 230, CHR		CBS-R,$ 11.00	(Regional)	(NEW PHILADELPHIA)	Dennis Newell

Other ranked stations - See Cleveland, Akron or Youngstown

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CASPER

Arbitron Rank/Pop (12+): 258/57,700

MSA Rank/Pop: 346/69,400
ADI # 185

Average Person Ratings: 15.4
Market TSL: 21.3 hours

Stations: 5/4
Diaries: 600/96:1/57.4%
Sample Target: 550
% Below Line: 1.1
% Not Listed: 5.6

1987 Revenue: $2,700,000
HH Inc.: $34,164
Retail $: .6 Bil
Pop per Station: 14,425
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KTRS-F (CHR)	39/43.8	---	37.6	---	36.4	----	62/571	326/56.5	---	48.7	95				KTRS-F
2. KTWO (C)	18/20.2	---	8.9	---	12.7	----	24/379	201/34.8	---	26.3	112				KTWO
3. KVOC (C)	14/15.7	---	25.7	---	21.8	----	17/183	163/28.2	---	39.0	108				KVOC
4. KQLT-F (EZ)	12/13.5	---	12.9	---	8.2	----	13/131	113/19.6	---	21.4	84				KQLT-F
5.															
6.															
7.															
8.															
9.															
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 61.90% (52 of 84) (SPG 87: 62.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>	1. KTWO	1. KTRS-F>>	1. KTRS-F>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F
2.	2.	2.	2.	2. KTWO	2. KVOC	2. KTWO >	2. KTWO <	2. KQLT-F	2.	2. KTWO
3.	3.	3.	3.	3. KVOC	KQLT-F	3. KVOC	3. KQLT-F<	KTWO	3.	3. KVOC
4.	4.	4.	4.	4. KQLT-F	4. KTRS-F	4. KQLT-F	4. KVOC	4. KVOC	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>	1. KTRS-F>>
2.	2.	2.	2.	2. KTWO	2.	2.	2.	2.	2. KTWO
3.	3.	3.	3.	3. KQLT-F	3.	3.	3.	3.	3.
4.	4.	4.	4.	KVOC	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		39 (1)	39 (1)	46.4	37.4
AOR/CLASSIC		1 (1)	1 (1)	1.2	
AC/OLDIES/SOFT ROCK					12.1
MOR/VARIETY/FULL					9.1
COUNTRY	32 (2)		32 (2)	38.1	26.3
BLACK/URBAN					
BTFL MUSIC/EZ		12 (1)	12 (1)	14.3	13.4
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	32 (2)	52 (3)	84 (5)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAZY-F 106.7 Denver 1.1/3.1

MISCELLANEOUS COMMENTS KTWO sold for $750,000 (E)... This market is getting rather silly with only 4 stations operating and the rest in bankruptcy...

RADIO STATIONS

KATI, 1400, 1 KW	, OFF AIR	,$ NA	(---)		
KTWO, 1030, 50 KW (DA-N)	, COUNTRY	CBS,$ 15.00	(Katz)		Dave Allen
KVOC, 1230, 1 KW	, COUNTRY	ABC-I,$ 16.00	(Eastman)		Ray Ebert
KUYO, 830, 10 KW (Days)	, RELIGION	,$ NA	(---)	Enterprise (EVANSVILLE)	
KGRQ-F, 94.5, 65 KW @ 1908,	OFF AIR	,$ NA	(---)		
KQLT-F, 103.7, 59 KW @ 1909,	BTFL/EZ	,$ 19.00	(Mc-Guild)		Dan Roberts
KTRS-F, 95.5, 100 KW @ 1920,	CHR	ABC-C,$ 27.00	(Torbet)		Bill Hart
KTKL-F, 106.9, 100 KW @ 1833,	RELIGION	,$ 8.00	(---)		Don Loucks

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CEDAR RAPIDS

Arbitron Rank/Pop (12+): 190/141,100

MSA Rank/Pop: 231/165,300
ADI # 71 (w/Waterloo & Dubuque)
Average Person Ratings: 15.7
Market TSL: 21.3 hours

Stations: 15/11
Diaries: 636/222:1/57.3%
Sample Target: 575
% Below Line: 10.4
% Not Listed: 9.9

1987 Revenue: $6,900,000
HH Inc.: $33,399
Retail $: 1.1 Bil
Pop per Station: 12,827
#1 Biller: WMT $1,700,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WMT	(MOR)	46/20.8	---	18.4	---	20.1	----	135/1253	400/28.3	---	31.6	59			WMT
2. KHAK A/F	(C)	29/13.1	---	21.3	---	16.9	----	61/ 747	341/24.2	---	24.4	120			KHAK A/F
3. WMT-F	(AC)	28/12.7	---	10.0	---	11.2	----	54/ 680	368/26.1	---	25.9	144			WMT-F
4. KRNA-F	(AOR)	27/12.2	---	9.2	---	10.3	----	69/ 754	270/19.1	---	18.8	129			KRNA-F
5. KQCR-F	(AC)	17/ 7.7	---	13.8	---	11.6	----	23/ 445	338/24.0	---	33.4	101			KQCR-F
6. KOKZ-F	(CHR)	12/ 5.4	---	5.4	---	6.3	----	29/ 564	212/15.0	---	17.3	48			KOKZ-F
7. KKRQ-F	(CHR)	10/ 4.5	---	5.0	---	5.3	----	32/ 438	193/13.7	---	19.2	78			KKRQ-F
KCDR	(BB)	10/ 4.5	---	4.6	---	4.9	----	15/ 132	100/ 7.1	---	9.4	78			KCDR
9. KCRG	(O)	9/ 4.1	---	4.2	---	5.4	----	15/ 355	199/14.1	---	16.3	149			KCRG
10. KFMW-F	(CHR)	8/ 3.6	---	2.9	---	---	----	45/ 686	191/13.5	---	12.5	47			KFMW-F

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 65.67% (132 of 201) (SPG 87: 69.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KOKZ-F>>	1. KRNA-F>>	1. KRNA-F	1. WMT-F	1. WMT-F	1. WMT >>	1. WMT >>	1. WMT	1. KHAK-AF<	1. WMT >	1. WMT >>
2. KQCR-F	2. WMT-F	2. WMT-F	2. KRNA-F	2. KHAK-AF	2. KHAK-AF>	2. WMT-F<	WMT-F	2. KRNA-F	2. KOKZ-F	2. KHAK-F
KFMW-F	3. KQCR-F	3. KHAK-AF	3. KHAK-AF>	KRNA-F	3. WMT	3. KHAK-AF>	3. KHAK-AF<	3. WMT-F	3. KHAK-F	3. WMT-F
4.	4. KHAK-AF	4. KQCR-F	4. KQCR-F	4. WMT >	4. KCDR	4. KRNA-F	4. KRNA-F	4. WMT	KRNA-F	4.
5.	5. KKRQ-F	5.	WMT	5. KQCR-F	5.	5.	5.	5.	5. KQCR-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKRQ-F	1. WMT-F	1. WMT-F	1. WMT-F	1. WMT-F>	1. KRNA-F>>	1. KRNA-F>>	1. KRNA-F>>	1. KRNA-F>	1. KRNA-F>
KQCR-F	KQCR-F	2. KQCR-F	2. KQCR-F	2. KHAK-AF	2. KQCR-F	2. WMT-F	2. WMT-F>	2. KHAK-AF	2. KHAK-AF
3. KHAK-AF	3. KHAK-AF	3.	3. KHAK-AF>	3. KQCR-F	3.	3. KHAK-AF	3.	WMT-F>	WMT-F
KRNA-F	KKRQ-F	4.	4. KKRQ-F	WMT	4.	KQCR-F	4.	4.	4. WMT
KFMW-F	KRNA-F	5.	KRNA-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		30 (3)	30 (3)	14.9	30.0
AOR/CLASSIC		27 (1)	27 (1)	13.4	10.0
AC/OLDIES/SOFT ROCK	9 (1)	45 (2)	54 (3)	26.9	15.5
MOR/VARIETY/FULL	48 (3)		48 (3)	23.9	20.5
COUNTRY	2 (1)	29 (2)	31 (3)	15.4	18.6
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA	10 (1)		10 (1)	5.0	5.0
RELIGION/GOSPEL		1 (1)	1 (1)	0.5	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	69 (6)	132 (9)	201 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTOF-F	104.5	Cedar Rapids	.5/4.9
KXIC	800	Iowa City	.5/3.0
KOEL-F	92.3	Oelwein	.9/2.6
WHO	1040	Des Moines	.5/2.2

MISCELLANEOUS COMMENTS KCFI sold for $300,000...
KXIC, KKRQ-F sold by Tom Ingstad for $2,300,000...
KHAK A/F sold by Stoner for $2,500,000...

RADIO STATIONS

KCDR, 1450, 1 KW (DA-1)	, NOSTALGIA	,$ 11.00	(Christal)		Mike Dulaney
KCRG, 1600, 5 KW (DA-N)	, OLDIES	ABC-I,$ 12.00	(Masla)		Bob Allen
WMT , 600, 5 KW (DA-N)	, MOR	CBS,$ 42.00	(Katz)		Larry Edwards
KHAK-F, 98.1, 100 KW @ 485,	COUNTRY	ABC-E,$ 36.00	(Christal)		Mary Quass
KQCR-F, 102.9, 100 KW @ 350,	CONTEMP/AC	ABC-C,$ 27.00	(Banner)		Bill Clymer
KTOF-F, 104.5, 100 KW @ 550,	RELIGION	MBS,$ 12.00	(---)		
WMT-F , 96.5, 100 KW @ 540,	SOFT AC	CBS-R,$ 28.00	(Katz)		Larry Edwards
KKRQ-F, 100.7, 100 KW @ 1350,	CHR	,$ 17.00	(K & P)		
KRNA-F, 93.9, 100 KW @ 590,	AOR	UPI,$ 25.00	(Roslin)	(IOWA CITY)	Randy Holland Eliot Keller

Other ranked stations - See Waterloo

American Radio Spring 1988, Copyright 1988

CHARLESTON, SC

Arbitron Rank/Pop (12+): 86/403,300

MSA Rank/Pop: 98/499,000
ADI # 109
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 21/19
Diaries: 1008/400:1/50.1%
Sample Target: 760
% Below Line: 3.4
% Not Listed: 11.8

1987 Revenue: $10,700,000
HH Inc.: $27,882
Retail $: 2.9 Bil
Pop per Station: 21,226
#1 Biller: WEZL-F $2,100,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F	(C)	82/12.1	11.7	11.9	13.5	10.9	----	96/ 919	772/19.1	22.1	18.8	106	13.4	104	1057	WEZL-F
2. WKQB-F	(CHR)	61/ 9.0	7.3	10.9	8.6	6.0	----	115/1447	899/22.3	18.4	23.9	60	12.8	99	1098	WKQB-F
3. WWWZ-F	(B)	50/ 7.4	8.8	9.7	11.9	9.0	----	60/ 861	789/19.6	17.4	18.4	103	9.4	73	908	WWWZ-F
4. WXTC-F	(AC)	46/ 6.8	7.1	6.4	6.1	7.5	----	56/ 852	695/17.2	19.5	16.5	149	4.0	31	602	WXTC-F
WPAL	(B)	46/ 6.8	6.7	7.1	7.4	9.3	----	46/ 490	490/12.1	15.1	12.0	88	4.8	37	517	WPAL
6. WSSX-F	(CHR)	41/ 6.0	5.3	7.6	10.0	11.3	----	43/ 790	757/18.8	18.4	21.7	58	6.6	51	942	WSSX-F
7. WAVF-F	(AOR)	37/ 5.4	6.8	5.6	2.7	6.0	----	38/ 523	512/12.7	14.9	12.4	100	6.7	52	587	WAVF-F
8. WMGL-F	(B)	32/ 4.7	4.9	2.4	3.3	3.2	----	33/ 469	421/10.4	10.1	5.8	81	6.5	50	751	WMGL-F
WXLY-F	(AC)	32/ 4.7	4.9	6.3	5.2	4.7	----	33/ 498	284/12.0	12.4	15.4	155	4.6	36	689	WXLY-F
10. WJYQ-F	(AC)	26/ 3.8	2.3	.8	.8	.6	----	27/ 337	333/ 8.3	6.0	3.6	171	2.3	18	251	WJYQ-F
WDXZ-F	(EZ)	26/ 3.8	7.1	6.4	4.1	6.2	----	28/ 379	353/ 8.8	10.1	10.1	92	4.6	36	327	WDXZ-F
12. WMCJ	(B)	23/ 3.4	1.7	2.2	4.2	4.6	----	23/ 149	149/ 3.7	2.3	2.7	79	2.8	22	220	WMCJ
13. WWHT A/F	(B)	21/ 3.1	2.6	1.0	2.0	1.9	----	22/ 460	433/10.7	7.9	2.1	77	5.2	40	577	WWHT-AF
14. WZJY	(R/G)	17/ 2.5	---	---	---	---	----	17/ 145	145/ 3.6	---	---	88	1.0	8	109	WZJY
15. WKCN	(T)	14/ 2.1	1.4	1.5	2.5	3.1	----	14/ 203	203/ 5.0	5.0	4.8	67	1.2	9	223	WKCN

12+ FM SHARE (METRO): 79.17% (475 of 600) (SPG 87: 80.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKQB-F>>	1. WKQB-F	1. WEZL-F<	1. WEZL-F<	1. WEZL-F	1. WEZL-F>>	1. WEZL-F>	1. WEZL-F>	1. WEZL-F>	1. WKQB-F<	1. WWWZ-F
2. WMGL-F	2. WWWZ-F	2. WWWZ-F	2. WXTC-F	2. WXTC-F	2. WPAL	2. WKQB-F	2. WKQB-F	2. WKQB-F	2. WWWZ-F	2. WPAL
3. WSSX-F	3. WAVF-F	3. WKQB-F	3. WXLY-F	3. WWWZ-F	3. WDXZ-F	3. WWWZ-F	3. WXTC-F	3. WXTC-F	3. WMGL-F	3. WMGL-F
4. WWHT-AF	WSSX-F	WXTC-F	4. WWWZ-F	4. WXLY-F	4. WXTC-F	4. WXTC-F	4. WAVF-F<	4. WAVF-F<	4. WSSX-F	WXLY-F
5.	5. WXTC-F	5. WAVF-F<	5. WJYQ-F	5. WJYQ-F	5. WMCJ	5. WPAL	5. WDXZ-F	5. WXLY-F<	5. WEZL-F	WXTC-F
		6. WSSX-F	6. WPAL		6. WJYQ-F			6. WSSX-F		6. WAVF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WWWZ-F	1. WWWZ-F	1. WXTC-F>	1. WXTC-F	1. WXTC-F
2. WKQB-F<	2. WXTC-F	2. WKQB-F<	2. WEZL-F	2. WEZL-F
3. WSSX-F<	3. WKQB-F	3. WJYQ-F	WWWZ-F	3. WJYQ-F
4. WMGL-F	4. WSSX-F	WWWZ-F	4. WKQB-F	4. WPAL
5. WXTC-F	5. WEZL-F	5. WSSX-F	5. WPAL	5. WKQB-F
	WMGL-F		WJYQ-F	WWWZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKQB-F	1. WAVF-F	1. WAVF-F	1. WAVR-F	1. WEZL-F
2. WSSX-F	2. WKQB-F	2. WXLY-F<	2. WEZL-F	2. WXLY-F
3. WAVF-F	3. WSSX-F	3. WWWZ-F<	WXLY-F	3. WWWZ-F
4. WWWZ-F	4. WWWZ-F	4. WXTC-F<	4. WKQB-F	4. WAVF-F
5.	5. WXLY-F	5. WMGL-F	WWWZ-F	WXTC-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		102 (2)	102 (2)	17.0	20.4
AOR/CLASSIC		37 (1)	37 (1)	6.2	6.2
AC/OLDIES/SOFT ROCK	6 (1)	104 (3)	110 (4)	18.3	8.0
MOR/VARIETY/FULL					2.3
COUNTRY	4 (1)	92 (2)	96 (3)	16.0	23.6
BLACK/URBAN	71 (3)	114 (4)	185 (7)	30.8	28.0
BTFL MUSIC/EZ		26 (1)	26 (1)	4.3	7.1
NEWS/TALK	14 (1)		14 (1)	2.3	1.7
NOSTALGIA					
RELIGION/GOSPEL	30 (2)		30 (2)	5.0	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.6
	125 (8)	475 (13)	600 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQIZ	810	St. George	1.9/4.2
WTMA	1250	Charleston	.6/2.0
WXTC	1390	Charleston	.9/3.1
WHLZ-F	92.5	Manning	1.5/3.6
WWDM-F	101.3	Sumter	1.9/4.8

MISCELLANEOUS COMMENTS WCCG-F (Folly Beach) sold to Lynn Martin for $2,000,000 (MVP)... WCCG-F changed calls to WYBB-F and signed on the air late June with and AC format at 98.1 with 50 KW...

RADIO STATIONS

WKCN, 910, 500 W (DA-N)	, TALK	NBC-T,ABC-T,$ 17.00	(Eastman)	Caravelle		Bob Snowdon
WPAL, 730, 1 KW/100 W	, BLACK	NBN,ABC-D,$ 23.00	(Roslin)			Juanita LaRoche
WTMA, 1250, 5 KW/1 KW	, COUNTRY	ABC-C,$ 17.00	(Katz)	Faircom		Bob Ballantine
WXTC, 1390, 5 KW (DA-N)	, OLDIES	ABC-E,$ 22.00	(Mc-Guild)	Guild		Phil Zachary
WQIZ, 810, 5 KW (DAYS)	, GOSPEL	SBN,$ 12.00	(Republic)		(ST. GEORGE)	Steve Judy
WAVF-F, 96.1, 100 KW @ 580, AOR		US 1,$ 38.00	(Christal)			Lawrence Thompson
WDXZ-F, 104.5, 30 KW @ 650, EZ/LIGHT JAZZ		NBC,CBS,$ 40.00	(Eastman)	Caravelle	(MT. PLEASANT)	Bob Snowdon
WEZL-F, 103.5, 100 KW @ 700, COUNTRY		MBS,$ 70.00	(Banner)	John Price		Buddy Barton
WKQB-F, 107.5, 100 KW @ 1005, CHR		,$ 43.00	(Republic)		(ST. GEORGE)	Steve Judy
WMGL-F, 101.7, 3 KW @ 300, BLACK		ABC-C,$ 20.00	(Durpetti)		(RAVENAL)	Rick Glover
WSSX-F, 95.1, 100 KW @ 350, CHR		,$ 44.00	(Katz)	Faircom		Bob Ballantine
WWHT-F, 94.3, 3 KW @ 300, BLACK		MBS,$ 22.00	(Christal)	Jones		Larry Kirby
WWWZ-F, 93.5, 3 KW @ 300, BLACK		SBN,$ 46.00	(HNWH)		(SUMMERVILLE)	Dean Mutter
WXLY-F, 102.5, 100 KW @ 550, OLDIES		US 1,$ 32.00	(Torbet)	Bahakel		Dan Conway
WXTC-F, 96.9, 100 KW @ 1750, AC		CBS-R,$ 53.00	(Mc-Guild)	Guild		Phil Zachary
WJYQ-F, 105.5, 3 KW @ 300, AC/OLDIES		APR,$ NA	(---)	Media Cap	(MONCKS CORNER)	

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CHARLESTON, WV

Arbitron Rank/Pop (12+): 144/223,600

MSA Rank/Pop: 162/265,800
ADI # 47 (w/Huntington)
Average Person Ratings: 14.4
Market TSL: 20.0 hours

Stations: 14/12
Diaries: 611/366:1/60.1%
Sample Target: 610
% Below Line: 2.8
% Not Listed: 7.8

1987 Revenue: $8,100,000
HH Inc.: $29,887
Retail $: 1.94 bil
Pop per Station: 13,633
#1 Biller: WQBE A/F $1,800,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQBE-F (C)	64/19.9	---	18.3	---	16.1	----	153/1561	556/24.9	---	26.1	99				WQBE-F
2. WVAF-F (AC)	52/16.1	---	13.6	---	12.3	----	73/1013	606/27.1	---	29.8	144				WVAF-F
3. WVSR-F (CHR)	50/15.5	---	15.9	---	15.0	----	74/ 997	595/26.6	---	29.4	69				WVSR-F
4. WKLC-F (AOR)	32/ 9.9	---	11.3	---	8.6	----	80/1254	456/20.4	---	21.0	97				WKLC-F
5. WCHS (MOR)	24/ 7.5	---	6.4	---	5.9	----	31/ 551	378/16.9	---	17.6	97				WCHS
WCAW (C)	24/ 7.5	---	8.7	---	12.1	----	30/ 443	312/14.0	---	15.9	53				WCAW
7. WVNS-F (AC)	15/ 4.7	---	11.0	---	9.1	----	19/ 304	229/10.2	---	14.8	119				WVNS-F
8. WQBE (C)	9/ 2.8	---	2.0	---	1.9	----	11/ 180	147/ 6.6	---	7.4	82				WQBE
9. WLZT-F (?)	8/ 2.5	---	2.0	---	1.1	----	15/ 397	232/10.4	---	6.4	160				WLZT-F
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 79.12% (235 of 297) (SPG 87: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVSR-F>>	1. WVSR-F	1. WVAF-F	1. WVAF-F>	1. WVAF-F	1. WQBE-F>>	1. WQBE-F	1. WQBE-F	1. WQBW-F	1. WVSR-F>	1. WCAW
2. WKLC-F	2. WKLC-F	2. WQBE-F	2. WQBE-F>	2. WQBE-F>	2. WVAF-F	2. WVAF-F>	2. WVAF-F>	2. WVSR-F	2. WKLC-F	2. WQBE-F
WVAF-F	3. WVAF-F	WVSR-F	3. WVSR-F<	3. WVSR-F	3. WCAW	3. WVSR-F>	3. WVSR-F	3. WVAF-F>	3. WCHS	3. WVNS-F
4.	4. WQBE-F	4. WKLC-F	4. WKLC-F	4. WKLC-F	4. WCHS	4. WCAW	4. WKLC-F	4. WKLC-F	4. WQBE-F	WVSR-F
5.	5.	5.	5. WCHS	5. WCHS	5.	5. WCHS	5. WCAW	5.	5. WVAF-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVSR-F	1. WVSR-F	1. WVAF-F<	1. WVAF-F>	1. WVAF-F	1. WVSR-F	1. WKLC-F>	1. WKLC-F>	1. WKLC-F>	1. WKLC-F>
2. WQBE-F	2. WVAF-F>>	2. WVSR-F>>	2. WQBE-F	2. WQBE-F>	2. WKLC-F>	2. WVSR-F>	2. WQBE-F	2. WVAF-F	2. WQBE-F
3. WKLC-F	3. WKLC-F	3. WKLC-F	3. WVSR-F>>	3. WVSR-F>>	3.	3. WQBE-F	WVAF-F	3. WVSR-F	3. WVAF-F
WVAF-F	WQBE-F	4. WQBE-F	4.	4.	4.	4. WVAF-F	4. WCHS	4. WQBE-F	4. WVSR-F
5.	5.	5.	5.	5.	5.	5. WCHS	5.	5. WCHS	5. WCHS
									WQBE

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		50 (1)	50 (1)	16.8	18.1
AOR/CLASSIC		32 (1)	32 (1)	10.8	12.0
AC/OLDIES/SOFT ROCK	4 (1)	70 (3)	74 (4)	24.9	15.0
MOR/VARIETY/FULL	24 (1)		24 (1)	8.1	6.7
COUNTRY	33 (2)	64 (1)	97 (3)	32.7	32.8
BLACK/URBAN					
BTFL MUSIC/EZ		6 (1)	6 (1)	2.0	11.7
NEWS/TALK					
NOSTALGIA					0.9
RELIGION/GOSPEL		5 (1)	5 (1)	1.7	2.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS				3.0	
	62 (5)	235 (9)	297 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJYP-F	100.9	S. Charleston	1.6/4.6
WKAZ	1300	St. Albans	.3/2.2
WTIP	1240	Charleston	1.2/4.1
WAEZ-F	106.3	Milton	1.9/2.1
WAMX-F	93.7	Ashland	.9/1.5

MISCELLANEOUS COMMENTS WXIT, WVCM-F (Miami) sold for $1,400,000... WVCM changes to WLZT (April)... WBES changes to WVNS and format from BTFL to EZ (December)...

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N)	, COUNTRY	,$ 29.00	(Banner)	Capitol-Johnson	Earl Buck
WCHS, 580, 5 KW (DA-N)	, MOR	,$ 30.00	(Torbet)		Don Robertson
WQBE, 950, 5 KW/1 KW (DA-N)	, COUNTRY	,$ NA	(Mc-Guild)	Nininger	Bob Turley
WKLC-F, 105.1, 50 KW @ 500,	AOR	,$ 35.00	(HNWH)		Tony Bishop
WQBE-F, 97.5, 50 KW @ 500,	COUNTRY	,$ 47.00	(Mc-Guild)	Nininger	Bob Turley
WVAF-F, 99.9, 50 KW @ 490,	AC	,$ 43.00	(Banner)	Capitol-Johnson	Earl Buck
WVNS-F, 96.1, 50 KW @ 360,	BTFL/EZ	,$ 26.00	(Torbet)		Don Robertson
WVSR-F, 102.7, 50 KW @ 420,	CHR	,$ 41.00	(Eastman)	Ardman	Jack Alix

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CHARLOTTE

Arbitron Rank/Pop (12+): 41/895,400

MSA Rank/Pop: 44/1,080,000
ADI # 31
Average Person Ratings: 16.2
Market TSL: 21.8 hours

Stations: 24/20
Diaries: 1200/746:1/50.1%
Sample Target: 1130
% Below Line: 2.5
% Not Listed: 11.4

1987 Revenue: $27,100,000
HH Inc.: $31,563
Retail $: 7.7 Bil
Pop per Station: 44,770
#1 Biller: WEZC-F $4,700,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	199/13.7	14.4	12.1	10.8	12.2	12.8	369/4267	2393/26.7	23.7	26.0	104	13.4	227	2516	WSOC-F
2. WCKZ-F (U/CHR)	144/ 9.9	6.6	3.3	3.7	4.5	5.8	222/2759	1675/18.7	8.7	8.7	67	15.2	258	2258	WCKZ-F
3. WRFX-F (AOR)	124/ 8.6	5.8	8.1	7.7	7.8	7.6	169/2020	1432/16.0	13.4	13.9	114	9.0	152	1613	WRFX-F
4. WPEG-F (B)	120/ 8.3	10.5	14.2	13.7	11.9	11.7	153/1942	1535/17.1	16.5	17.6	102	10.9	184	1994	WPEG-F
5. WBT (MOR)	97/ 6.7	5.8	7.0	7.1	8.0	6.7	109/1437	1206/13.5	14.2	17.1	81	4.6	78	1198	WBT
6. WEZC-F (AC)	90/ 6.2	7.6	6.2	7.2	6.5	6.8	129/1752	1231/13.7	15.1	16.1	144	4.4	75	1156	WEZC-F
7. WLVK-F (C)	85/ 5.9	6.9	6.7	7.3	7.1	6.7	194/2299	1138/12.7	14.1	14.3	131	6.6	111	1215	WLVK-F
WBCY-F (CHR)	85/ 5.9	5.9	6.5	5.3	5.1	5.9	195/2723	1345/15.0	18.9	15.0	90	5.0	84	1647	WBCY-F
9. WWMG-F (AC)	84/ 5.8	4.2	5.2	5.1	5.6	5.1	146/1692	923/10.3	9.1	10.6	164	3.8	64	839	WWMG-F
10. WROQ-F (CHR)	75/ 5.2	5.1	6.3	8.4	7.6	6.3	123/2125	1145/12.8	18.0	16.7	75	7.0	119	1682	WROQ-F
11. WRLX-F (EZ)	50/ 3.4	4.1	3.6	.5	---	2.9	94/1305	712/ 8.0	7.0	---	79	3.2	54	571	WRLX-F
12. WQCC (R/G)	27/ 1.9	1.3	.6	.4	.8	1.1	27/ 187	187/ 2.1	2.4	2.1	100	.9	15	149	WQCC
13. WGIV (B)	21/ 1.4	1.7	2.0	1.8	1.1	1.7	21/ 336	336/ 3.8	5.2	4.0	114	.5	9	207	WGIV

12+ FM SHARE (METRO): 85.51% (1098 of 1284) (SPG 87: 82.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WCKZ-F>>	1. WRFX-F>	1. WRFX-F<	1. WSOC-F	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>	1. WSOC-F>	1. WSOC-F	1. WCKZ-F	1. WSOC-F<
2. WROQ-F	2. WCKZ-F	2. WSOC-F	2. WRFX-F	2. WRFX-F<	2. WBT >	2. WBT	2. WEZC-F	2. WCKZ-F	2. WPEG-F>	2. WBT >
3. WPEG-F	3. WPEG-F<	3. WPEG-F<	3. WWMG-F	3. WWMG-F	3. WLVK-F	WRFX-F	3. WRFX-F	3. WRFX-F	3. WSOC-F	3. WCKZ-F
4. WBCY-F	4. WSOC-F	4. WCKZ-F	4. WEZC-F	4. WEZC-F	4. WRLX-F	4. WCKZ-F	4. WCKZ-F	4. WWMG-F	4. WRFX-F<	WPEG-F
5.	5. WBCY-F	5. WEZC-F	5. WPEG-F	5. WPEG-F	5. WPEG-F<	5. WEZC-F	5. WWMG-F	5. WBCY-F	5. WBT	WRFX-F
	6. WWMG-F<	WWMG-F		6. WLVK-F	6. WEZC-F	6. WPEG-F<	6. WLVK-F	WLVK-F		
	7. WEZC-F					7. WLVK-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WCKZ-F>	1. WEZC-F	1. WEZC-F	1. WEZC-F	1. WSOC-F
2. WBCY-F	2. WPEG-F	2. WPEG-F	2. WSOC-F	2. WEZC-F
3. WPEG-F	3. WCKZ-F	3. WSOC-F	3. WPEG-F	3. WPEG-F
WRFX-F	4. WBCY-F	4. WBCY-F<	4. WCKZ-F	4. WWMG-F
5. WROQ-F	5. WSOC-F<	WWMG-F	5. WBCY-F	5. WLVK-F
	6. WRFX-F	6. WRFX-F	6. WRFX-F	6. WBCY-F
			7. WWMG-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRFX-F>>	1. WRFX-F>>	1. WRFX-F>	1. WRFX-F>	1. WSOC-F
2. WCKZ-F	2. WWMG-F	2. WWMG-F	2. WSOC-F	2. WRFX-F
3. WBCY-F<	3. WCKZ-F	3. WSOC-F	3. WWMG-F	3. WWMG-F
WSOC-F	WSOC-F	4. WCKZ-F	4. WCKZ-F	4. WLVK-F
5. WPEG-F	5. WBCY-F	5. WBCY-F	5. WPEG-F	5. WCKZ-F
		WLVK-F	6. WLVK-F	6. WPEG-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		160 (2)	160 (2)	12.5	15.7
AOR/CLASSIC		139 (2)	139 (2)	10.8	10.2
AC/OLDIES/SOFT ROCK		180 (3)	180 (3)	14.0	19.7
MOR/VARIETY/FULL	104 (2)		104 (2)	8.1	9.3
COUNTRY	8 (1)	289 (3)	297 (4)	23.1	23.3
BLACK/URBAN	21 (1)	264 (2)	285 (3)	22.2	15.6
BTFL MUSIC/EZ		57 (2)	57 (2)	4.4	0.9
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	48 (4)	9 (1)	57 (5)	4.4	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.4	2.0
	186 (9)	1098 (15)	1284 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHVN	1240	Charlotte	.3/1.6
WLON	1050	Lincolnton	.5/1.0
WNOW	1030	Mint Hill	.6/1.[illegible]
WRDX-F	106.5	Salisbury	.4/2.1
WRNA	1140	China Grove	.6/1.4
WSOC	930	Charlotte	.6/2.2
WSTP	1490	Salisbury	.3/1.2
WXRC-F	95.7	Hickory	1.0/3.1
WMIT-F	106.9	Black Mountain	.6/3.1
WSPA-F	98.9	Spartanburg	.5/1.6
WTQR-F	104.1	Winston-Salem	.3/1.4

MISCELLANEOUS COMMENTS WLIT changes calls to WCKZ-F... WCKZ-F changes format from AC to BTFL... WQCC sold for $431,000... WGIV, WPEG-F sold to Broadcast Partners from Dorton for $13,500,000 (E)...WAES, WROQ-F from CRB to Adams for $11,500,000 (Blackburn)...

RADIO STATIONS

WAES, 610, 5 KW/1 KW (DA-2)	, OLDIES	,$ NA	(Republic)	CRB		Richard Henshaw
WAME, 1480, 5 KW (DA-2)	, RELIGION	,$ 15.00	(---)	Swaggert		Jon Hamilton
WBT , 1110, 50 KW (DA-N)	, MOR/AC	MBS,NBC,$ 80.00	(Banner)	Jeff-Pilot		Tony Renaud
WGIV, 1600, 1 KW (DA-2)	, BLACK	NBN,$ 26.00	(HNWH)			Glenn Bryant
WGSP, 1310, 1 KW (DAYS,DA)	, ? ?	,$ 16.00	(---)			
WHVN, 1240, 1 KW (DA-1)	, RELIGION	NBC,ABC-I,$ NA	(---)	Buck		Tom Gentry
WQCC, 1540, 1 KW (DAYS)	, GOSPEL	,$ NA	(Savalli)			Wayne Hammond
WSOC, 930, 5 KW/1 KW (DA-N)	, COUNTRY	,$ NA	(Christal)	Cox		Gregg Lindhahl
WBCY-F, 107.9, 97 KW @ 970, CHR		,$ 71.00	(Banner)	Jeff-Pilot		Tony Renaud
WEZC-F, 104.7, 100 KW @ 1230, AC		,$109.00	(MMR)	EZ		Jake Gurlay
WLVK-F, 96.9, 100 KW @ 1554, COUNTRY		ABC-E,$ 65.00	(Torbet)	Capitol-Johnson		Mike Buxser
WROQ-F, 95.1, 100 KW @ 570, CHR		US 1,$ 60.00	(Republic)	CRB		Richard Henshaw
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY		,$120.00	(Christal)	Cox		Gregg Lindahl
WCKZ-F, 101.9, 100 KW @ 870, URBAN/CHR		US 2,$ 50.00	(Durpetti)	Beasley		
WPEG-F, 97.9, 50 KW @ 390, BLACK		CBS-R,$ 70.00	(HNWH)		(CONCORD)	Dave Urbach
WRFX-F, 99.7, 100 KW @ 1044, AOR		,$ 56.00	(Mc-Guild)	Metroplex	(KANNAPOLIS)	Steve Godofsky
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES		,$ 45.00	(Katz)	Voyager	(SHELBY)	Tom Hunt
WXRC-F, 95.7, 100 KW @ 1275, AOR		ABC-R,$ 30.00	(Southern)		(HICKORY)	Maynard Taylor
WRLX-F, 102.9, 31 KW @ 1535, BTFL/EZ		,$ 28.00	(CBS)	Keymarket	(HICKORY)	Scott Davis

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CHATTANOOGA

Arbitron Rank/Pop (12+): 96/356,800

MSA Rank/Pop: 109/433,000
ADI # 80
Average Person Ratings: 16.6
Market TSL: 22.5 hours

Stations: 15/15
Diaries: 883/404:1/48.3%
Sample Target: 760
% Below Line: 0
% Not Listed: 11.3

1987 Revenue: $11,200,000
HH Inc.: $27,241
Retail $: 2.9 Bil
Pop per Station: 23,787
#1 Biller: WSKZ-F, WUSY-F $2,100,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F (CHR)	109/18.4	16.0	19.2	18.8	17.4	18.1	177/2148	1190/33.4	34.1	30.2	67	24.4	162	1326	WSKZ-F
2. WUSY-F (C)	80/13.5	14.2	11.6	14.2	11.8	13.4	206/1815	820/23.0	21.7	21.4	127	12.1	80	804	WUSY-F
3. WDEF-F (EZ)	64/10.8	11.0	10.3	10.7	9.9	10.7	90/1078	743/20.8	21.2	19.2	66	6.6	44	610	WDEF-F
4. WDOD-F (C)	61/10.3	9.4	8.0	8.2	8.2	9.0	73/ 957	647/18.1	21.2	19.6	142	8.7	58	768	WDOD-F
5. WJTT-F (B)	50/ 8.4	7.9	4.5	6.0	6.4	6.7	52/ 449	405/11.4	10.8	13.6	96	10.7	71	655	WJTT-F
6. WLMX-F (AC)	45/ 7.6	9.7	14.3	10.6	9.4	10.6	52/ 782	681/19.1	24.4	21.1	118	9.8	65	962	WLMX-F
7. WYVY-F (AC/U)	30/ 5.1	3.6	3.5	4.2	6.1	4.1	30/ 451	409/11.5	7.2	9.0	122	3.6	24	349	WYVY-F
8. WNOO (B/G)	25/ 4.2	2.5	5.5	3.8	5.4	4.0	25/ 241	241/ 6.8	6.9	8.7	102	4.1	27	245	WNOO
WDEF (MOR)	25/ 4.2	6.1	3.6	5.5	4.6	4.9	27/ 341	334/ 9.4	10.9	9.8	60	2.6	17	204	WDEF
10. WDOD (C)	12/ 2.0	3.1	2.3	2.0	3.0	2.4	14/ 314	254/ 7.1	5.9	7.7	110	3.0	20	300	WDOD
11. WGOW (AC)	9/ 1.5	2.2	1.2	1.3	2.5	1.6	9/ 250	227/ 6.4	5.6	6.7	107	1.4	9	127	WGOW

12+ FM SHARE (METRO): 83.62% (439 of 525) (SPG 87: 77.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSKZ-F>>	1. WSKZ-F>>	1. WXKZ-F	1. WUSY-F	1. WUSY-F	1. WDEF-F	1. WSKZ-F	1. WUSY-F	1. WSKZ-F>	1. WSKZ-F	1. WDOD-F
2. WJTT-F>>	2. WLMX-F	2. WUSY-F>	2. WSKZ-F	2. WDOD-F	2. WUSY-F	2. WDEF-F	2. WSKZ-F	2. WUSY-F	2. WJTT-F>	2. WDEF-F
3.	-3. WJTT-F	3. WLMX-F	3. WDOD-F	3. WSKZ-F	3. WDOD-F>	3. WUSY-F	3. WDEF	3. WDOD-F	3. WUSY-F	WUSY-F
4.	WUSY-F>	4. WDOD-F	4. WLMX-F	4. WLMX-F	4. WDEF <	4. WDOD-F	4. WDOD-F	4. WJTT-F	4. WDEF-F	4. WSKZ-F
5.	5.	5. WJTT-F	5. WJTT-F	5. WJTT-F	5. WNOO	5. WDEF	5. WLMX-F	5. WLMX-F<	5. WDOD-F	5. WJTT-F
				6. WDEF-F				6. WDEF-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F	1. WSKZ-F	1. WUSY-F>	1. WSKZ-F>>	1. WSKZ-F>>	1. WSKZ-F	1. WSKZ-F>	1. WDOD-F
2. WLMX-F	2. WLMX-F>	2. WLMX-F	2. WUSY-F	2. WDOD-F	2. WUSY-F<	2. WJTT-F	2. WJTT-F	2. WUSY-F>	2. WUSY-F
3. WJTT-F	3. WUSY-F	3. WUSY-F	3. WLMX-F	3. WSKZ-F	3. WJTT-F	3. WLMX-F	3. WLMX-F	3. WJTT-F	3. WSKZ-F
4. WUSY-F	4. WJTT-F	4. WDOD-F	4. WDOD-F	4. WLMX-F	WLMX-F	WUSY-F	WYVY-F	4. WDOD-F	4. WJTT-F
5.	5. WDOD-F	5. WYVY-F	5. WJTT-F	5. WDEF-F	5.	5.	5. WUSY-F	5. WLMX-F	5. WYVY-F
				WJTT-F					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		109 (1)	109 (1)	20.8	19.4
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	9 (1)	75 (2)	84 (3)	16.0	14.6
MOR/VARIETY/FULL	25 (1)		25 (1)	4.8	5.1
COUNTRY	15 (2)	141 (2)	156 (4)	29.7	27.4
BLACK/URBAN	25 (1)	50 (1)	75 (2)	14.3	12.6
BTFL MUSIC/EZ		64 (1)	64 (1)	12.2	11.0
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	6 (2)		6 (2)	1.1	7.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	6 (1)		6 (1)	1.1	1.5
	86 (8)	439 (7)	525 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDXB	1490	Chattanooga	1.0/3.7
WFLI	1070	Lookout Mountain	.7/3.5
WGVT	980	Rossville	.3/1.6
WQCH	1590	Lafayette	.5/2.0

MISCELLANEOUS COMMENTS WNOO-F changes calls to WYVY-F (February)...

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR	CBS,NBC,$ 35.00	(Katz)	Park		M. Fuquay
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 24.00	(Banner)	Bahakel		
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC-I,$ 12.00	(---)			
WGOW, 1150, 5 KW/1 KW (DA-N)	, AC	,$ 25.00	(Christal)	Bloomington		Don Newberg
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN,$ 15.00	(K & P)			John Rhea
WDEF-F, 92.3, 100 KW @ 895,	BTFL/EZ	ABC-D,$ 46.00	(Katz)	Park		M. Fuquay
WDOD-F, 96.5, 100 KW @ 1080,	COUNTRY	ABC-E,$ 48.00	(Banner)	Bahakel		
WJTT-F, 94.3, 3 KW @ 300,	BLACK	CBS-R,$ 30.00	(HNWH)			Johnny Eagle
WLMX-F, 105.5, 3 KW @ 300,	AC	,$ 52.00	(Republic)		(ROSSVILLE, GA)	Paul Fink
WSKZ-F, 106.5, 100 KW @ 1076,	CHR	,$ 78.00	(Christal)	Bloomington		Don Newberg
WUSY-F, 100.7, 100 KW @ 500,	COUNTRY	MBS,$ 55.00	(Mc-Guild)	Colonial	(CLEVELAND)	Sammy George
WYVY-F, 102.3, 3 KW @ 285,	OLDIES/AC/URBAN	,$ 26.00	(K & P)			John Rhea

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CHICAGO

Arbitron Rank/Pop (12+): 3/6,692,400

MSA Rank/Pop: 3/8,140,000
ADI # 3
Average Person Ratings: 17.7
Market TSL: 23.3 hours

Stations: 37/37
Diaries: 3273/2045:1/51.9%
Sample Target: 3120
% Below Line: 0
% Not Listed: 9.6

1987 Revenue: $192,000,000
HH Inc.: $38,507
Retail $: 51.2 Bil
Pop per Station: 180,876
#1 Biller: WGN $31,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGCI-F (B/U)	1096/9.2	9.2	8.0	8.2	8.6	8.7	1098/10456	10353/15.5	15.1	15.2	105	11.5	1417	13394	WGCI-F
2. WGN (T)	1065/5.0	9.2	8.0	9.7	8.4	9.0	1276/16603	13282/19.8	19.8	20.8	63	8.0	988	12150	WGN
3. WBBM (N)	681/5.7	6.3	6.3	6.3	5.7	6.2	783/14050	12055/18.0	19.8	18.1	65	5.7	703	8902	WBBM
4. WLUP-F (AOR)	598/5.0	4.1	4.5	3.6	3.7	4.3	624/ 9171	8865/13.2	12.0	11.6	116	5.6	687	7246	WLUP-F
5. WXEZ-F (EZ)	570/4.8	4.8	5.4	5.3	5.3	5.1	578/ 7232	7099/10.6	10.7	11.1	75	3.3	411	4624	WXEZ-F
6. WCKG-F (AOR)	527/4.4	2.6	3.4	3.7	2.9	3.5	553/ 8121	7794/11.6	9.4	8.1	114	4.4	543	7368	WCKG-F
7. WLAK-F (AC)	482/4.1	3.5	3.7	3.3	4.2	3.7	486/ 6842	6708/10.0	10.0	11.3	134	2.9	358	4259	WLAK-F
8. WBBM-F (CHR)	443/3.7	4.2	3.9	4.1	3.8	4.0	455/10268	9981/14.9	15.0	14.4	59	5.3	652	9519	WBBM-F
9. WJMK-F (O)	438/3.7	3.4	2.7	2.9	2.9	3.2	474/ 7742	7223/10.8	8.8	8.6	146	3.7	450	6631	WJMK-F
10. WYTZ-F (CHR)	418/3.5	3.8	3.9	3.5	2.7	3.7	437/ 8574	8248/12.3	12.5	10.9	57	5.0	613	11466	WYTZ-F
11. WCLR-F (AC)	407/3.4	3.4	3.0	2.7	3.0	3.1	424/ 6622	6385/ 9.5	9.7	9.8	135	2.3	285	3780	WCLR-F
12. WBMX-F (B/U)	362/3.0	4.3	4.5	5.1	4.4	4.2	370/ 7126	6976/10.4	12.4	11.6	83	5.5	671	9606	WBMX-F
13. WKQX-F (AC)	351/3.0	2.0	2.5	2.9	3.2	2.6	368/ 7414	7215/10.8	10.9	11.4	127	2.7	334	7756	WKQX-F
14. WUSN-F (C)	330/2.8	2.6	2.6	2.6	3.3	2.7	339/ 4841	4646/ 6.9	6.3	8.0	114	2.5	306	3524	WUSN-F
15. WJJD (SB)	315/2.7	3.2	3.3	2.7	2.6	3.0	342/ 4119	3730/ 5.6	5.6	5.5	33	2.2	275	2702	WJJD
16. WXRT-F (AOR)	295/2.5	2.2	2.5	2.4	2.7	2.4	303/ 4218	4076/ 6.1	6.2	7.0	144	2.6	315	3777	WXRT-F
17. WLUP (T)	268/2.3	2.6	2.1	1.9	1.2	2.2	311/ 4674	4107/ 6.1	5.7	4.6	143	2.8	348	2770	WLUP
18. WFYR-F (AC/O)	252/2.1	2.2	2.0	2.9	2.6	2.3	263/ 6222	5927/ 8.9	7.8	8.5	143	2.3	289	4842	WFYR-F
19. WNUA-F (J/NA)	210/1.8	1.5	1.8	1.2	1.6	1.6	217/ 3893	3801/ 5.7	5.9	7.1	161	1.9	231	5280	WNUA-F
20. WLS (AC)	201/1.7	1.7	1.8	2.2	2.5	1.9	314/ 6169	3639/ 5.4	7.1	8.7	124	1.3	154	3917	WLS
21. WMAQ (N)	186/1.6	1.1	1.4	1.9	2.2	1.5	221/ 6336	5062/ 7.6	6.1	8.1	81	1.0	120	3838	WMAQ
22. WVON (B/U)	179/1.5	2.0	1.6	1.2	1.5	1.6	179/ 885	885/ 1.3	2.1	2.2	87	.8	95	1432	WVON
23. WOJO-F (SP)	168/1.4	2.0	1.1	1.1	1.2	1.7	168/ 1991	1991/ 3.0	2.7	2.7	121	1.0	124	1300	WOJO-F
24. WIND (SP)	131/1.1	1.1	.8	.4	.9	.9	137/ 1387	1343/ 2.0	2.2	2.0	145	.5	64	745	WIND
25. WLNR-F (J/AC)	107/ .9	.9	1.1	1.2	1.4	1.0	107/ 1815	1815/ 2.7	3.0	3.7	144	1.3	158	1558	WLNR-F
26. WNIB-F (CL)	101/ .9	1.2	1.4	.8	1.2	1.1	101/ 2062	2030/ 3.0	4.6	4.4	78	.9	116	1832	WNIB-F
27. WFMT-F (CL)	96/ .8	1.3	2.0	1.1	1.4	1.3	105/ 2383	2278/ 3.4	5.3	4.9	125	1.0	117	2692	WFMT-F

12+ FM SHARE (METRO): 70.14% (7531 of 10737) (SPG 87: 68.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYTZ-F	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGCI-F>	1. WGN >	1. WGN >	1. WGCI-F	1. WGCI-F>	1. WGCI-F>	1. WGN
2. WBBM-F	2. WLUP-F	2. WLUP-F	2. WLUP-F	2. WLUP-F<	2. WBBM	2. WBBM	2. WGN	2. WGN	2. WGN	2. WGCI-F>
3. WGCI-F>>	3. WCKG-F>	3. WCKG-F	3. WJMK-F	3. WGN	3. WXEZ-F>	3. WGCI-F<	3. WXEZ-F	3. WLUP	3. WBMX-F	3. WBBM
4. WBMX-F	4. WCLR-F	4. WJMK-F	4. WCKG-F	4. WLAK-F<	4. WLAK-F	4. WLUP-F>	4. WLAK-F	4. WCKG-F<	4. WCKG-F	4. WBMX-F
5.	WXRT-F	5. WCLR-F	5. WLAK-F	5. WJMK-F	5. WJJD	5. WXEZ-F	5. WCKG-F	5. WXEZ-F	5. WBBM-F<	5. WLAK-F
6.	6. WBMX-F	WLAK-F	6. WCLR-F	6. WCKG-F	6. WGCI-F	6. WJJD <	WLUP-F<	6. WLUP-F	6. WYTZ-F	6. WXEZ-F
7.	7. WYTZ-F	7. WXRT-F	7. WGN	7. WCLR-F	7. WJMK-F	7. WKQX-F	7. WBBM	WYTZ-F	7. WBBM	7. WUSN-F
8.	8. WBBM-F	8. WGN <	8. WKQX-F<	8. WKQX-F	8. WUSN-F>	8. WLAK-F	8. WCLR-F	8. WLAK-F	8. WLAK-F	8. WLUP-F
9.	9. WJMK-F	9. WKQX-F	9. WXRT-F	9. WXEZ-F	9. WKQX-F<	9. WBBM-F	9. WJMK-F	9. WJMK-F<	9. WJMK-F<	9. WCLR-F
10.	WKQX-F	10. WBMX-F	10. WLUP	WXRT-F	10. WVON	10. WCLR-F	WUSN-F	10. WBBM	10. WXEZ-F	10. WJJD-F
						WUSN-F				WJMK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGCI-F>	1. WGCI-F>>	1. WGCI-F>	1. WGCI-F>>	1. WGCI-F>>
2. WBBM-F	2. WLUP-F	2. WLUP-F	2. WLAK-F	2. WLAK-F<
3. WYTZ-F	3. WCLR-F	3. WCLR-F	3. WCLR-F	3. WGN
4. WBMX-F	4. WBBM-F	4. WCKG-F	4. WJMK-F	4. WCLR-F
5. WLUP-F	WCKG-F	5. WKQX-F	WKQX-F	5. WJMK-F
6. WCKG-F	6. WYTZ-F<	6. WJMK-F	WLUP-F	6. WKQX-F
7. WKQX-F	7. WBMX-F	7. WLAK-F	7. WBBM-F	7. WXEZ-F<
8. WLAK-F	8. WKQX-F	8. WFYR-F	8. WBMX-F	8. WLUP-F
9. WCLR-F	9. WLAK-F	9. WBMX-F	WCKG-F	9. WFYR-F
10. WJMK-F	10. WFYR-F	10. WXRT-F	10.	10. WCKG-F
	WXRT-F	11. WYTZ-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WLUP-F	1. WGCI-F
2. WGCI-F	2. WCKG-F	2. WCKG-F	2. WGCI-F	2. WLUP-F
3. WCKG-F>	3. WGCI-F>	3. WGCI-F<	3. WCKG-F>	3. WCKG-F
4. WYTZ-F<	4. WXRT-F	4. WXRT-F>	4. WXRT-F	4. WJMK-F<
5. WXRT-F<	5. WLUP	5. WLUP	WJMK-F	5. WGN
6. WBMX-F	6. WCLR-F	6. WCLR-F	6. WGN	6. WXRT-F
7. WJMK-F	7. WJMK-F<	7. WGN <	7. WLUP-F	7. WLAK-F
8. WBBM-F	8. WBMX-F	8. WJMK-F	8. WBBM <	8. WBBM
9. WFYR-F	9. WXTZ-F	WKQX-F	9. WCLR-F<	9. WLUP
10. WLUP	10. WGN	10. WNUA-F	10. WLAK-F	10. WCLR-F

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		896 (3)	896 (3)	8.3	10.8
AOR/CLASSIC		1467 (4)	1467 (4)	13.7	13.0
AC/OLDIES/SOFT ROCK	201 (1)	1985 (6)	2186 (7)	20.4	19.4
MOR/VARIETY/FULL	40 (1)		40 (1)	0.4	10.3
COUNTRY		330 (1)	330 (1)	3.1	3.7
BLACK/URBAN	271 (3)	1458 (2)	1729 (5)	16.1	17.3
BTFL MUSIC/EZ	48 (1)	570 (1)	618 (2)	5.8	5.9
NEWS/TALK	2200 (4)		2200 (4)	20.5	10.1
NOSTALGIA	315 (1)		315 (1)	2.9	2.9
RELIGION/GOSPEL		45 (1)	45 (1)	0.4	0.4
SPANISH	131 (1)	168 (1)	299 (2)	2.8	2.9
CLASSICAL		197 (2)	197 (2)	1.8	2.8
JAZZ/NEW AGE		356 (3)	356 (3)	3.3	
UNKNOWN/OTHERS		59 (1)	59 (1)	0.5	0.4
	3206 (12)	7531 (25)	10737 (37)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBUS-F	99.9	Kankakee	.4/1.7
WGCI	1390	Chicago	.5/1.9
WJOB	1230	Hammond	.3/1.0
WJOL	1340	Joliet	.3/ .6
WKKD-F	95.9	Aurora	.5/ .8
WLLI-F	96.7	Joliet	.3/1.2
WTWV-F	106.7	Des Plaines	.3/1.0
WXEZ	820	Chicago	.4/2.1
WYCA-F	92.3	Hammond	.4/1.2
WYSY-F	107.9	Aurora	.5/1.7

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS,$220.00	(CBS)	CBS	Gregg Peterson
WGCI, 1390, 5 KW (DA-2)	, URBAN	,$ NA	(Mc-Guild)	Gannett	Marv Dyson
WGN , 720, 50 KW	, VARIETY/TALK	ABC-I,$310.00	(Christal)	Tribune Co.	Dan Fabian
WIND, 560, 5 KW (DA-2)	, HISPANIC	,$ 75.00	(Katz Hisp.)	Tichenor	Chuck Brooks
WJJD, 1160, 50 KW/4 KW (DA-2)	, NOSTALGIA	US 2,$125.00	(Katz)	Infinity	Harvey Pearlman
WJPC, 950, 1 KW/5 KW (DA-N)	, BLACK	,$ 65.00	(---)	Johnson Prod.	
WLS , 890, 50 KW	, AC	ABC-C,$145.00	(Banner)	Cap Cities/ABC	
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	MBS,$100.00	(MMR)	Statewide	Jim deCastro
WMAQ, 670, 50 KW	, NEWS	APR,NBC,$125.00	(Group W)	Westinghouse	Dave Pearlman
WSBC, 1240, 1 KW	, ETHNIC	,$ 21.00	(---)		Roy Bellavia
WVON, 1450, 1 KW	, BLACK	,$ 50.00	(Roslin)		Wesley Smith
WXEZ, 820, 5 KW/1 KW (DA-N)	, EZ	MBS,$ NA	(Republic)	Century	Jim Haviland

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR	CBS-R,$145.00	(CBS)	CBS	Wayne Jefferson
WCKG, 105.9, 4 KW @ 1575, CLASSIC AOR	,$143.00	(Katz)	Cox	Marc Morgan
WCLR, 101.9, 4 KW @ 1560, AC	,$172.00	(Mc-Guild)	Bonneville	Chet Redpath
WFMT, 98.7, 16 KW @ 1167, CLASSICAL	,$125.00	(CMBS)		Rich Marschner
WFYR, 103.5, 4 KW @ 1548, AC/OLDIES	US 1,$130.00	(Republic)	RKO	Drew Horowitz
WGCI, 107.5, 33 KW @ 600, URBAN	,$200.00	(Mc-Guild)	Gannett	Marv Dyson
WJMK, 104.3, 4 KW @ 1575, OLDIES	US 2,$166.00	(Katz)	Infinity	Harvey Pearlman
WKQX, 101.1, 6 KW @ 1170, CONTEMP/AC	Source,$158.00	(Eastman)	NBC to Emmis	Michael Lonneke
WLAK, 93.9, 5 KW @ 1581, SOFT AC	,$172.00	(Christal)	Viacom	Michael Murphy
WLUP, 97.9, 6 KW @ 1170, AOR	,$210.00	(MMR)	Statewide	Jim deCastro
WNIB, 97.1, 8 KW @ 1196, CLASSICAL	,$ 95.00	(CMBS)		Sonio Florian
WNUA, 95.5, 6 KW @ 1170, JAZZ/NEW AGE	,$105.00	(Durpetti)	Pyramid	Michael Donavan
WUSN, 99.5, 6 KW @ 1170, COUNTRY	ABC-D,$160.00	(Torbet)	Cook Inlet	Carl Hamilton
WXEZ, 100.3, 6 KW @ 1167, BTFL/EZ	ABC-E,$195.00	(Republic)	Century	Jim Haviland
WXRT, 93.1, 7 KW @ 1310, AOR	,$165.00	(CBS)		Seth Mason
WYTZ, 94.7, 4 KW @ 1535, CHR	ABC-R,$151.00	(Banner)	Cap Cities/ABC	
WBMX, 102.7, 6 KW @ 1170, BLACK	ABC-F,$156.00	(Durpetti)		Kernie Anderson
WOJO, 105.1, 6 KW @ 1174, SPANISH	,$ 85.00	(Katz Hisp.)	Tichenor	[illegible] Sofios
WTWV, 106.7, 50 KW @ 330, JAZZ/NEW AGE	SMN,$ 60.00	(Roslin)	(DES PLAINES)	[illegible] Graham

CALL LETTER CHANGES

WCZE: Becomes WXEZ (April)
WLOO-F: Changes to WXEZ-F (April)

FORMAT CHANGES

WMAQ: From talk to News (March)
WGN: Reclassified as Talk

STATION SALES

WKQX-F: From NBC to Emmis for $19,000,000 (E)
WBMX-F: From Dorton to Broadcast Partners for $27,000,000 (E)

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CINCINNATI

Arbitron Rank/Pop (12+): 30/1,162,700

MSA Rank/Pop: 31/1,690,000
ADI # 29
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 25/20
Diaries: 1611/722:1/54.7%
Sample Target: 1340
% Below Line: 2.6
% Not Listed: 9.3

1987 Revenue: $45,700,000
HH Inc.: $33,116
Retail $: 10.8 Bil
Pop per Station: 58,135
#1 Biller: WLW $8,300,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEBN-F (AOR)	261/13.6	12.4	11.9	16.7	10.3	13.7	318/3657	2798/24.1	24.8	25.5	106	21.3	450	4312	WEBN-F
2. WLW (MOR)	236/12.3	6.9	9.7	13.4	13.9	10.6	367/5129	3238/27.8	21.8	31.2	106	10.2	216	3848	WLW
3. WKRQ-F (CHR)	190/ 9.9	9.2	9.5	7.8	9.5	9.1	270/3898	2830/24.3	24.0	26.5	61	10.6	223	3318	WKRQ-F
4. WWEZ-F (EZ)	144/ 7.5	9.6	8.8	9.2	9.6	8.8	170/2124	1672/14.4	16.9	17.7	57	7.3	153	1967	WWEZ-F
5. WKRC (MOR)	133/ 6.9	8.1	8.0	6.1	6.3	7.3	147/2160	1763/15.2	20.0	17.7	104	5.8	123	1526	WKRC
6. WUBE-F (C)	110/ 5.7	4.8	5.3	5.3	5.9	5.3	152/1752	1192/10.3	11.5	12.3	128	4.9	103	1366	WUBE-F
7. WCKY (N/T)	92/ 4.8	5.8	4.9	6.0	4.2	5.4	105/1296	1020/ 8.8	10.1	11.3	46	3.8	80	1482	WCKY
8. WWNK-F (AC)	88/ 4.6	3.4	3.4	2.2	3.3	3.4	112/1913	1393/12.0	12.1	11.2	124	3.0	63	1107	WWNK-F
9. WRRM-F (AC)	76/ 3.9	5.6	5.3	4.2	4.0	4.8	88/1685	1357/11.7	13.9	12.4	144	4.7	100	1514	WRRM-F
10. WBVE-F (C)	65/ 3.4	4.2	3.8	3.8	4.4	3.8	136/1677	841/ 7.2	9.3	8.9	106	2.8	59	1214	WBVE-F
11. WBLZ-F (B)	63/ 3.3	4.5	4.4	3.4	4.6	3.9	69/1345	1170/10.1	10.4	11.5	106	4.4	92	1489	WBLZ-F
12. WIZF-F (B)	60/ 3.1	3.2	3.7	2.4	2.5	3.1	60/ 782	768/ 6.6	5.2	5.5	119	3.7	77	1124	WIZF-F
13. WLLT-F (AC)	57/ 3.0	4.6	2.8	3.3	2.7	3.4	83/1651	1047/ 9.0	9.8	10.6	160	3.1	65	1069	WLLT-F
14. WJOJ-F (AC)	35/ 1.8	1.2	1.7	1.6	1.7	1.6	42/ 687	602/ 5.2	5.3	5.0	156	1.3	28	443	WJOJ-F
15. WCIN (B)	21/ 1.1	1.3	1.3	1.4	1.2	1.3	21/ 314	314/ 2.7	4.1	3.7	118	1.2	25	313	WCIN
16.															
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 68.63% (1199 of 1747) (SPG 87: 67.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRQ-F>>	1. WEBN-F>	1. WEBN-F>	1. WEBN-F	1. WEBN-F	1. WLW >	1. WEBN-F	1. WEBN-F>	1. WEBN-F	1. WLW >>	1. WLW
2. WEBN-F>>	2. WKRQ-F>>	2. WKRQ-F<	2. WLW >	2. WLW >>	2. WWEZ-F	2. WKRC-F	2. WLW	2. WLW	2. WEBN-F<	2. WEBN-F<
3.	3. WLW	3. WLW >	3. WKRC-F	3. WUBE-F<	3. WKRC-F	3. WLW	3. WKRQ-F	3. WKRQ-F	3. WKRQ-F>>	3. WCKY >
4.	4. WWNK-F	4. WWNK-F	4. WKRQ-F	4. WKRC-F	4. WCKY	4. WKRQ-F	WWEZ-F	4. WWEZ-F	4. WWEZ-F	4. WKRQ-F
5.	5.	5. WUBE-F	5. WUBE-F	5. WKRQ-F	5. WUBE-F	5. WCKY	5. WKRC-F	5. WUBE-F	5. WBLZ-F	5. WUBE-F
6.	6.	6. WKRC-F	6. WRRM-F	6. WWNK-F<	6.	6. WUBE-F	6. WWNK-F	6. WKRC-F<	6.	6. WRRM-F
7.	7.	WRRM-F	WWNK-F	7. WRRM-F	7.	7. WWEZ-F	7. WRRM-F	7. WWNK-F	7.	7. WLLT-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKRQ-F>	1. WKRQ-F	1. WEBN-F<	1. WKRQ-F	1. WKRQ-F
2. WEBN-F>>	2. WEBN-F>>	2. WKRQ-F>	2. WEBN-F>	2. WEBN-F<
3. WWNK-F>	3. WWNK-F	3. WRRM-F<	3. WWNK-F	3. WRRM-F
4. WRRM-F	4. WRRM-F	4. WWNK-F<	4. WRRM-F>	4. WWNK-F<
5. WBLZ-F	5.	5. WLLT-F	5. WKRC-F	5. WKRC-F
6.	6.	6. WIZF-F<	6. WLW	6. WLW
7.	7.	7. WBLZ-F	7.	WWEZ-F
8.	8.	8.	8.	8. WUBE-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>>	1. WEBN-F>	1. WEBN-F<
2. WKRQ-F>>	2. WLW >	2. WLW >>	2. WLW >>	2. WLW >>
3. WLW	3. WKRQ-F	3. WUBE-F	3. WUBE-F	3. WUBE-F
4. WBVE-F<	4. WUBE-F	4. WLLT-F	4. WKRQ-F	4. WKRC-F>
5. WUBE-F	5.	5. WIZF-F	5. WKRC-F	5. WLLT-F
6.	6.	6. WBLZ-F	6.	6.
7.	7.	7. WKRQ-F	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		200 (2)	200 (2)	11.4	11.4
AOR/CLASSIC		274 (2)	274 (2)	15.7	11.7
AC/OLDIES/SOFT ROCK	32 (2)	262 (5)	294 (7)	16.8	15.3
MOR/VARIETY/FULL	369 (2)		369 (2)	21.1	22.3
COUNTRY		175 (2)	175 (2)	10.0	11.2
BLACK/URBAN	21 (1)	123 (2)	144 (3)	8.2	9.0
BTFL MUSIC/EZ		159 (2)	159 (2)	9.1	11.8
NEWS/TALK	92 (1)		92 (1)	5.3	4.6
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	0.3	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	8 (1)		8 (1)	0.5	0.9
UNKNOWN/OTHERS	20 (1)	6 (1)	26 (2)	1.5	1.3
	548 (9)	1199 (16)	1747 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDJD	1230	Cincinnati	.8/2.2
WMLX	1180	Florence	1.0/2.1
WNOP	740	Newport	.4/1.4
WTSJ	1050	Cincinnati	.3/1.0
WWNK	1360	Cincinnati	.8/2.9
WGTZ-F	92.9	Eaton	.5/1.2
WHIO-F	99.1	Dayton	.8/1.8
WPFB-F	105.9	Middletown	.3/1.1
WTUE-F	104.7	Dayton	.7/3.0
WVUD-F	99.9	Kettering	.3/ .7

RADIO STATIONS

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2)	, BLACK	NBN,SBN,$ 25.00	(Roslin)			
WCKY, 1530, 50 KW (DA-N)	, NEWS/TALK	CBS,NBC,$ 62.00	(CBS)	Federated		Phil McDonald
WDJO, 1230, 1 KW	, OLDIES	US 2,$ 28.00	(Mc-Guild)	American		Bob Backman
WKRC, 550, 5 KW/1 KW (DA-2)	, MOR/AC	ABC-E,$ 90.00	(Katz)	Great American		Dave Milner
WLW , 700, 50 KW	, MOR	ABC-I,$ 92.00	(Eastman)	Jacor		David Martin
WNOP, 740, 1 KW (DAYS,DA)	, JAZZ/VARIETY	,$ 20.00	(---)		(NEWPORT, KY)	Geoff Nimmo
WTSJ, 1050, 1 KW/278	, RELIGION	,$ 20.00	(---)			Mark Roberts
WWNK, 1360, 5 KW (DA-N)	, OLDIES	,$ 28.00	(MMR)	Booth		Jim Wood

FM STATIONS

WBLZ, 103.5, 19 KW @ 790, BLACK		,$ 65.00	(Republic)	Panache	(HAMILTON)	Peter Eden
WBVE, 96.5, 20 KW @ 810, COUNTRY		ABC-D,$ 50.00	(Durpetti)	Reams	(HAMILTON)	Neil Kearney
WEBN, 102.7, 17 KW @ 876, AOR		,$103.00	(Eastman)	Jacor		Jaqui Brumm
WIZF, 100.9, 1 KW @ 466, BLACK		,$ 35.00	(Torbet)	Interurban	(ERLANGER, KY)	Bill Chatman
WLLT, 94.9, 27 KW @ 650, AC		,$ 57.00	(Republic)	Hoker	(FAIRFIELD)	Diane Osborne
WJOJ, 107.1, 3 KW @ 300, AC		,$ 36.00	(---)		(MILFORD)	Bob Deluca
WKRQ, 101.9, 16 KW @ 880, CHR		ABC-F,$107.00	(Katz)	Great American		Jim Bryant
WRRM, 98.5, 15 KW @ 810, AC		,$ 85.00	(Banner)	Susquehanna		Joe Schildmeyer
WUBE, 105.1, 14 KW @ 920, COUNTRY		,$ 74.00	(Mc-Guild)	American		Bob Backman
WWEZ, 92.5, 11 KW @ 905, BTFL/EZ		,$ 70.00	(CBS)	Federated		Phil McDonald
WWNK, 94.1, 32 KW @ 550, AC		,$ 52.00	(MMR)	Booth		Jim Wood

CALL LETTER CHANGES

WLLT changes calls to WOFX and format from AC to Oldies (July)

FORMAT CHANGES

STATION SALES

WMLX (Florence): Sold to Hoker for $350,000
WBLZ-F: From Panache to Dalton for $7,800,000 (MVP)

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CLEVELAND

Arbitron Rank/Pop (12+): 21/1,764,200

MSA Rank/Pop: 24/1,840,000
ADI # 11
Average Person Ratings: 17.6
Market TSL: 23.3 hours

Stations: 27/23
Diaries: 1596/1105:1/52.2%
Sample Target: 1640
% Below Line: 2.9
% Not Listed: 8.8

1987 Revenue: $44,300,000
HH Inc.: $33,340
Retail $: 13.4 Bil
Pop per Station: 76,704
#1 Biller: WMMS-F $3,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F	(AOR)	311/10.0	12.4	12.5	11.7	12.9	11.7	445/6981	4418/25.0	24.7	27.9	93	16.1	528	6493	WMMS-F
2. WQAL-F	(EZ)	276/ 8.9	11.4	10.1	9.3	8.5	9.9	304/3524	2963/16.8	17.6	16.0	71	5.0	165	2210	WQAL-F
3. WMJI A/F	(AC)	273/ 8.8	7.3	9.0	11.3	13.1	9.1	375/4964	3543/20.1	19.8	21.7	145	7.5	245	2975	WMJI A/F
4. WWWE	(N/T)	254/ 8.2	4.7	5.3	6.4	6.9	6.2	333/5026	3778/21.4	15.5	17.6	80	5.5	181	2747	WWWE
5. WLTF-F	(AC)	229/ 7.4	6.3	7.4	6.5	5.4	6.9	306/4486	3237/18.3	18.6	16.7	132	5.8	191	2287	WLTF-F
6. WZAK-F	(B)	217/ 7.0	8.0	8.9	9.8	7.5	8.4	259/2567	2045/11.6	11.2	11.2	93	12.8	421	3689	WZAK-F
7. WNCX-F	(AOR)	193/ 6.2	4.8	4.8	4.7	4.1	5.1	227/3155	2491/14.1	13.4	11.8	116	5.5	181	2834	WNCX-F
8. WGAR-F	(C)	171/ 5.5	6.1	4.7	4.0	5.9	5.1	220/2833	1958/11.1	10.3	10.6	113	5.7	18	386	WGAR-F
9. WDOK-F	(AC)	147/ 4.7	5.1	6.8	4.4	5.2	5.3	200/3204	2409/13.7	17.6	13.7	145	4.3	140	2157	WDOK-F
10. WNWV-F	(J/NA)	109/ 3.5	2.5	1.0	1.1	1.1	2.0	124/1705	1471/ 8.3	3.7	3.6	154	3.5	116	2018	WNWV-F
11. WRMR	(BB)	96/ 3.1	2.9	1.1	1.1	1.2	2.1	133/1543	1142/ 6.5	3.4	4.1	35	2.7	89	760	WRMR
12. WERE	(N/T)	96/ 3.1	4.4	3.7	2.9	3.2	3.5	99/1819	1670/ 9.5	9.5	9.4	74	3.7	120	2021	WERE
13. WPHR-F	(CHR)	82/ 2.6	1.9	1.6	2.0	1.5	2.0	127/2770	1670/ 9.5	5.9	6.6	65	2.0	64	1629	WPHR-F
14. WRQC-F	(CHR)	61/ 2.0	2.7	2.7	3.1	3.1	2.6	64/1680	1598/ 9.1	9.6	12.0	50	4.0	130	2501	WRQC-F
15. WCLV-F	(CL)	55/ 1.8	1.8	2.1	1.4	1.6	1.8	68/1401	1167/ 6.6	5.4	4.9	78	1.7	57	1278	WCLV-F
16. WABQ	(G)	40/ 1.3	1.0	1.5	1.9	1.3	1.4	40/ 576	576/ 3.3	2.7	2.7	85	1.6	52	318	WABQ
17. WJMO	(B)	33/ 1.1	1.5	1.5	1.8	1.6	1.5	35/ 787	776/ 4.4	4.7	5.5	127	0.9	31	512	WJMO
18. WDBN-F	(EZ)	33/ 1.1	.9	.6	1.0	.7	0.9	22/1330	389/ 2.2	1.8	1.9	73	0.1	4	157	WDBN-F
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.89% (2289 of 2836) (SPG 87: 76.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WMMS-F	1. WMMS-F>	1. WMMS-F	1. WMJI-F+>	1. WMJI-F+>	1. WQAL-F>	1. WMMS-F	1. WQAL-F	1. WMMS-F	1. WWWE >>	1. WZAK-F
2. WZAK-F	2. WNCX-F	2. WMJI-F+	2. WMMS-F<	2. WLTF-F	2. WWWE	2. WMJI-F+	2. WMJI-F+	2. WQAL-F	2. WZAK-F>	2. WWWE <
3. WPHR-F>	3. WZAK-F	3. WLTF-F	3. WLTF-F>	3. WMMS-F	3. WMJI-F+>	3. WQAL-F	3. WMMS-F	3. WMJI-F+	3. WMMS-F	3. WMJI-F
4. WRQC-F	4. WLTF-F	4. WNCX-F	4. WNCX-F	4. WNCX-F	4. WGAR-F	4. WLTF-F	4. WLTF-F	4. WLTF-F	4. WNCX-F	4. WMMS-F
5. WLTF-F	5. WMJI-F+>	5. WZAK-F	5. WZAK-F<	5. WDOK-F	5. WDOK-F	5. WWWE	5. WNCX-F	5. WNCX-F	5. WLTF-F	5. WERE
6. WNCX-F	6. WGAR-F	6. WGAR-F	6. WGAR-F<	6. WWWE <	6. WLTF-F	6. WGAR-F	6. WDOK-F	6. WZAK-F	6. WMJI-F+	WGAR-F
7.	7. WWWE	7. WWWE	7. WWWE	7. WZAK-F	7. WRMR	WZAK-F	7. WWWE	7. WGAR	7. WQAL-F	7. WNCX-F
8.	8.	8.	8.	8. WGAR-F	8.	8.	8.	8.	8.	8. WQAL-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9. WLTF-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10. WNWV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMMS-F	1. WLTF-F	1. WLTF-F>	1. WLTF-F	1. WMJI-F+
2. WZAK-F	2. WMMS-F	2. WMMS-F	2. WMJI-F+	2. WLTF-F>
3. WLTF-F	3. WZAK-F	3. WMJI-F+	3. WMMS-F	3. WDOK-F
4. WNCX-F	4. WMJI-F+	4. WZAK-F	4. WZAK-F	WMMS-F
5. WGAR-F	5. WNCX-F>	5. WNCX-F	5. WGAR-F<	5. WQAL-F
6. WMJI-F+	6. WGAR-F	6. WDOK-F	6. WNCX-F	6. WZAK-F<
7. WRQC-F	7. WDOK-F	7. WGAR-F	7. WDOK-F	7. WGAR-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMMS-F>	1. WMJI-F+
2. WNCX-F>	2. WNCX-F>	2. WNCX-F	2. WNCX-F	2. WMMS-F
3. WZAK-F>	3. WZAK-F	3. WWWE	3. WMJI-F+	3. WWWE
4. WMJI-F+	4. WMJI-F+	WZAK-F	4. WWWE <	4. WNCX-F
5. WPHR-F	5. WWWE >	5. WMJI-F+	5. WZAK-F	5. WLTF-F
6.	6. WLTF-F	6. WLTF-F	6. WLTF-F	6. WZAK-F
7.	7. WGAR-F	WNWV-F	7. WGAR-F	7. WGAR-F<
8.	WNWV-F	8.	8. WNWV-F	8. WNWV-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		166 (3)	166 (3)	5.9	7.7
AOR/CLASSIC		523 (3)	523 (3)	18.4	20.2
AC/OLDIES/SOFT ROCK	30 (2)	643 (3)	673 (5)	23.7	17.1
MOR/VARIETY/FULL	27 (1)		27 (1)	1.0	0.7
COUNTRY	16 (1)	171 (1)	187 (2)	6.6	7.3
BLACK/URBAN	35 (1)	217 (1)	252 (2)	8.9	11.3
BTFL MUSIC/EZ		309 (2)	309 (2)	10.9	16.1
NEWS/TALK	349 (2)		349 (2)	12.3	10.9
NOSTALGIA	130 (3)	16 (1)	130 (3)	4.6	4.7
RELIGION/GOSPEL	40 (1)		56 (2)	2.0	
SPANISH		55 (1)			
CLASSICAL		109 (1)	55 (1)	1.9	1.8
JAZZ/NEW AGE			109 (1)	3.8	
UNKNOWN/OTHERS					0.7
	627 (11)	2209 (16)	2836 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEOL	930	Elyria	.9/1.7
WGAR	1220	Cleveland	.5/2.9
WHK	1420	Cleveland	.8/2.5
WRKG	1380	Lorain	.6/ .7
WZLE-F	104.9	Lorain	.5/1.7
WKDD-F	96.5	Akron	.7/4.2
WONE-F	97.5	Akron	.6/3.3
CKLW	800	Windsor	.5/2.0

RADIO STATIONS

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, GOSPEL	NBN,$ 20.00	(---)		Michael Gallagher
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	CBS,MBS,$ 58.00	(Banner)	Metropolis	
WGAR, 1220, 50 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(HNWH)	Nationwide	John Blassingame
WHK , 1420, 5 KW (DA-N)	, OLDIES	NBC,$ 38.00	(Katz)	Malrite	Lonnie Gronek
WJMO, 1490, 1 KW	, BLACK	NBN,SBN,$ 39.00	(MMR)	United	Curtis Shaw
WRMR, 850, 10 KW/5 KW (DA-2)	, NOSTALGIA	APR,$ 43.00	(Christal)	Booth	Roger Turner
WWWE, 1100, 50 KW	, NEWS/TALK	CNN,ABC-I,$ 80.00	(Eastman)		Harvey Simms

FM STATIONS

WCLV, 95.5, 31 KW @ 600, CLASSICAL		,$ 58.00	(CMBS)		C. Patrick
WDOK, 102.1, 9 KW @ 1000, SOFT AC		,$ 80.00	(Eastman)		Marianne Johnson
WGAR, 99.5, 50 KW @ 500, COUNTRY		ABC-E,$ 86.00	(HNWH)	Nationwide	John Blassingame
WLTF, 106.5, 11 KW @ 1060, AC		APR,$110.00	(Christal)	Booth	Roger Turner
WMJI, 105.7, 27 KW @ 900, AC		,$115.00	(Eastman)	Jacor	Phil Levine
WMMS, 100.7, 34 KW @ 600, AOR/CHR		Source,$154.00	(Katz)	Malrite	Lonnie Gronek
WNCX, 98.5, 16 KW @ 960, CLASSIC ROCK		ABC-F,$ 75.00	(Banner)	Metropolis	
WNWV, 107.3, 50 KW @ 466, JAZZ/NEW AGE		SMN,$ 50.00	(Torbet)		(ELYRIA) Gary Kneisley
WPHR, 107.9, 16 KW @ 892, CHR		US 1,ABC-C,$ 59.00	(Republic)	Ardman	Mark Heiden
WQAL, 104.1, 11 KW @ 1060, BTFL/EZ		,$100.00	(Christal)	ML Media	Mark Biviano
WRQC, 92.3, 27 KW @ 234, CHR		ABC-C,ABC-R,$ 57.00	(MMR)	United	Shannon Lange
WZAK, 93.1, 28 KW @ 620, BLACK		CBS-R,$ 87.00	(Durpetti)	Zapis	Xen Zapis

CALL LETTER CHANGES

FORMAT CHANGES

WDOK-F: From EZ to Soft AC

STATION SALES

WQAL-F: From WIN to ML Partners for $15,000,000
WMJI: Sold by Jacor to Gore for $845,000
WERE, WNCX-F: From Metropolis to Metroplex for $11,600,000

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COLORADO SPRINGS

Arbitron Rank/Pop (12+): 116/310,500

MSA Rank/Pop: 120/380,000
ADI # 97 (w/Pueblo)
Average Person Ratings: 16.0
Market TSL: 21.5 hours

Stations: 19/15
Diaries: 770/403:1/59.0%
Sample Target: 660
% Below Line: 8.4
% Not Listed: 10.3

1987 Revenue: $10,500,000
HH Inc.: $31,898
Retail $: 2.5 Bil
Pop per Station: 20,700
#1 Biller: KILO-F $2,000,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIKX-F	(CHR)	57/11.5	16.6	15.1	12.0	10.6	----	70/977	754/24.3	30.2	26.2	45	15.4	95	852	KIKX-F
2. KILO-F	(AOR)	55/11.1	13.3	8.2	12.0	14.7	----	80/919	607/19.5	23.1	19.8	88	16.1	99	902	KICO-F
3. KKCS A/F	(C)	51/10.3	11.6	8.1	9.0	10.4	----	61/713	584/18.8	21.5	17.3	118	8.9	55	574	KKCS A/F
4. KRDO-F	(EZ)	49/ 9.9	7.0	8.2	9.2	10.6	----	82/867	551/17.7	16.6	16.6	42	3.7	23	353	KRDO-F
5. KVUU-F	(AC)	41/ 8.2	6.3	7.9	11.4	11.6	----	52/877	628/20.2	19.5	20.7	120	8.0	49	612	KVUU-F
6. KSPZ-F	(AC)	26/ 5.6	6.5	9.0	7.8	9.2	----	35/538	384/12.4	15.7	16.8	138	5.7	35	361	KSPZ-F
7. KKFM-F	(AOR)	26/ 5.2	7.0	8.2	4.6	4.5	----	35/563	421/13.6	15.0	13.0	148	9.6	59	564	KKFM-F
8. KATM-F	(CHR)	24/ 4.8	---	---	---	---	----	36/533	304/ 9.8	---	---	50	3.4	21	293	KATM-F
9. KSSS	(C)	20/ 4.0	3.3	7.5	5.6	3.7	----	21/391	330/10.6	7.4	12.7	113	4.1	25	338	KSSS
10. KVOR	(N/T)	19/ 3.8	5.5	5.0	5.4	5.9	----	19/354	337/10.9	14.5	12.1	82	4.4	27	331	KVOR
11. KRDO	(O)	18/ 3.6	1.4	2.1	1.8	1.2	----	18/376	335/10.8	6.1	7.2	117	3.3	20	236	KRDO
12. KKQX-F	(AC)	17/ 3.4	3.5	.8	---	---	----	20/252	236/ 7.6	7.0	2.4	144	1.8	11	220	KKQX-F
13. KOA	(N/T)	13/ 2.6	3.7	3.1	2.6	2.5	----	29/542	286/ 9.2	11.2	9.3	81	2.8	17	367	KOA

12+ FM SHARE (METRO): 78.48% (350 of 446) (SPG 87: 73.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KIKX-F>>	1. KILO-F>	1. KILO-F	1. KKCS-AF	1. KKCS-AF	1. KKCS-AF	1. KIKX-F<	1. KKCS-AF	1. KILO-F<	1. KIKX-F	1. KKFM-F
2. KATM-F	2. KIKX-F	2. KIKX-F	2. KILO-F<	2. KILO-F	2. KILO-F	2. KKCS-AF	2. KRDO-F	2. KIKX-F	KILO-F>>	2. KVOR
3. KILO-F>	3. KKFM-F	3. KKCS-AF	3. KVUU-F	KVUU-F	KVUU-F	3. KRDO-F	3. KILO-F	3. KKCS-AF	3. KATM-F	3. KILO-F
4.	KVUU-F	4. KVUU-F	4. KRDO-F<	4. KRDO-F	4. KRDO-F	4. KILO-F	4. KIKX-F	4. KVUU-F	4. KRDO-F	4. KIKX-F
5.	5. KKCS-AF	5. KKFM-F<	5. KKFM-F	5. KKFM-F	5. KKFM-F	5. KVUU-F	5. KVUU-F	5. KATM-F	5. KKOS-F	KRDO-F
	KSPZ-F		KSPZ-F	KSPZ-F	KSPZ-F	6. KVOR				KSSS

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KIKX-F>>	1. KIKX-F>	1. KVUU-F	1. KIKX-F	1. KVUU-F
2. KILO-F>	2. KVUU-F	2. KSPZ-F	2. KVUU-F	2. KKCS-AF
3. KATM-F	3. KILO-F	3. KILO-F	3. KKCS-AF	3. KRDO-F
4. KVUU-F	4. KSPZ-F	4. KIKX-F	KRDO-F	4. KSPZ-F
5.	5. KKFM-F	KKFM-F	5. KSPZ-F	5. KIKX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KILO-F<	1. KILO-F>>	1. KILO-F>	1. KILO-F>>	1. KILO-F
2. KIKX-F>>	2. KIKX-F	2. KKFM-F>	2. KKCS-AF	2. KKCS-AF
3. KATM-F	3. KKFM-F	3. KKCS-AF	3. KIKX-F	3. KKFM-F>
4. KKCS-AF	4. KKCS-AF	4. KSPZ-F	4. KKFM-F	4.
5. KVUU-F	5. KVUU-F	5. KVUU-F	5. KVUU-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		81 (2)	81 (2)	18.2	16.5
AOR/CLASSIC		81 (2)	81 (2)	18.2	17.8
AC/OLDIES/SOFT ROCK	18 (1)	86 (3)	104 (4)	23.3	20.6
MOR/VARIETY/FULL					3.2
COUNTRY	23 (2)	48 (1)	71 (3)	15.9	17.2
BLACK/URBAN					
BTFL MUSIC/EZ		49 (1)	49 (1)	11.0	10.1
NEWS/TALK	32 (2)		32 (2)	7.2	8.9
NOSTALGIA	9 (1)		9 (1)	2.0	3.4
RELIGION/GOSPEL	14 (2)	2 (1)	16 (3)	3.6	0.7
SPANISH					
CLASSICAL		3 (1)	3 (1)	0.7	0.7
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.9
	96 (8)	350 (11)	446 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMN	1530	Colorado Springs	1.8/3.2
KKRE	1040	Monument	2.4/5.1
KWYD-F	105.5	Security	.4/1.9
KFEL	970	Pueblo	.4/1.3
KVOD-F	99.5	Denver	.6/2.4

MISCELLANEOUS COMMENTS KVOR, KSPZ-F sold by Penn for $7,200,000 (Kalil)...

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN,$ 16.00	(K & P)			Ed Rankin
KKRE, 1040, 5 KW (DAYS,DA)	, ? ?	,$ NA	(---)		(MONUMENT)	
KRDO, 1240, 1 KW (DA-1)	, OLDIES	,$ 16.00	(HNWH)			Neil Klocksiem
KSSS, 740, 1 KW/250 W (DA-2)	, COUNTRY	MBS,$ 31.00	(Mc-Guild)	Lakoduk		Larry Lakoduk
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	NBC-T,ABC-T,$ 32.00	(Katz)	Penn		
KIKX-F, 102.7, 43 KW @ 2000, CHR		,$ 51.00	(Banner)	First Sierra		Barb Beddor
KILO-F, 93.9, 83 KW @ 2110, AOR		,$ 50.00	(Republic)	Bahakel		Lou Mellini
KKCS-F, 101.9, 79 KW @ 2220, COUNTRY		ABC-D,$ 43.00	(Torbet)			Bob Gourley
KKFM-F, 96.5, 72 KW @ 2300, AOR		ABC-F,$ 45.00	(Christal)	Citadel		Bob Proffitt
KRDO-F, 95.1, 91 KW @ 2010, BTFL/EZ		,$ 40.00	(HNWH)			Neil Klocksiem
KSPZ-F, 92.9, 25 KW @ 2130, AC		,$ 46.00	(Katz)	Penn		
KVUU-F, 99.9, 68 KW @ 2000, AC		ABC-E,$ 39.00	(Mc-Guild)	Lakoduk		Larry Lakoduk
KWYD-F, 105.5, 6 KW @ 300, RELIGION		,$ 12.00	(---)		(SECURITY)	Ed Patrick
KKQX-F, 106.3, 71 W @ ?? , AC		,$ 22.00	(Moore)			Lou Allen

KATM-F - See Pueblo

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COLUMBIA, SC

Arbitron Rank/Pop (12+): 93/375,000

MSA Rank/Pop: 105/455,000
ADI # 87
Average Person Ratings: 16.9
Market TSL: 22.5 hours

Stations: 16/16
Diaries: 827/453:1/56.3%
Sample Target: 750
% Below Line: 0
% Not Listed: 8.5

1987 Revenue: $11,900,000
HH Inc.: $32,843
Retail $: 2.9 Bil
Pop per Station: 23,438
#1 Biller: WCOS A/F $2,700,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCOS-F (C)	124/19.5	16.6	17.8	16.8	14.2	----	218/2190	1143/30.5	29.5	28.2	121				WCOS-F
2. WWDM-F (B)	119/18.7	18.9	18.9	15.7	14.3	----	209/1604	887/23.7	23.7	22.5	83				WWDM-F
3. WNOK-F (CHR)	56/ 8.3	7.8	8.4	13.9	12.2	----	116/1922	950/25.3	24.8	24.4	67				WNOK-F
4. WMFX-F (AOR)	38/ 6.0	4.9	9.5	2.6	3.2	----	48/ 733	559/14.9	12.9	16.8	85				WMFX-F
WSCQ-F (AC)	38/ 6.0	5.6	5.2	4.7	3.7	----	38/ 535	508/13.5	15.6	12.5	142				WSCQ-F
6. WVOC (N/T)	37/ 5.8	4.6	4.6	5.9	5.5	----	45/ 598	484/12.9	16.6	13.3	69				WVOC
7. WCEZ-F (EZ)	34/ 5.4	8.4	6.8	5.1	5.9	----	37/ 405	322/ 8.6	12.6	12.7	106				WCEZ-F
8. WTCB-F (AC)	32/ 5.0	4.1	4.6	4.9	5.9	----	73/1003	459/12.2	12.9	14.3	130				WTCB-F
9. WOIC (B)	22/ 3.5	5.7	4.3	4.4	6.2	----	26/ 421	394/10.5	12.1	10.6	97				WOIC
10. WTGH (R/G)	21/ 3.3	4.1	1.6	2.4	3.3	----	23/ 280	248/ 6.6	5.9	3.7	85				WTGH
11. WYYS-F (CHR)	20/ 3.1	---	1.0	2.3	4.0	----	20/ 360	338/ 9.0	---	7.8	100				WYYS-F
12. WKWQ-F (AOR)	15/ 2.4	1.3	---	2.1	---	----	15/ 257	255/ 6.8	3.0	---	117				WKWQ-F
13. WPRH-F (B/U)	12/ 1.9	4.9	5.3	6.0	8.7	----	12/ 399	393/10.5	14.5	15.1	105				WPRH-F

12+ FM SHARE (METRO): 83.99% (488 of 581) (SPG 87: 86.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WWDM-F>	1. WWDM-F>>	1. WWDM-F	1. WCOS-F>	1. WCOS-F>	1. WCOS-F>>	1. WCOS-F>	1. WCOS-F>	1. WCOS-F	1. WWDM-F>>	1. WWDM-F>
2. WNOK-F>	2. WCOS-F	2. WCOS-F>>	2. WWDM-F>>	2. WWDM-F>>	2. WVOC <	2. WWDM-F	2. WWDM-F>	2. WNDM-F>	2. WCOS-F	2. WCOS-F>
3. WCOS-F>	3. WMFX-F	3. WNOK-F	3. WSCQ-F	3. WSCQ-F	3. WCEZ-F	3. WVOC	3. WNOK-F	3. WNOK-F>	3. WNOK-F>	3. WVOC
4.	4. WNOK-F>	4. WMFX-F	4. WTCB-F	4. WTCB-F	4. WWDM-F	4. WNOK-F	4. WMFX-F	4. WMFX-F	4. WVOC	4.
5.	5. WSCQ-F	5. WSCQ-F	5. WNOK-F	5. WNOK-F	5. WSCQ-F	5. WSCQ-F	5. WSCQ-F	5. WSCQ-F	5.	5.
	WTCB-F			6. WCEZ-F			WTCB-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WWDM-F>>	1. WWDM-F>>	1. WWDM-F	1. WWDM-F>	1. WCOS-F>
2. WNOK-F>>	2. WCOS-F	2. WCOS-F>>	2. WCOS-F>	2. WWDM-F
3. WTCB-F	WNOK-F>	3.	3. WNOK-F>	3. WCEZ-F
4. WTGH	4. WTCB-F	4.	4. WTCB-F	4. WN[illegible]
5. WMFX-F	5. WMFX-F	5.	5. WSCQ-F	WSCQ-F
	WTGH			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMFX-F	1. WWDM-F>	1. WWDM-F>	1. WWDM-F<	1. WCOS-F>
2. WWDM-F>	2. WMFX-F>	2. WCOS-F<	2. WCOS-F>	2. WWDM-F
3. WNOK-F	3. WCOS-F	3. WMFX-F	3. WMFX-F	3. WSCQ-F
4. WCOS-F	4. WKWQ-F	4. WKWQ-F	4. WSCQ-F	4. WTCB-F
WOIC	5. WNOK-F	WSCQ-F	5. WNOK-F	5. WMFX-F
	WSCQ-F		WTCB-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	2 (1)	76 (2)	78 (3)	13.4	15.4
AOR/CLASSIC		53 (2)	53 (2)	9.1	10.6
AC/OLDIES/SOFT ROCK		70 (2)	70 (2)	12.0	12.1
MOR/VARIETY/FULL					
COUNTRY	7 (1)	124 (1)	131 (2)	22.5	21.0
BLACK/URBAN	22 (1)	131 (2)	153 (3)	26.3	26.0
BTFL MUSIC/EZ		34 (1)	34 (1)	5.9	7.6
NEWS/TALK	37 (1)		37 (1)	6.4	5.1
NOSTALGIA					
RELIGION/GOSPEL	21 (1)		21 (1)	3.6	2.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	4 (1)		4 (1)	0.7	
	93 (6)	488 (10)	581 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOS	1400	Columbia	1.1/3.8
WLGO	1170	Lexington	.6/1.2
WNOK	1230	Columbia	.3/2.6

MISCELLANEOUS COMMENTS WOIC, WMMC-F sold by Alpha to John Price for $2,750,000 (Blackburn)...
WMMC changes to WPRH (May) and format to Urban/CHR...
WZLD changes to WYYS (February)...

RADIO STATIONS

WCOS, 1400, 1 KW	, COUNTRY	ABC-I,$ NA	(Mc-Guild)	Buck	Jake Bogan
WNOK, 1230, 1 KW	, CHR	ABC-R,$ NA	(Katz)	Audubon	Bill McElveen
WOIC, 1320, 5 KW/2.5 KW (DA-N)	, BLACK	ABC-F,$ 28.00	(Banner)	John Price	
WQXL, 1470, 5 KW (DAYS)	, RELIGION	,$ 10.00	(Busby)		D. Alderfer
WTGH, 620, 1 KW (DAYS,DA)	, RELIGION	SBN,$ 12.00	(---)		Raleigh Williams
WVOC, 560, 5 KW (DA-N)	, NEWS/TALK	CBS,$ 28.00	(Banner)		Jack Lovelady
WCEZ-F, 93.5, 3 KW @ 300,	BTFL/EZ	NBC,$ 38.00	(Banner)		Jack Lovelady
WCOS-F, 97.9, 100 KW @ 985,	COUNTRY	ABC-I,$ 85.00	(Mc-Guild)	Buck	Jake Bogan
WMFX-F, 102.3, 3 KW @ 322,	AOR	,$ 37.00	(Durpetti)	Signature	
WPRH-F, 103.1, 3 KW @ 300,	CONTEMP/URBAN	ABC-F,$ 33.00	(Banner)	John Price	
WNOK-F, 104.7, 100 KW @ 1004,	CHR	ABC-R,$ 74.00	(Katz)	Audubon	Bill McElveen
WSCQ-F, 100.1, 3 KW @ 330,	SOFT AC	CBS-R,$ 42.00	(Republic)		Bill Benton
WWDM-F, 101.3, 100 KW @ 1322,	BLACK	US 1,$ 70.00	(HNWH)	(SUMTER)	John Marshall
WYYS-F, 96.7, 3 KW @ 300,	CHR (?)	,$ 25.00	(---)		Ken Watts
WTCB-F, 106.7, 100 KW @ 787,	AC	APR,$ 42.00	(Christal)	Keymarket	Mike Steinhilper

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COLUMBUS, GA

Arbitron Rank/Pop (12+): 152/203,000

MSA Rank/Pop: 174/253,300
ADI # 120
Average Person Ratings: 15.7
Market TSL: 21.5 hours

Stations: 11/9
Diaries: 525/387:1/47.1%
Sample Target: 560
% Below Line: 5.0
% Not Listed: 7.9

1987 Revenue: $6,800,000
HH Inc.: $27,955
Retail $: 1.36 Bil
Pop per Station: 22,556
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFXE-F (B)	52/16.4	---	16.6	---	21.3	----	54/ 617	587/28.9	---	25.7	95				WFXE-F
2. WCGQ-F (CHR)	47/14.8	---	14.2	---	18.3	----	81/1126	641/31.6	---	27.9	44				WCGQ-F
3. WOKS (B)	39/12.3	---	13.6	---	8.6	----	40/ 364	354/17.4	---	19.8	106				WOKS
4. WSTH-F (C)	38/11.9	---	9.9	---	6.0	----	113/1036	334/16.5	---	13.7	147				WSTH-F
5. WNKS-F (C)	36/11.3	---	11.9	---	9.0	----	75/1013	472/23.3	---	21.6	69				WNKS-F
6. WGSY-F (AC)	24/ 7.5	---	8.6	---	7.3	----	29/ 460	344/16.9	---	20.3	164				WGSY-F
WRCG (BB)	24/ 7.5	---	5.0	---	7.0	----	27/ 232	190/ 9.4	---	10.1	77				WRCG
8. WPNX (C)	12/ 3.8	---	4.6	---	5.6	----	15/ 152	130/ 6.4	---	9.7	137				WPNX
WEKS-F (B)	12/ 3.8	---	3.3	---	4.0	----	24/ 333	171/ 8.4	---	6.9	103				WEKS-F
10. WDAK (O)	5/ 1.6	---	2.6	---	.7	----	7/ 159	120/ 5.9	---	7.7	119				WDAK

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 72.69% (213 of 293) (SPG 87: 71.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WCGQ-F	1. WNKS-F<	1. WFXE-F	1. WFXE-F	1. WSTH-F	1. WSTH-F	1. WCGQ-F	1. WOKS	1. WFXE-F	1. WFXE-F>	1. WFXE-F
2. WFXE-F>>	2. WFXE-F	2. WNKS-F	2. WSTH-F	2. WFXE-F	2. WOKS-F	2. WFXE-F	2. WSTH-F	2. WCGQ-F	2. WCGQ-F>	2. WOKS-F>
3.	3. WCGQ-F>>	3. WCGQ-F	3. WGSY	3. WOKS-F<	3. WRCG-F>	3. WNKS-F<	3. WCGQ-F	3. WSTH-F	3. WNKS-F	3. WNKS-F
4.	4. WOKS-F	4. WSTH-F	WOKS-F>	4. WGSY-F	4. WFXE-F	4. WSTH-F	4. WFXE-F	4. WNKS-F	WOKS-F	WRCG-F
5.	5.	5. WGSY	5.	5.	5. WGSY-F	5.	5. WNKS-F	5.	5.	WSTH-F
		WOKS-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFXE-F	1. WFXE-F>>	1. WFXE-F	1. WFXE-F>>	1. WFXE-F	1. WCGQ-F	1. WNKS-F	1. WNKS-F	1. WNKS-F	1. WSTH-F
2. WNKS-F	2. WOKS-F	2. WOKS-F<	2. WOKS-F	WSTH-F	WNKS-F>>	2. WCGQ-F>>	2. WFXE-F	2. WCGQ-F>	2. WFXE-F
3. WCGQ-F	3. WGSY-F	3. WGSY-F	3. WGSY-F	3. WOKS-F	3. WFXE-F	3. WFXE-F>>	3. WEKS-F	3. WFXE-F	3. WGSY-F
4.	WNKS-F	4. WSTH-F	WSTH-F	4. WGSY-F	4.	4.	4. WGSY-F	4. WSTH-F	WNKS-F
5.	5.	5.	5.	5.	5.	5.	WOKS-F	5. WGSY-F	WOKS-F
							WSTH-F		

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	16.0	27.8
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	5 (1)	24 (1)	29 (2)	9.9	12.0
MOR/VARIETY/FULL					
COUNTRY	12 (1)	74 (2)	86 (3)	29.4	15.0
BLACK/URBAN	39 (1)	64 (2)	103 (3)	35.2	36.3
BTFL MUSIC/EZ					1.4
NEWS/TALK					
NOSTALGIA	24 (1)		24 (1)	8.2	5.3
RELIGION/GOSPEL		4 (1)	4 (1)	1.4	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	80 (4)	213 (7)	293 (11)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVFJ-F 93.3 Manchester 1.3/3.0

MISCELLANEOUS COMMENTS Arbitron fell 6.3% short of sample target...

RADIO STATIONS

WDAK, 540, 5 KW/500 W (DA-N)	, OLDIES	ABC-E,$ 14.00	(Mc-Guild)		Allan Woodall
WEAM, 1580, 1 KW (DA-N)	, RELIGION	,$ 8.00	(---)	Buck	T. Carroll
WHYD, 1270, 5 KW (DAYS)	, RELIGION	,$ 11.00	(---)		
WOKS, 1340, 1 KW (DA-1)	, BLACK	NBN,SBN,$ 27.00	(Katz)	Davis	Wayne Bishop
WPNX, 1460, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-I,$ 15.00	(Mc-Guild)		Jim Martin
WRCG, 1420, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 14.00	(Christal)		Joe McClure
WCGQ-F, 107.3, 100 KW @ 610, CHR		ABC-C,$ 34.00	(Christal)		Joe McClure
WFXE-F, 104.9, 3 KW @ 300, BLACK		ABC-F,$ 37.00	(Katz)	Davis	Wayne Bishop
WGSY-F, 100.1, 3 KW @ 300, AC		,$ 31.00	(Eastman)	Woodfin	Ken Woodfin
WNKS-F, 102.9, 100 KW @ 1521, CHR		ABC-R,$ 30.00	(Mc-Guild)		Jim Martin
WSTH-F, 106.1, 100 KW @ 998, COUNTRY		,$ 29.00	(Mc-Guild)		Allan Woodall

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COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,077,900

MSA Rank/Pop: 36/1,300,000
ADI # 33
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 20/19
Diaries: 1524/707:1/55.9%
Sample Target: 1280
% Below Line: 2.6
% Not Listed: 10.7

1987 Revenue: $34,100,000
HH Inc.: $32,109
Retail $: 9.2 Bil
Pop per Station: 56,732
#1 Biller: WLVQ-F $6,500,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSNY-F (AC)	206/12.1	8.9	8.7	6.8	9.7	9.1	224/2801	2596/24.1	20.4	19.8	132	8.2	146	1614	WSNY-F
2. WNCI-F (CHR)	195/11.4	10.0	9.8	10.6	9.2	10.5	287/3905	2757/25.6	23.9	22.7	85	13.8	246	3082	WNCI-F
3. WTVN (MOR)	173/10.1	9.3	9.8	7.6	10.1	9.2	213/2628	2080/19.3	18.7	20.4	122	10.2	181	1944	WTVN
4. WBNS-F (EZ)	157/ 9.2	9.8	10.9	10.7	8.9	10.2	180/2337	1951/18.1	18.0	17.9	83	4.2	74	1511	WBNS-F
5. WLVQ-F (AOR)	135/ 7.9	8.9	9.5	11.9	11.3	10.0	175/2397	1812/16.8	21.8	21.7	95	13.8	246	2778	WLVQ-F
6. WXGT-F (CHR)	116/ 6.8	9.2	8.0	8.3	9.2	8.1	143/2721	2156/20.0	23.3	22.9	81	10.2	182	3204	WXGT-F
7. WMGG-F (O)	101/ 5.9	4.6	4.6	3.6	4.1	4.7	117/1593	1355/12.6	12.5	12.5	124	8.5	151	1704	WMGG-F
8. WHOK-F (C)	90/ 5.3	4.9	4.8	4.4	4.4	4.9	146/1597	1069/ 9.9	10.7	8.6	117	4.2	74	1061	WHOK-F
9. WCOL (BB)	51/ 3.0	2.6	1.5	2.5	1.8	2.4	52/ 712	702/ 6.5	4.7	6.0	43	1.3	23	417	WCOL
10. WMNI (C)	47/ 2.8	3.2	3.8	3.4	3.3	3.3	49/ 633	572/ 5.3	12.5	12.5	86	3.5	63	701	WMNI
11. WLW (MOR)	45/ 2.6	1.6	1.2	2.7	2.1	2.0	70/1162	726/ 6.7	5.4	7.4	100	1.5	26	716	WLW
12. WVKO (B)	43/ 2.5	2.1	2.7	1.9	3.1	2.3	43/ 727	727/ 6.7	5.9	7.1	92	4.6	82	1039	WVKO
13. WCKX-F (B)	40/ 2.3	3.2	1.7	2.7	1.8	2.5	40/ 548	548/ 5.1	3.5	5.6	91	1.7	31	634	WCKX-F
14. WBBY-F (J)	32/ 1.9	2.7	2.1	1.8	2.3	2.1	33/ 670	650/ 6.0	5.4	7.4	132	.9	16	454	WBBY-F
15. WRFD (R/G)	20/ 1.2	.9	1.3	1.4	1.2	1.2	26/ 470	364/ 3.4	2.8	3.6	100	1.1	19	227	WRFD
WBNS (MOR)	20/ 1.2	1.8	2.4	1.5	2.0	1.7	20/ 547	515/ 4.8	11.6	6.0	100	1.3	24	675	WBNS
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 72.51% (1105 of 1524) (SPG 87: 72.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNCI-F	1. WNCI-F	1. WSNY-F	1. WSNY-F>	1. WSNY-F>	1. WTVN <	1. WTVN	1. WSNY-F>	1. WSNY-F	1. WSNY-F<	1. WBNS-F
2. WXGT-F>>	2. WLVQ-F	2. WNCI-F	2. WTVN	2. WTVN	2. WBNS-F>	2. WNCI-F	2. WBNS-F<	2. WNCI-F	2. WNCI-F>	2. WSNY-F
3. WLVQ-F	3. WSNY-F	3. WLVQ-F	3. WNCI-F	3. WNCI-F	3. WSNY-F>	3. WSNY-F>	WTVN	3. WTVN	3. WBNS-F	3. WTVN
4. WCKX-F	4. WMGG-F	4. WTVN <	4. WLVQ-F	4. WBNS-F<	4. WHOK-F	4. WLVQ-F	4. WNCI-F	4. WBNS-F	4. WXGT-F	4. WBNS
5. WSNY-F	5. WXGT-F>	5. WMGG-F	5. WMGG-F	5. WLVQ-F	5. WCOL	5. WBNS-F	5. WLVQ-F	5. WLVQ-F	5. WLW	WCKX-F
WVKO	6.	6. WXGT-F	6. WBNS-F	6. WMGG-F	6. WMNI	6. WXGT-F	6. WHOK-F<	6. WXGT-F	6. WLVQ-F	6. WXGT-F
7.	7.	7.	7. WXGT-F	7. WHOK-F	7.	7.	7. WMGG-F	7.	7. WTVN	7. WNCI-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNCI-F	1. WNCI-F	1. WNCI-F<	1. WSNY-F	1. WSNY-F>
2. WSNY-F>>	2. WSNY-F>>	2. WSNY-F>	2. WNCI-F>>	2. WTVN
3. WXGT-F	3. WXGT-F	3. WLVQ-F<	3. WXGT-F	3. WNCI-F
4. WLVQ-F	4. WLVQ-F>	4. WXGT-F	4. WTVN	4. WBNS-F
5.	5.	5. WMGG-F	5. WBNS-F	5. WXGT-F
6.	6.	WTVN	WLVQ-F	6. WLVQ-F
7.	7.	7.	7.	7. WHOK-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLVQ-F>	1. WLVQ-F	1. WMGG-F	1. WLVQ-F	1. WTVN
2. WMGG-F	2. WMGG-F>	2. WLVQ-F	2. WMGG-F	2. WSNY-F
3. WNCI-F	3. WNCI-F	3. WNCI-F<	3. WSNY-F	3. WMGG-F
4. WHOK-F	4. WSNY-F	4. WSNY-F>	4. WNCI-F	4. WLVQ-F
5.	5. WXGT-F	5. WTVN <	WTVN >	5. WNCI-F
6.	6. WHOK-F	6. WXGT-F<	6. WHOK-F	6. WHOK-F
7.	7.	7. WLW	7. WXGT-F	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		311 (2)	311 (2)	20.4	20.4
AOR/CLASSIC		236 (2)	236 (2)	15.5	12.6
AC/OLDIES/SOFT ROCK		220 (2)	220 (2)	14.4	16.0
MOR/VARIETY/FULL	247 (4)		247 (4)	16.2	15.8
COUNTRY	58 (2)	90 (1)	148 (3)	9.7	9.4
BLACK/URBAN	43 (1)	59 (2)	102 (3)	6.7	8.2
BTFL MUSIC/EZ		157 (1)	157 (1)	10.3	11.0
NEWS/TALK					
NOSTALGIA	51 (1)		51 (1)	3.3	2.0
RELIGION/GOSPEL	20 (1)		20 (1)	1.3	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		32 (1)	32 (1)	2.1	2.5
UNKNOWN/OTHERS					
	419 (9)	1105 (11)	1524 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLT	1430	Newark	.5/1.3
WCLT-F	100.3	Newark	.8/2.9
WHTH	790	Heath	.6/ .9
WZZT-F	103.1	Johnstown	1.1/4.6

RADIO STATIONS

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N)	, MOR	ABC-I,$ 41.00	(Banner)	Columbus Dispatch		Tom Stewart
WCOL, 1230, 1 KW	, NOSTALGIA	CBS,SMN,$ 30.00	(Christal)	Great Trails		Randy Rahe
WMNI, 920, 1 KW/500 W (DA-2)	, COUNTRY	MBS,$ 38.00	(Torbet)			Mark Jividen
WRFD, 880, 5 KW (DAYS)	, RELIGION	CNN,$ 20.00	(---)	Salem		Bill Caridas
WTVN, 610, 5 KW (DA-N)	, MOR/AC	ABC-E,$115.00	(Katz)	Great America		Perry Frey
WVKO, 1580, 1 KW/250 W (DA-2)	, BLACK	SBN,$ 34.00	(Mc-Guild)	Saga		Al Fetch

FM STATIONS

WBBY, 103.9, 2.7 KW @ 360, JAZZ	US 2,$ 30.00	(Torbet)				Carl Nourse
WBNS, 97.1, 26 KW @ 660, BTFL/EZ	,$ 71.00	(Banner)	Columbus Dispatch			Tom Stewart
WCKX, 106.3, 3 KW @ 328, BLACK	NBN,$ 29.00	(Roslin)				Jack Harris
WLVQ, 96.3, 18 KW @ 753, AOR	Source,$100.00	(Katz)	Great American			Tom Thon
WMGG, 99.7, 50 KW @ 500, CLASSIC ROCK	MBS,$ 62.00	(Torbet)				Mark Jividen
WNCI, 97.9, 175 KW @ 565, CHR	ABC-C,$109.00	(MMR)	Nationwide			Dale Weber
WSNY, 94.7, 22 KW @ 753, AC	,$104.00	(Mc-Guild)	Saga			Al Fitch
WXGT, 92.3, 18 KW @ 753, CHR	CBS-R,$ 70.00	(Christal)	Great Trails			Randy Rahe
WHOK, 95.5, 50 KW @ 215, COUNTRY	APR,$ 39.00	(Christal)			(LANCASTER)	Stan Robinson
WZZT, 103.1, 1.5 KW @ 455, BLACK	MBS,$ 34.00	(K & P)				Vince Fruge

WLW - See Cincinnati

CALL LETTER CHANGES

WZZT: Changes to WXLE (July)

FORMAT CHANGES

WXLE: From Black to Oldies
WMGG: From AC/Oldies to Classic Rock
WZZT: From Black to Oldies (July)

STATION SALES

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CORPUS CHRISTI

Arbitron Rank/Pop (12+): 123/289,500

MSA Rank/Pop: 129/370,000
ADI # 120
Average Person Ratings: 16.8
Market TSL: 22.5 hours

Stations: 19/17
Diaries: 811/357:1/51.0%
Sample Target: 650
% Below Line: 0.8
% Not Listed: 7.4

1987 Revenue: $7,800,000
HH Inc.: $31,129
Retail $: 2.5 Bil
Pop per Station: 17,029
#1 Biller: KZFM-F $1,400,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOUL-F	(C)	82/16.9	13.0	12.4	6.0	9.1	----	102/1140	893/30.8	23.4	22.2	118	17.9	84	822	KOUL-F
2. KZFM-F	(CHR)	73/15.1	14.5	14.5	15.4	18.8	----	102/1285	886/30.6	29.8	34.2	70	17.2	81	1080	KZFM-F
3. KNCN-F	(AOR)	51/10.5	7.5	11.6	8.9	9.3	----	64/ 579	521/18.0	18.8	20.3	101	12.3	58	672	KNCN-F
4. KRYS A/F	(C)	46/ 9.4	9.8	11.2	14.1	8.7	----	62/ 867	589/20.3	16.8	18.1	133	9.4	44	529	KRYS A/F
5. KUNO-F	(SP)	40/ 8.2	11.1	7.7	5.6	9.9	----	43/ 415	358/12.4	11.4	10.8	91	6.6	31	465	KUNO
6. KCCT	(SP)	34/ 7.0	6.0	3.9	4.1	5.2	----	36/ 404	346/12.0	10.5	10.8	119	1.1	5	132	KCCT
7. KJKC-F	(CHR)	30/ 6.2	7.5	8.1	6.2	4.9	----	31/ 466	459/15.9	19.1	22.4	37	9.4	44	678	KJKC-F
8. KEYS	(O)	28/ 5.8	3.8	1.5	4.6	4.3	----	31/ 433	376/13.0	10.1	7.4	143	3.0	14	251	KEYS
9. KLTG-F	(AC)	19/ 3.9	3.4	7.4	10.0	8.4	----	26/ 391	313/10.8	9.7	10.9	126	3.0	14	288	KLTG-F
10. KDAE	(EZ)	11/ 2.3	2.4	.4	1.0	2.1	----	18/ 177	105/ 3.6	5.7	1.6	100	1.1	5	86	KDAE
11. KSTE-F	(AC)	9/ 1.9	3.2	4.4	7.1	4.3	----	11/ 297	246/ 8.5	11.2	10.9	179	3.8	18	306	KSTE-F
12. KSIX	(EZ)	7/ 1.4	2.4	2.7	3.7	1.9	----	8/ 193	146/ 5.0	5.3	5.3	29	.6	3	73	KSIX

12+ FM SHARE (METRO): 69.04% (310 of 449) (SPG 87: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZFM-F>>	1. KNCN-F	1. KOUL-F	1. KOUL-F>>	1. KOUL-F>	1. KOUL-F>	1. KOUL-F	1. KOUL-F>	1. KOUL-F	1. KZFM-F>	1. KOUL-F
2. KJKC-F>>	KZFM-F>	2. KZFM-F	2. KNCN-F<	2. KRYS-AF	2. KUNO	2. KZFM-F>	2. KRYS-AF	2. KZFM-F>	2. KNCN-F	2. KNCN-F
3.	3. KOUL-F>	3. KNCN-F>	3. KZFM-F	3. KNCN-F	3. KRYS-AF	3. KRYS-AF	3. KZFM-F	3. KNCN-F<	3. KJKC-F	KUNO
4.	4. KRYS-AF	4. KRYS-AF	4. KRYS-AF	KZFM-F	4. KCCT	4. KCCT	4. KNCN-F>	4. KRYS-AF	4. KUNO <	4. KCCT <
5.	5. KJKC-F	5. KEYS	5. KEYS	5. KCCY	5. KEYS	KUNO	5. KUNO	5. KJKC-F	5. KOUL-F	5. KZFM-F
			6. KCCT	KEYS		6. KNCN-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZFM-F	1. KOUL-F<	1. KOUL-F	1. KOUL-F>	1. KOUL-F>
2. KOUL-F>	2. KZFM-F>	2. KRYS-AF	2. KZFM-F	2. KRYS-AF
3. KJKC-F	3. KRYS-AF>	3. KZFM-F	3. KRYS-AF>	3. KZFM-F
KRYS-AF	4. KNCN-F>	4. KNCN-F	4.	4. KUNO
5. KLTG-F	5. KJKC-F	5.	5.	5. KCCT
	KLTG-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KNCN-F>	1. KNCN-F>>	1. KNCN-F>	1. KNCN-F>	1. KOUL-F
2. KZFM-F>	2. KZFM-F>>	2. KZFM-F	2. KOUL-F	2. KNCN-F
3. KJKC-F<	3. KOUL-F	3. KCCT	3. KZFM-F	3. KEYS
4. KOUL-F	4. KCCT	4. KOUL-F<	4. KEYS >	KRYS-AF
5.	KJKC-F	5. KEYS	5. KCCT	5. KZFM-F
			6. KRYS-AF	6. KCCT

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	22.9	24.3
AOR/CLASSIC		51 (1)	51 (1)	11.4	12.5
AC/OLDIES/SOFT ROCK	28 (1)	28 (2)	56 (3)	12.5	14.3
MOR/VARIETY/FULL					
COUNTRY	11 (3)	124 (3)	135 (6)	30.1	26.8
BLACK/URBAN					
BTFL MUSIC/EZ	18 (2)		18 (2)	4.0	
NEWS/TALK	2 (1)		2 (1)	0.4	1.5
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	1.3	1.7
SPANISH	74 (2)	4 (1)	78 (3)	17.4	15.6
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					3.3
	139 (10)	310 (9)	449 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCTA	1030	Corpus Christi	1.2/4.9
KKHQ-F	98.3	Odem	.8/3.2
KROB	1510	Robstown	.6/ .9
KROB-F	99.9	Robstown	.4/2.3
KKYX	680	San Antonio	.4/1.6
KTRH	740	Houston	.4/3.0

MISCELLANEOUS COMMENTS KITE-F changes to KJKC (December)... KXTO changes to KKHQ (January)...

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2)	, HISPANIC	,$ 26.00	(Caballero)		Manuel Davila
KCTA, 1030, 50 KW (DAYS)	, RELIGION	APR,$ 13.00	(---)		Bob Trask
KEYS, 1440, 1 KW (DA-N)	, OLDIES	CNN,$ 19.00	(Banner)	Malkan	Larry Safir
KRYS, 1360, 1 KW	, COUNTRY	,$ NA	(Durpetti)		Don Hibbits
KSIX, 1230, 1 KW	, BTFL (?)	MBS,CBS,$ 16.00	(---)		Vann Kennedy
KUNO, 1400, 1 KW	, HISPANIC	,$ 41.00	(Katz Hisp.)	Tichenor	Luis Munoz
KJKC-F, 105.5, 3 KW @ 300, CHR		,$ 25.00	(Christal)		Jon Cohen
KLTG-F, 96.5, 100 KW @ 870, SOFT AC/EZ		,$ 27.00	(K & P)		Steve DeWalt
KNCN-F, 101.3, 100 KW @ 402, AOR		,$ 40.00	(HNWH)		John Marin
KOUL-F, 103.7, 100 KW @ 960, COUNTRY		APR,$ 50.00	(Mc-Guild)		Bob Trask
KRYS-F, 99.1, 100 KW @ 1000, COUNTRY		ABC-I,$ 37.00	(Durpetti)		Don Hibbitts
KSTE-F, 93.9, 100 KW @ 940, AC		,$ 17.00	(Christal)		Dan Cutrer
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC		,$ 19.00	(Caballero)		Juan Gussoni
KZFM-F, 95.5, 41 KW @ 320, CHR		,$ 48.00	(Banner)	Malkan	Larry Safir

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DALLAS - FORT WORTH

Arbitron Rank/Pop (12+): 8/3,062,600

MSA Rank/Pop: Dallas - 13/420,800
ADI # 8 Fort Worth - 39/1,271,100
Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 29/29
Diaries: 2286/1340:1/50.2%
Sample Target: 2200
% Below Line: 0
% Not Listed: 5.8

1987 Revenue: $116,500,000
HH Inc.: $36,977
Retail $: 28.0 Bil
Pop per Station: 105,607
#1 Biller: KVIL A/F $18,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KVIL A/F	(AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	16.3	133	7.8	457	4209	KVIL A/F
2. KKDA-F	(B)	412/ 8.0	8.7	8.6	10.6	8.7	9.0	464/4185	3623/11.8	11.4	11.7	68	10.8	628	5351	KKDA-F
3. KPLX-F	(C)	361/ 7.0	7.8	7.4	6.9	7.4	7.3	409/5106	4394/14.3	16.1	15.5	120	9.2	534	5515	KPLX-F
4. WBAP	(C)	347/ 6.7	5.3	5.3	5.2	6.6	5.6	562/7574	4757/15.5	12.2	15.3	82	4.4	255	3559	WBAP
5. KSCS-F	(C)	318/ 6.2	4.2	4.1	5.8	4.5	5.1	358/5144	4389/14.3	11.5	13.3	110	3.7	213	3775	KSCS-F
6. KHYI-F	(CHR)	272/ 5.3	5.6	4.9	4.1	3.9	5.0	289/4868	4522/14.8	14.0	10.2	47	7.1	412	5632	KHYI-F
KMEZ A/F	(EZ)	272/ 5.3	5.6	6.0	6.3	4.9	5.8	297/3274	2954/ 9.6	11.3	10.8	57	3.6	210	2325	KMEZ A/F
8. KEGL-F	(CHR)	255/ 5.0	5.3	6.2	4.6	6.3	5.3	316/5886	5096/16.6	16.9	17.1	56	6.4	373	5251	KEGL-F
9. KRLD	(N/T)	254/ 4.9	5.8	6.6	5.6	5.6	5.7	307/6012	4911/16.0	20.8	16.6	84	3.5	204	3754	KRLD
10. KTXQ-F	(AOR)	204/ 4.0	4.6	3.7	3.9	4.6	4.1	214/3766	3431/11.2	10.7	12.0	78	5.8	338	4883	KTXQ-F
11. KQZY-F	(AC)	175/ 3.4	3.7	3.3	3.3	3.6	3.4	191/3083	2748/ 9.0	7.9	10.0	135	2.8	160	1832	KQZY-F
12. KZPS-F	(O)	153/ 3.0	2.0	1.5	2.4	2.7	2.2	160/2826	2568/ 8.4	4.9	7.4	153	3.4	195	2059	KZPS-F
13. KMGC-F	(AC)	151/ 2.9	2.0	2.4	3.0	3.6	2.6	153/3109	3009/ 9.8	8.9	9.8	131	1.8	102	2234	KMGC-F
14. KLUV-F	(AC)	147/ 2.9	3.3	3.6	3.6	4.0	3.4	168/3150	2817/ 9.2	11.0	11.3	148	2.9	170	1451	KLUV-F
15. KOAI-F	(J/NA)	131/ 2.5	2.7	2.8	2.2	2.0	2.6	131/2308	2217/ 7.2	8.0	9.4	152	2.7	159	2514	KOAI-F
16. KOJO-F	(R/G)	119/ 2.3	1.8	2.9	2.4	1.4	2.4	153/1917	1465/ 4.8	5.9	1.6	135	2.7	154	1502	KOJO-F
17. KLIF	(T)	116/ 2.3	2.0	2.2	1.7	1.9	2.1	136/2125	1771/ 5.8	5.9	5.2	113	2.1	123	1120	KLIF
18. KZEW-F	(AOR)	103/ 2.0	2.4	3.0	2.8	2.5	2.6	127/3191	2765/ 9.0	8.7	9.4	105	4.2	245	2919	KZEW-F
19. KHVN	(R/G)	101/ 2.0	3.2	1.6	2.9	2.0	2.4	103/1159	1122/ 3.7	2.7	3.6	85	2.2	129	874	KHVN
20. KESS	(SP)	91/ 1.8	1.5	1.7	1.3	1.4	1.6	91/ 694	694/ 2.3	2.2	2.6	122	1.1	64	804	KESS
21. KAAM	(BB)	86/ 1.7	1.1	.8	.7	.8	1.1	96/ 959	860/ 2.8	2.4	2.4	12	.6	37	714	KAAM
22. KDLZ-F	(B)	77/ 1.5	2.1	1.6	1.4	1.4	1.7	80/1427	1390/ 4.5	4.6	5.2	113	1.4	82	1576	KDLZ-F
23. KLDD	(O)	54/ 1.0	.6	.6	.7	1.0	0.7	89/1512	1036/ 3.4	2.4	2.6	170	.7	38	771	KLDD
24. WRR-F	(CL)	49/ 1.0	1.6	1.2	1.2	1.6	1.3	54/1072	946/ 3.1	4.4	4.2	110	1.1	63	1189	WRR-F
25.																

12+ FM SHARE (METRO): 76.96% (3732 of 4849) (SPG 87: 76.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHYI-F>	1. KKDA-F>	1. KVIL-F+	1. KVIL-F+>>	1. KVIL-F+>	1. KVIL-F+	1. KVIL-F+	1. KVIL-F+>	1. KVIL-F+>	1. KKDA-F>	1. KKDA-F<
2. KKDA-F	2. KVIL-F+	2. KKDA-F	2. KPLX-F	2. KPLX-F	2. WBAP	2. WBAP	2. KSCS-F<	2. KPLX-F<	2. WBAP	2. WBAP <
3. KEGL-F>	3. KTXQ-F	3. KPLX-F	3. KSCS-F	3. KSCS-F	3. KMEZ-F+	3. KRLD	3. KPLX-F	3. KKDA-F	3. KHYI-F>	3. KRLD
4.	4. KEGL-F	4. KSCS-F	4. KKDA-F	4. WBAP <	4. KRLD	4. KKDA-F	4. KMEZ-F+	4. KSCS-F<	4. KVIL-F+	4. KPLX-F
5.	5. KPLX-F	5. KEGL-F	5. KZPS-F<	5. KKDA-F	5. KPLX-F	5. KPLX-F	5. WBAP	5. WBAP <	5. KEGL-F	5. KVIL-F
6.	6. KHYI-F	KTXQ-F	6. WBAP	6. KQZY-F	6. KSCS-F>	6. KSCS-F	6. KKDA-F	6. KHYI-F	6. KPLX-F	6. KMEZ-F
7.	KSCS-F	7. WBAP	7. KQZY-F<	KZPS-F	7.	7. KHYI-F	7. KQZY-F	7. KEGL-F<	7. KTXQ-F	7. KSCS-F
8.	8. KZPS-F	8. KZPS-F	8. KLUV-F	8. KLUV-F	8.	8. KEGL-F	8. KEGL-F	8. KMEZ-F+	8. KSCS-F	8. KLIF
9.	9.	9.	9.	9.	9.	KMEZ-F+	KMGC-F	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	KTXQ-F	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKDA-F>	1. KVIL-F+	1. KVIL-F+>>	1. KVIL-F+>>	1. KVIL-F+>>
2. KHYI-F<	2. KKDA-F>	2. KPLX-F	2. KKDA-F	2. KPLX-F>
3. KEGL-F	3. KPLX-F	3. KMGC-F	3. KPLX-F	3. KQZY-F
4. KVIL-F+	4. KEGL-F	4. KZPS-F	4. KSCS-F	KSCS-F
5. KSCS-F	KMGC-F	KKDA-F	5. KEGL-F<	5. KKDA-F
6. KMGC-F	6. KSCS-F<	6. KSCS-F	6. KMGC-F	6. KMGC-F
7. KPLX-F	7. KHYI-F	7. KQZY-F	KQZY-F	7. KOAI-F<
KTXQ-F	8. KZPS-F	8. KOJO-F	8. KHYI-F	8. KMEZ-F
9.	9.	9.	9.	KOJO-F
10.	10.	10.	10.	10. KLUV-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKDA-F	1. KKDA-F	1. KZPS-F<	1. KKDA-F	1. KVIL-F+
2. KTXQ-F	2. KTXQ-F>	2. KTXQ-F<	2. KTXQ-F	2. WBAP
3. KEGL-F>	3. KEGL-F	3. KKDA-F	3. WBAP	3. KSCS-F
4. KHYI-F	4. KPLX-F	4. KPLX-F	4. KVIL-F+<	4. KPLX-F
5. WBAP	5. KZPS-F	5. KVIL-F+	5. KSCS-F<	5. KZPS-F
6. KPLX-F	6. WBAP <	6. KMGC-F	6. KPLX-F	6. KKDA-F
KSCS-F	7. KHYI-F	KZEW-F	7. KEGL-F	7. KRLD <
8. KZEW-F	KZEW-F	8. KSCS-F	KZPS-F	8. KLUV-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		527 (2)	527 (2)	10.9	13.3
AOR/CLASSIC		343 (3)	343 (3)	7.1	10.6
AC/OLDIES/SOFT ROCK	63 (2)	1130 (5)	1193 (7)	24.6	21.3
MOR/VARIETY/FULL					
COUNTRY	347 (1)	679 (2)	1026 (3)	21.2	20.1
BLACK/URBAN	33 (1)	489 (2)	522 (3)	10.8	12.6
BTFL MUSIC/EZ	7 (1)	265 (1)	272 (2)	5.6	5.3
NEWS/TALK	370 (2)		370 (2)	7.6	8.2
NOSTALGIA	86 (1)		86 (1)	1.8	0.9
RELIGION/GOSPEL	120 (2)	119 (1)	239 (3)	4.9	2.3
SPANISH	91 (1)		91 (1)	1.9	3.0
CLASSICAL		49 (1)	49 (1)	1.0	1.8
JAZZ/NEW AGE		131 (1)	131 (1)	2.7	
UNKNOWN/OTHERS					
	1117 (11)	3732 (18)	4849 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKDA	730	Grand Prairie	.6/2.3
KPBC	1040	Dallas	.4/1.1
KZRK-F	94.5	Gainesville	.7/1.9

RADIO STATIONS

AM STATIONS

KAAM, 1310, 5 KW (DA-N)	, NOSTALGIA	,$ 45.00	(Durpetti)	Bonneville	Tom Glade
KESS, 1270, 5 KW (DA-1)	, HISPANIC	,$ 51.00	(Caballero)		Mike Bradley
KFJZ, 870, 500 W (DAYS,DA)	, NOSTALGIA	,$ 40.00	(---)		
KKDA, 730, 500 W (DAYS)	, BLACK	APR,$ NA	(Katz)		Hymen Childs
KHVN, 970, 1 KW/270 W	, GOSPEL	NBN,$ 49.00	(K & P)		James Tyler
KLDO, 570, 5 KW (DA-2)	, OLDIES	US 1,$ 50.00	(MMR)	Anchor	Bill Knobler
KLIF, 1190, 50 KW/5 KW (DA-2)	, TALK	NBC,$ 82.00	(Eastman)	Susquehanna	Dan Halyburton
KPBC, 1040, 1 KW (DAYS)	, RELIGION	,$ 45.00	(---)	Crawford	Bill MacCormick
KRLD, 1080, 50 KW (DA-N)	, NEWS	CBS,$190.00	(Katz)	Metropolitan	Michael Ewing
KSKY, 660, 10 KW/500 W (DA-N)	, RELIGION	,$ 25.00	(---)		Harry Thompson
KSVZ, 1540, 50 KW/1 KW (DA-2)	, RELIGION	,$ 30.00	(---)		Mary Gaines
KWJS, 1360, 5 KW/1 KW (DA-2)	, RELIGION	,$ 35.00	(---)	Marsh	Joe Willis
WBAP, 820, 50 KW	, COUNTRY	ABC-I,$185.00	(Banner)	Cap Cities/ABC	John Hare

FM STATIONS

KDLZ, 107.5, 100 KW @ 450, BLACK		US 1,$100.00	(K & P)		James Tylor
KEGL, 97.1, 98 KW @ 1460, CHR		ABC-C,$160.00	(Torbet)	Sandusky	Ed Wodka
KHYI, 94.9, 33 KW @ 1509, CHR		,$132.00	(Christal)	Statewide	Dave Spence
KKDA, 104.5, 100 KW @ 1585, BLACK/URBAN		APR,$170.00	(Katz)		Michael Spears
KLUV, 98.7, 100 KW @ 1585, OLDIES		US 2,$133.00	(Republic)	TK	Gil Rozzo
KMEZ, 100.3, 100 KW @ 1280, BTFL/EZ		,$160.00	(Mc-Guild)	Summit	Jim Stanton
KMGC, 102.9, 100 KW @ 1572, AC		,$130.00	(Christal)	Shamrock	Ross Reagan
KOJO, 94.1, 100 KW @ 1585, RELIGION/CC		ABC-F,$103.00	(HNWH)		Chuck Gratner
KOAI, 106.1, 100 KW @ 1585, JAZZ/NEW AGE		,$125.00	(HNWH)	Gannett	Gailya Silhan
KPLX, 99.5, 100 KW @ 1680, COUNTRY		APR,$205.00	(Eastman)	Susquehanna	Dan Halyburton
KQZY, 105.3, 100 KW @ 1560, SOFT AC		,$124.00	(Group W)	Westinghouse	Ted Jordan
KSCS, 96.3, 100 KW @ 1680, COUNTRY		,$157.00	(Banner)	Cap Cities/ABC	Victor Sansone
KTXQ, 102.1, 100 KW @ 1420, AOR		ABC-R,$151.00	(CBS)	CBS	Clint Culp
KVIL, 103.7, 100 KW @ 1470, AC		,$350.00	(Torbet)	Infinity	Jerry Bobo
KZEW, 97.9, 100 KW @ 1680, AOR		Source,$143.00	(MMR)	Anchor	Bill Knobler
KZPS, 92.5, 100 KW @ 1685, OLDIES		,$100.00	(Durpetti)	Bonneville	Tom Glade
WRR , 101.1, 100 KW @ 1510, CLASSICAL		,$ 75.00	(CMBS)	City of Dallas	M. Loewenthal

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

KRLD: From Metropolitan to Sillerman for $41,000,000 (E)
KRLD: From Sillerman to Command for $42,000,000 (E)
KSKY: From Dorton to Broadcast Partners for $3,500,000 (E)

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DAVENPORT - ROCK ISLAND - MOLINE

Arbitron Rank/Pop (12+): 144/314,500

MSA Rank/Pop: 123/386,000
ADI # 77
Average Person Ratings: 16.0
Market TSL: 21.3 hours

Stations: 15/13
Diaries: 823/261:1/57.0%
Sample Target: 720
% Below Line: 2.0
% Not Listed: 8.6

1987 Revenue: $7,800,000
HH Inc.: $34,787
Retail $: 2.4 Bil
Pop per Station: 24,192
#1 Biller: KIIK-F $1,900,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WXLP-F (AOR)	81/16.1	9.9	8.3	11.3	12.3	11.4	126/1365	760/24.2	18.9	18.2	94	13.3	73	883	WXLP-F
2. WLLR-F (C)	77/15.3	11.3	11.1	13.2	13.4	12.7	124/1448	763/24.3	22.0	20.2	142	13.7	75	907	WLLR-F
3. WPXR-F (CHR)	73/14.5	17.3	10.3	3.8	5.6	11.5	129/1774	888/28.2	29.3	23.0	63	20.8	114	1091	WPXR-F
4. KRVR-F (EZ)	49/ 9.8	7.6	7.5	9.0	6.9	8.5	66/ 668	495/15.7	17.4	16.2	89	7.3	40	483	KRVR-F
5. WOC (N/T)	41/ 8.2	11.1	9.0	9.0	8.2	9.3	43/ 539	450/14.3	17.6	16.9	51	6.0	33	437	WOC
6. KIIK-F (AC)	33/ 6.6	11.7	15.2	22.0	23.2	13.9	79/1398	669/21.3	29.0	35.9	144	8.9	49	724	KIIK-F
7. KLIO-F (AC)	31/ 6.2	6.8	4.7	4.8	---	5.6	53/ 750	474/15.1	15.5	13.3	166	4.6	25	376	KLIO-F
8. WKBF (C)	26/ 5.2	4.9	5.5	5.6	5.9	5.3	36/ 511	354/11.3	10.8	12.0	52	4.6	25	341	WKBF
9. WMRZ (O)	14/ 2.8	2.7	1.7	3.8	5.2	2.8	19/ 299	230/ 7.3	8.5	6.3	164	1.8	10	223	WMRZ
10. KFMH-F (AOR)	11/ 2.2	2.3	2.1	2.7	3.3	2.3	26/ 402	202/ 6.4	6.0	5.7	123	3.8	21	235	KFMH-F

12+ FM SHARE (METRO): 77.78% (357 of 459) (SPG 87: 67.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPXR-F>>	1. WXLP-F>>	1. WXLP-F>	1. WLLR-F	1. WLLR-F>	1. WLLR-F	1. WLLR-F	1. WXLP-F	1. WXLP-F	1. WPXR-F>	1. WLLR-F>
2. WXLP-F>	2. WPXR-F>	2. WLLR-F<	2. WXLP-F>	2. WXLP-F>	2. KRVR-F	2. WXLP-F	2. WLLR-F	2. WLLR-F	2. WXLP-F>>	2. WXLP-F
3.	3. KIIK-F	3. WPXR-F>	3. KLIO-F	3. KLIO-F	3. WOC >	3. WOC	3. WPXR-F	3. WPXR-F	3. WLLR-F>	3. WPXR-F
4.	4. WLLR-F	4. KLIO-F	4. KIIK-F	4. KIIK-F	4. WKBF	4. WPXR-F	4. KRVR-F	4. KRVR-F	4. KLIO-F	4. WOC
5.	5. KLIO-F	5. KIIK-F	WPXR-F	5. WPXR-F	5.	5. KIIK-F	5. WOC	5. KLIO-F	5. WOC	5. WKBF
										6. KIIK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPXR-F>	1. WPXR-F	1. KIIK-F<	1. WPXR-F>	1. WLLR-F>
2. WXLP-F>	2. WXLP-F>	2. KLIO-F<	2. WLLR-F	2. KIIK-F
3.	3. KIIK-F	3. WXLP-F<	WXLP-F	KLIO-F
4.	4. KLIO-F	4. WPXR-F<	4. KLIO-F	4. WPXR-F
5.	5. WLCR-F	5. WLLR-F	5. KIIK-F	5. KRVR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXLP-F>>	1. WXLP-F>>	1. WXLP-F>>	1. WXLP-F>>	1. WLLR-F<
2.	2. WPXR-F	2. KFMH-F	2. WLLR-F>>	2. WXLP-F>>
3.	3. KFMH-F	WLLR-F	3. WPXR-F	3.
4.	4. WLLR-F	4. WPXR-F	4. KFMH-F	4.
5.	5. KIIK-F	5.	KIIK-F	5.
			KLIO-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		73 (1)	73 (1)	15.9	29.1
AOR/CLASSIC		92 (2)	92 (2)	20.0	11.8
AC/OLDIES/SOFT ROCK	20 (2)	64 (2)	84 (4)	18.3	11.8
MOR/VARIETY/FULL	7 (2)		7 (2)	1.5	4.9
COUNTRY	26 (1)	79 (2)	105 (3)	22.9	18.8
BLACK/URBAN					
BTFL MUSIC/EZ		49 (1)	49 (1)	10.7	8.5
NEWS/TALK	49 (2)		49 (2)	10.7	12.2
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	102 (7)	357 (8)	459 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSTT	1170	Davenport	1.2/5.7
WGEN-F	104.9	Geneseo	.4/1.3
WKEI	1450	Kewanee	1.0/2.6
WGN	720	Chicago	1.6/6.0
WMT	600	Cedar Rapids	.4/2.1

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2)	, OLDIES	Trans,$ 17.00	(Katz)	Goodrich		Roger Moorman
KTSS, 1580, 500 W (DAYS)	, ? ?	,$ 10.00	(---)			Jim Pounds
WKBF, 1270, 5 KW (DA-N)	, COUNTRY	CBS,$ 21.00	(Mc-Guild)	Roth		
WMRZ, 1230, 1 KW	, OLDIES	,$ 18.00	(HNWH)	Sconnix		Larry Rosmilso
WOC , 1420, 5 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,$ 35.00	(Christal)			Jim O'Hara
KFMH-F, 99.7, 50 KW @ 470, AOR		,$ 17.00	(---)		(MUSCATINE)	John Flambo
KIIK-F, 103.7, 100 KW @ 1220, AC		ABC-D,$ 40.00	(Christal)			Jim O'Hara
KLIO-F, 96.1, 100 KW @ 988, AC		ABC-D,$ 26.00	(Eastman)	Target		Bill Roth
KRVR-F, 106.5, 60 KW @ 190, BTFL/EZ		,$ 24.00	(Republic)	Comm. Service		Jim Glassman
WPXR-F, 98.9, 39 KW @ 900, CHR		ABC-R,$ 35.00	(Mc-Guild)	Roth		
WLLR-F, 101.3, 50 KW @ 500, COUNTRY		,$ 37.00	(HNWH)	Sconnix		Larry Rosmilso
WXLP-F, 96.9, 50 KW @ 500, AOR		,$ 34.00	(Katz)	Goodrich		Jeff Scarpelli

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DAYTON

Arbitron Rank/Pop (12+): 46/798,400

MSA Rank/Pop: 54/928,000
ADI # 48
Average Person Ratings: 15.4
Market TSL: 20.5 hours

Stations: 23/19
Diaries: 1140/700:1/55.3%
Sample Target: 1110
% Below Line: 12.9
% Not Listed: 9.9

1987 Revenue: $21,300,000
HH Inc.: $33,262
Retail $: 5.9 Bil
Pop per Station: 42,021
#1 Biller: WHIO $3,200,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHIO-F (EZ)	157/12.8	11.8	10.8	13.2	11.5	12.2	228/2682	1874/23.5	19.1	21.5	70	9.5	127	1803	WHIO-F
WTUE-F (AOR)	157/12.8	13.4	13.0	12.4	13.9	12.9	197/2326	1708/21.4	21.1	22.8	101	17.5	234	2065	WTUE-F
3. WGTZ-F (CHR)	125/10.2	11.2	10.2	12.1	12.5	10.9	184/2877	1943/24.3	24.8	25.2	88	12.7	170	2304	WGTZ-F
4. WHIO (MOR)	119/ 9.7	8.5	8.5	9.2	6.5	9.0	123/1439	1331/16.7	17.8	15.7	58	7.1	95	1061	WHIO
5. WONE (C)	72/ 5.9	5.4	6.7	6.2	7.2	6.1	97/1125	805/10.1	13.6	12.7	139	7.4	99	892	WONE
6. WLW (MOR)	70/ 5.7	2.5	4.3	5.0	4.1	4.4	195/2848	986/12.3	11.7	13.3	93	4.6	61	830	WLW
7. WWSN-F (AC)	66/ 5.4	6.0	6.9	5.3	5.2	5.9	76/1204	1046/13.1	14.8	13.2	170	4.0	53	883	WWSN-F
8. WYMJ-F (AC)	54/ 4.4	4.3	5.4	4.7	4.4	4.7	57/1222	1163/14.6	13.0	12.2	82	5.0	67	1118	WYMJ-F
9. WBLZ-F (B)	52/ 4.2	3.2	4.3	3.1	3.7	3.7	65/ 950	671/ 8.4	8.0	7.0	86	6.5	87	986	WBLZ-F
10. WVUD-F (AC)	45/ 3.7	4.5	2.7	3.3	3.2	3.6	53/1022	798/10.0	9.5	7.9	159	2.7	36	429	WVUD-F
11. WDAO (B)	39/ 3.2	3.4	3.6	2.0	3.6	3.1	39/ 408	362/ 4.5	5.7	4.9	106	1.1	15	347	WDAO
12. WBVE-F (C)	32/ 2.6	4.0	3.5	3.0	4.2	3.3	92/1289	610/ 7.6	7.9	7.3	154	4.6	61	676	WBVE-F
13. WING (O)	30/ 2.4	2.3	2.5	2.3	2.6	2.4	35/ 636	514/ 6.4	10.2	6.8	154	1.6	22	590	WING

12+ FM SHARE (METRO): 67.54% (747 of 1106) (SPG 87: 68.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGTZ-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>	1. WTUE-F>	1. WHIO-F	1. WHIO <	1. WHIO-F>	1. WHIO-F<	1. WHIO	1. WHIO
2. WYMJ-F	2. WGTZ-F>	2. WGTZ-F>	2. WGTZ-F	2. WWSN-F	2. WHIO >>	2. WTUE-F	2. WTUE-F	2. WTUE-F	2. WTUE-F	2. WTUE-F
3. WTUE-F	3. WYMJ-F	3. WWSN-F	3. WWSN-F	3. WGTZ-F<	3. WONE	3. WHIO-F	3. WGTZ-F	3. WGTZ-F	3. WLW	3. WHIO-F
4.	WBLZ-F>	4. WHIO-F	4. WHIO-F	4. WHIO-F	4. WLW	4. WGTZ-F>	4. WHIO <	4. WWSN-F	4. WGTZ-F	4. WBLZ-F
5.	5. WWSN-F	5. WONE	5. WONE	5. WONE	5. WWSN-F	5. WONE	5. WONE	5. WONE <	5. WHIO-F	5. WGTZ-F
		6. WYMJ-F	6. WVUD-F	6. WVUD-F	6. WDAO	6. WWSN-F		6. WYMJ-F	6. WBLZ-F	6. WYMJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTUE-F	1. WTUE-F	1. WTUE-F<	1. WTUE-F<	1. WWSN-F<
2. WGTZ-F	2. WGTZ-F>>	2. WGTZ-F>>	2. WGTZ-F>	2. WGTZ-F
3. WYMJ-F	3. WYMJ-F	3. WWSN-F	3. WWSN-F	WONE
4. WBLZ-F	4. WBLZ-F	4. WHIO-F<	4. WHIO-F	4. WHIO-F
5.	5. WWSN-F	5. WVOD-F	5. WVUD-F	5. WTUE-F
		WBLZ-F	6. WONE	6. WVUD-F
			7. WYMJ-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>	1. WTUE-F>>
2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WGTZ-F	2. WHIO-F
3. WYMJ-F	3. WBLZ-F	WLW	3. WLW	3. WGTZ-F
4.	4. WYMJ-F	4. WYMJ-F	4. WWSN-F	WWSN-F
5.	WLW	5.	5. WBLZ-F	5. WLW
				6. WONE

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		125 (1)	125 (1)	11.3	13.6
AOR/CLASSIC		161 (2)	161 (2)	14.6	15.8
AC/OLDIES/SOFT ROCK	38 (2)	180 (5)	218 (7)	19.7	18.0
MOR/VARIETY/FULL	199 (3)		199 (3)	18.0	13.5
COUNTRY	72 (1)	43 (2)	115 (3)	10.4	15.1
BLACK/URBAN	39 (1)	52 (1)	91 (2)	8.2	8.2
BTFL MUSIC/EZ		157 (1)	157 (1)	14.2	12.8
NEWS/TALK					
NOSTALGIA	11 (1)	14 (1)	25 (2)	2.3	
RELIGION/GOSPEL		9 (1)	9 (1)	0.8	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5	2.1
	359 (8)	747 (15)	1106 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZU-F	102.9	Springfield	.8/2.4
WBLY	1600	Springfield	.7/1.6
WDJK-F	95.3	Xenia	.4/1.5
WFCJ-F	93.7	Miamisburg	.7/2.9
WIZE	1340	Springfield	.8/2.2
WKSW-F	101.7	Urbana	.5/1.2
WPFB-F	105.9	Middletown	.9/2.5
WPTW	1570	Piqua	.9/1.2
WPTW-F	95.7	Piqua	1.1/2.6
WEBN-F	102.7	Cincinnati	.3/1.2

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN,$ 30.00	(Eastman)		Jim Johnson
WHIO, 1290, 5 KW (DA-N)	, MOR	CBS,$ 70.00	(Torbet)	Cox	Sam Yacovazzi
WING, 1410, 5 KW (DA-N)	, OLDIES	MBS,ABC-I,$ 32.00	(Katz)	Great Trails	Dave Leonard
WONE, 980, 5 KW (DA-N)	, COUNTRY	MBS,ABC-D,$ 50.00	(Mc-Guild)	Summit	Don Schwartz
WHIO-F, 99.1, 50 KW @ 1060, BTFL/EZ		,$ 80.00	(Torbet)	Cox	Sam Yacovazzi
WTUE-F, 104.7, 50 KW @ 780, AOR		,$ 83.00	(Mc-Guild)	Summit	Don Schwartz
WVUD-F, 99.9, 50 KW @ 500, SOFT AC		CBS-R,$ 36.00	(Republic)	University of Dayton	Lenny Eliason
WWSN-F, 107.7, 50 KW @ 420, AC		,$ 64.00	(Eastman)	Stoner	Alan Gray
WYMJ-F, 103.9, 1.5 KW @ 528, AC		US 1,$ 43.00	(Banner)	Malkan	Jim McFarland
WGTZ-F, 92.9, 40 KW @ 590, CHR		,$ 70.00	(Katz)	Great Trails	Dave Leonard
WFCJ-F, 93.7, 50 KW @ 492, RELIGION		APR,$ 13.00	(---)	(MIAMISBURG)	Clair Miller
WPFB-F, 105.9, 34 KW @ 590, COUNTRY (?)		MBS,$ 19.00	(---)	(MIDDLETOWN)	Jerry Crisp

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DAYTONA BEACH

Arbitron Rank/Pop (12+): 121/293,100

MSA Rank/Pop: 141/327,500
Orlando ADI
Average Person Ratings: 17.3
Market TSL: 23.3 hours

Stations: 19/8
Diaries: 654/448:1/46.3%
Sample Target: 630
% Below Line: 59.6
% Not Listed: 7.9

1987 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 36,638
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWLV-F (EZ)	61/12.0	16.6	15.5	14.8	17.8	----	71/644	582/19.9	26.4	24.9	39				WWLV-F
2. WWKA-F (C)	57/11.2	10.7	13.3	9.2	11.4	----	60/591	581/19.8	17.1	17.5	139				WWKA-F
3. WJHM-F (B)	44/ 8.7	2.8	2.9	3.4	1.8	----	44/396	368/12.6	9.1	10.6	49				WJHM-F
4. WOCL-F (O)	42/ 8.3	4.8	4.0	3.6	2.0	----	46/391	354/12.1	10.6	10.6	211				WOCL-F
5. WNFI-F (CHR)	38/ 7.5	9.0	4.3	7.6	5.8	----	42/505	478/16.3	20.2	15.3	57				WNFI-F
6. WDIZ-F (AOR)	35/ 6.9	5.9	7.9	7.2	8.2	----	35/428	428/14.6	12.0	11.6	130				WDIZ-F
7. WJYO-F (AC)	34/ 6.7	3.7	5.4	4.0	1.8	----	36/396	362/12.4	10.6	13.7	155				WJYO-F
8. WBJW-F (CHR)	26/ 5.1	10.3	7.4	6.0	7.2	----	28/433	422/14.4	22.2	17.3	102				WBJW-F
9. WHTQ-F (AOR)	21/ 4.1	2.2	2.7	5.6	3.4	----	21/240	234/ 8.0	7.6	8.2	198				WHTQ-F
10. WSSP-F (EZ)	18/ 3.5	7.0	3.6	4.7	5.8	----	18/217	211/ 7.2	12.9	10.2	14				WSSP-F
WROD (BB)	18/ 3.5	5.3	7.2	7.2	8.4	----	19/221	211/ 7.2	10.4	11.0	40				WROD
12. WNDB (T)	16/ 3.1	2.4	4.0	4.3	4.8	----	16/281	281/ 9.6	7.2	7.7	16				WNDB
13. WSTF-F (AC)	15/ 3.0	1.5	5.4	3.1	5.2	----	15/314	314/10.7	7.3	13.3	173				WSTF-F
14. WSBB (BB)	14/ 2.8	.7	1.1	2.7	1.4	----	14/109	107/ 3.7	2.9	4.1	0				WSBB
15.															

12+ FM SHARE (METRO): 33.55% (391 of 468) (SPG 87: 80.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJHM-F>	1. WDIZ-F<	1. WOCL-F	1. WOCL-F>	1. WOCL-F	1. WWLV-F>	1. WWKA-F	1. WWLV-F	1. WWLV-F<	1. WNFI-F<	1. WROD
2. WBJW-F+	2. WNFI-F	2. WWKA-F	2. WWKA-F	2. WWKA-F	2. WWKA-F>	2. WWLV-F	2. WJYO-F<	2. WJHM-F	2. WWKA-F	WDIZ-F
3. WNFI-F>>	3. WOCL-F	3. WDIZ-F	3. WJYO-F	3. WJYO-F	3. WOCL-F	3. WOCL-F	3. WWKA-F	WWKA-F	3. WWLV-F	3. WWLV-F
4.	4. WJHM-F	4. WNFI-F	4. WDIZ-F	4. WDIZ-F	4.	4. WNFI-F	4. WJHM-F	4. WOCL-F	4. WBJW-F	4.
5.	WJYO-F	5. WJYO-F	5. WHTQ-F	5. WHTQ-F	5.	5. WDIZ-F	5. WNFI-F	5. WDIZ-F	5. WJHM-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNFI-F>>	1. WNFI-F	1. WDIZ-F	1. WOCL-F	1. WOCL-F>	1. WJHM-F	1. WHTQ-F	1. WHTQ-F>>	1. WWKA-F	1. WWKA-F
2. WBJW-F+	2. WDIZ-F	WOCL-F	2. WNFI-F	2. WWKA-F	2. WNFI-F	2. WDIZ-F	2. WDIZ-F	2. WDIZ-F	2. WOCL-F
WWKA-F	3. WOCL-F	3. WJYO-F>	3. WJYO-F	3. WJYO-F>	3. WDIZ-F	3. WJHM-F	WOCL-F	WHTQ-F	3. WHTQ-F>
4. WDIZ-F	4. WJYO-F	4. WBJW-F+	WWKA-F	4.	4.	4. WNFI-F	4. WSTF-F	WOCL-F	4. WDIZ-F
5.	5. WBJW-F	5.	5. WDIZ-F	5.	5.	5. WWKA-F	WWKA-F	5.	WJYO-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		64 (2)	64 (2)	13.7	15.2
AOR/CLASSIC		56 (2)	56 (2)	12.0	14.7
AC/OLDIES/SOFT ROCK		91 (3)	91 (3)	19.4	16.2
MOR/VARIETY/FULL	7 (1)		7 (1)	1.5	0.5
COUNTRY	10 (2)	57 (1)	67 (3)	14.3	15.2
BLACK/URBAN		44 (1)	44 (1)	9.4	
BTFL MUSIC/EZ		79 (2)	79 (2)	16.9	20.8
NEWS/TALK	20 (2)		20 (2)	4.3	4.4
NOSTALGIA	32 (2)		32 (2)	6.8	9.1
RELIGION/GOSPEL	8 (1)		8 (1)	1.7	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					2.5
	77 (8)	391 (11)	468 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELE	1380	Ormond Beach	1.4/3.0
WMFJ	1450	Daytona Beach	1.6/5.0
WZIP	1590	South Daytona	.6/2.3
WDBO	580	Orlando	1.4/2.8
WWNZ	740	Orlando	.8/2.2

MISCELLANEOUS COMMENTS WNFI-F (Palatka) sold by Daytona to Heritage (Polacek) for $10,500,000 (MVP)...

RADIO STATIONS

WMFJ, 1450, 1 KW	, RELIGION	,$ 12.00	(---)			Jim Palmer
WNDB, 1150, 1 KW (DA-N)	, TALK	CBS,ABC-T,$ 21.00	(Eastman)	Root		Copeland Guice
WROD, 1340, 1 KW	, NOSTALGIA	US 2,ABC-I,$ 19.00	(K & P)			Anthony Welch
WWLV-F, 94.5, 100 KW @ 472, BTFL/EZ		,$ 48.00	(Eastman)	Root		Copeland Guice
WNFI-F, 99.9, 100 KW @ 1249, CHR		,$ 68.00	(K & P)	Heritage (Polacek)	(PALATKA)	Jim Davis

Other ranked stations - See Orlando

American Radio Spring 1988, Copyright 1988

DENVER

Arbitron Rank/Pop (12+): 24/1,570,700

MSA Rank/Pop: 27/1,890,000
ADI # 19
Average Person Ratings: 17.5
Market TSL: 23.0 hours

Stations: 29/29
Diaries: 1842/853:1/51.7%
Sample Target: 1490
% Below Line: 0
% Not Listed: 7.6

1987 Revenue: $59,100,000
HH Inc.: $36,329
Retail $: 14.6 Bil
Pop per Station: 54,162
#1 Biller: KOA $7,300,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRXY A/F	(CHR)	220/8.0	6.9	7.6	9.2	8.2	7.9	232/3271	3076/19.6	18.8	17.8	84	11.1	336	3710	KRXY A/F
2. KOSI-F	(EZ)	198/7.2	6.6	7.8	8.9	8.4	7.6	222/2640	2340/14.9	15.2	19.1	81	4.8	145	1627	KOSI-F
3. KXKL-F	(O)	191/6.9	4.5	4.8	2.7	1.6	4.7	236/2687	2031/12.9	10.3	4.3	132	4.2	127	1454	KXKL-F
4. KOA	(N/T)	181/6.6	6.9	7.4	6.5	5.4	6.9	265/4169	2818/17.9	22.0	15.5	62	5.7	171	2526	KOA
5. KBPI-F	(AOR)	170/6.2	7.7	5.2	5.9	6.1	6.3	202/2851	2345/14.9	15.7	17.7	61	12.6	382	4538	KBPI-F
6. KAZY-F	(AOR)	164/6.0	6.3	5.8	5.5	5.6	5.9	233/2485	1930/12.3	12.6	13.1	83	9.6	289	2526	KAZY-F
KBCO A/F	(AOR)	164/6.0	8.1	7.2	7.9	7.8	7.3	197/2426	2078/13.2	14.6	15.6	123	8.3	252	2567	KBCO A/F
8. KYGO-F	(C)	162/5.9	5.5	5.8	3.8	5.6	5.3	187/2259	1960/12.5	11.4	13.0	131	4.0	120	1704	KYGO-F
9. KMJI-F	(AC)	156/5.7	5.4	4.4	5.5	7.0	5.3	167/2186	2016/12.8	12.5	17.2	132	5.0	152	1733	KMJI-F
10. KOAQ-F	(AC)	98/3.6	4.1	3.1	4.0	4.8	3.7	125/2733	2072/13.2	11.1	13.0	125	3.6	108	1507	KOAQ-F
11. KQKS-F	(CHR)	97/3.5	2.9	1.7	1.3	1.0	2.4	128/2147	1779/11.3	6.5	3.4	54	3.5	106	1551	KQKS-F
12. KLZ	(C)	91/3.3	3.6	3.5	4.3	1.9	3.7	131/1682	1068/ 6.8	7.2	5.1	91	2.7	83	1172	KLZ
13. KSYY-F	(AC)	79/2.9	2.8	3.3	2.2	2.7	2.8	87/1196	1100/ 7.0	8.0	10.8	134	1.8	55	1051	KSYY-F
14. KHOW	(MOR)	75/2.7	2.5	3.4	3.5	3.8	3.0	96/1547	1138/ 7.2	9.7	9.3	111	2.6	78	1061	KHOW
15. KVOD-F	(CL)	61/2.2	3.2	3.0	1.6	3.4	1.8	67/1026	867/ 5.5	7.5	9.1	86	2.7	81	992	KVOD-F
KHIH-F	(J/NA)	61/2.2	1.8	2.5	2.0	2.1	2.1	71/1138	1051/ 6.7	6.7	7.0	127	1.8	54	684	KHIH-F
17. KEZW	(BB)	55/2.0	2.6	2.1	2.1	3.5	2.2	58/ 701	651/ 4.1	5.7	5.7	25	1.4	42	503	KEZW
18. KNUS	(T)	52/1.9	2.8	2.4	3.1	3.1	2.6	60/1026	869/ 5.5	7.4	6.9	79	1.5	46	838	KNUS
19. KDKO	(B)	46/1.7	.9	.9	3.0	1.1	1.6	46/ 646	646/ 4.1	2.7	2.5	112	1.8	55	754	KDKO
20. KRZN	(O)	44/1.6	.7	.6	2.1	1.7	1.3	46/ 799	716/ 4.6	2.7	5.2	119	.5	16	305	KRZN
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 72.82% (1849 of 2539) (SPG 87: 71.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRXY-F+	1. KAZY-F	1. KRXY-F+	1. KXKL-+	1. KXKL-F	1. KOSI-F	1. KOA	1. KOSI-F	1. KRXY-F+>	1. KOA	1. KAO >
2. KQKS-F	2. KRXY-F+<	KXKL-F	2. KBCO-F+<	2. KYGO-F<	2. KOA >	2. KRXY-F+	2. KMJI-F<	2. KXKL-F	2. KRXY-F+	2. KAZY-F
3. KBPI-F	3. KBPI-F	3. KBCO-F+<	3. KMJI-F	3. KMJI-F<	3. KYGO-F	3. KOSI-F<	3. KRXY-F+	3. KBPI-F	3. KAZY-F	3. KLZ <
4.	4. KBCO-F+	4. KAZY-F	4. KRXY-F+	4. KBCO-F+	4. KLZ	KXKL-F	4. KBCO-F+	4. KBCO-F+<	4. KBPI-F	4. KRZN
5.	5. KMJI-F	5. KMJI-F	5. KYGO-F	5. KRXY-F+	KXKL-F	5. KMJI-F	5. KAZY-F	5. KOSI-F	5. KBCO-F+	5. KRXY-F<
6.	6. KXKL-F	6. KBPI-F	6. KAZY-F	6. KOSI-F	6. KHOW	6. KYGO-F	KOA	6. KMJI-F	6. KOSI-F	6. KYGO-F
7.	7. KOAQ-F	7. KYGO-F	7. KOAQ-F	7. KAZY-F	7.	7. KBPI-F	7.	KYGO-F<	KQKS-F	7. KBCO-F
8.	8. KYGO-F	8.	8.	8.	8.	8.	8.	8. KAZY-F	8.	KNUS
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRXY-F+	1. KRXY-F+	1. KMJI-F	1. KRXY-F+	1. KXKL-F
2. KBPI-F<	2. KMJI-F>	2. KXKL-F	2. KMJI-F	2. KMJI-F
3. KAZY-F>	3. KXKL-F	3. KRXY-F+	3. KXKL-F>	3. KRXY-F+
4. KMJI-F>	4. KBPI-F	4. KOAQ-F	4. KYGO-F	4. KYGO-F
5. KQKS-F<	KOAQ-F	5. KYGO-F	KOAQ-F	5. KOSI-F<
6. KBCO-F+	6. KAZY-F	6. KBCO-F+	6. KAZY-F<	6. KRXY-F
7.	7. KBCO-F+	7. KSYY-F	KBPI-F<	7. KOAQ-F
8.	8.	8.	8. KBCO-F+	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBPI-F	1. KAZY-F	1. KBCO-F+	1. KBCO-F+	1. KBCO-F+
2. KAZY-F>	2. KBCO-F+	2. KAZY-F	2. KAZY-F	2. KAZY-F
3. KRXY-F+<	3. KBPI-F>>	3. KBPI-F	3. KBPI-F	3. KXKL-F
4. KBCO-F+	4. KRXY-F+	4. KRXY-F	4. KXKL-F	4. KYGO-F
KXKL-F	5. KXKL-F	5. KXKL-F	5. KRXY-F+<	5. KBPI-F<
6.	6. KYGO-F	6. KMJI-F	6. KYGO-F	6. KOA <
7.	7. KMJI-F	7. KOAQ-F	7. KOA <	7. KMJI-F
8.	8.	KTCL-F	8. KMJI-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	19 (1)	298 (2)	317 (3)	12.5	8.3
AOR/CLASSIC	12 (1)	525 (4)	537 (5)	21.2	24.9
AC/OLDIES/SOFT ROCK	67 (2)	524 (4)	591 (6)	23.3	21.5
MOR/VARIETY/FULL	75 (1)		75 (1)	3.0	4.1
COUNTRY	121 (2)	162 (1)	283 (3)	11.1	10.5
BLACK/URBAN	46 (1)		46 (1)	1.8	1.2
BTFL MUSIC/EZ		198 (1)	198 (1)	7.8	9.2
NEWS/TALK	265 (4)		265 (4)	10.4	11.2
NOSTALGIA	55 (1)		55 (1)	2.2	3.9
RELIGION/GOSPEL					0.4
SPANISH	30 (1)		30 (1)	1.2	
CLASSICAL		61 (1)	61 (1)	2.4	3.7
JAZZ/NEW AGE		81 (2)	81 (2)	3.2	1.2
UNKNOWN/OTHERS					
	690 (14)	1849 (15)	2539 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KADX-F	92.1	Castle Rock	.7/1.9
KBNO	1220	Denver	1.1/1.8
KDEN	1340	Denver	.8/3.7
KTCL-F	93.3	Fort Collins	1.4/3.6
KXKL	1280	Denver	.8/2.5
KYBG	1090	Aurora	.4/1.9
KYGO	950	Denver	1.1/5.5

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW	, HISPANIC	,$ 30.00	(Lotus)		Ed Romers
KDEN, 1340, 1 KW	, TALK	MBS,ABC-E,$ 35.00	(Savalli)		Doug Stephens
KDKO, 1510, 10 KW/1 KW (DA-1)	, BLACK	,$ 42.00	(Banner)	SRO	Calvin Booker
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN,$ 46.00	(Group W)	Westinghouse	Bob Tiernan
KHOW, 630, 5 KW (DA-N)	, MOR	MBS,$ 88.00	(Republic)	Legacy	Steve Keeney
KLZ , 560, 5 KW (DA-1)	, COUNTRY	ABC-I,$ 70.00	(Mc-Guild)	Summit	Bill Struck
KNUS, 710, 5 KW (DA-N)	, TALK	NBC,$ 65.00	(Durpetti)	Sandusky	Craig Cochran
KOA , 850, 50 KW	, NEWS/TALK	CBS,ABC-I,$125.00	(Eastman)	Jacor	Lee Larson
KQXI, 1550, 10 KW (DAYS)	, RELIGION	,$ 15.00	(---)	Mid-America	George Spicer
KRKS, 990, 5 KW/390 W (DA-N)	, RELIGION	,$ 12.00	(---)		Roger Anderson
KRZN, 1150, 5 KW/1 KW (DA-2)	, OLDIES	,$ 37.00	(Christal)	Genesis	Craig McKee
KLSC, 1090, 50 KW 500 W (DA-2)	, ? ?	,$ 30.00	(---)	Century	
KXKL, 1280, 5 KW (DA-2)	, OLDIES	MBS,$ NA	(Durpetti)	Shamrock	Marty Loughman
KYGO, 950, 5 KW (DA-N)	, COUNTRY	US 1,$ NA	(Banner)	Jeff-Pilot	Wayne Phillips

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC-R,$ 88.00	(Mc-Guild)	Summit		Bill Struck
KBCO, 97.3, 100 KW @ 1541, AOR	,$169.00	(MMR)	Noble	(BOULDER)	Ray Skibitsky
KBPI, 105.9, 100 KW @ 900, AOR	Source,$105.00	(Durpetti)	Sandusky		Kip Gilbert
KHIH, 94.7, 100 KW @ 990, JAZZ/NEW AGE	,$ 57.00	(Banner)	SRO	(BOULDER)	Keith James
KMJI, 100.3, 100 KW @ 500, AC	,$110.00	(Christal)	Genesis		Craig McKee
KOAQ, 103.5, 100 KW @ 1061, AC	ABC-E,$ 83.00	(Eastman)	Jacor		Bob Visotcky
KOSI, 101.1, 100 KW @ 790, BTFL/EZ	,$109.00	(Group W)	Westinghouse		Bob Tiernan
KQKS, 104.3, 100 KW @ 980, CHR	,$ 50.00	(HNWH)	Western Cities	(LONGMONT)	
KRXY, 107.5, 100 KW @ 670, CHR	ABC-F,$107.00	(Katz)	Cap Cities/ABC		Joe Parish
KSYY, 95.7, 100 KW @ 725, SOFT AC	MBS,Trans,$ 81.00	(Republic)	Legacy		Steve Keeney
KVOD, 99.5, 100 KW @ 380, CLASSICAL	,$ 89.00	(MMR)	Henry		Pam Kenny
KXKL, 105.1, 100 KW @ 1200, OLDIES	MBS,$ 78.00	(Durpetti)	Shamrock		Marty Loughman
KYGO, 98.5, 100 KW @ 720, COUNTRY	,$ 94.00	(Banner)	Jeff-Pilot		Wayne Phillips
KADX, 92.1, 720 W @ 620, JAZZ	APR,$ 36.00	(HNWH)	Century	(CASTLE ROCK)	

CALL LETTER CHANGES

KIMN: Changes to KYGO (April)

FORMAT CHANGES

KYGO: From AC to Country (April)
KHIH: From Classic Rock to Jazz/New Age (April)

STATION SALES

KLTT (Brighton): Sold by Interstate to Mortenson for $500,000
KHOW, KSYY-F: From Legacy to Command for $22,000,000 (E)

MISCELLANEOUS COMMENTS

It is sad to see the calls KIMN disappear

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DES MOINES

Arbitron Rank/Pop (12+): 112/319,300

MSA Rank/Pop: 126/388,000
ADI # 66
Average Person Ratings: 14.4
Market TSL: 19.3 hours

Stations: 15/14
Diaries: 804/397:1/57.6%
Sample Target: 710
% Below Line: 0.9
% Not Listed: 7.8

1987 Revenue: $11,700,000
HH Inc.: $33,588
Retail $: 2.8 Bil
Pop per Station: 22,807
#1 Biller: WHO $3,300,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGGO-F (AOR)	99/21.5	16.4	19.8	20.7	18.2	----	181/1816	916/28.7	28.9	29.8	107	27.5	145	1143	KGGO-F
2. KLYF-F (AC)	57/12.4	8.0	10.6	7.5	5.4	----	126/1487	631/19.8	18.4	21.2	148	8.0	42	556	KLYF-F
3. KRNQ-F (CHR)	46/10.0	10.4	8.3	10.8	20.1	----	96/1745	823/25.8	27.1	24.5	60	13.1	69	989	KRNQ-F
WHO (MOR)	46/10.0	11.5	8.3	10.2	8.2	----	154/2368	673/21.1	24.8	19.5	81	10.4	55	866	WHO
5. KSO (C)	28/ 6.1	8.3	8.3	10.2	9.7	----	53/ 647	375/11.7	14.3	17.7	56	6.4	34	467	KSO
KRNT (MOR)	28/ 6.1	4.7	4.4	4.8	5.2	----	34/ 552	410/12.8	14.3	17.7	70	2.3	12	360	KRNT
7. KDWZ-F (CHR)	26/ 5.7	7.2	6.9	3.7	2.0	----	50/ 778	416/13.0	16.3	18.4	89	5.5	29	483	KDWZ-F
8. KJJY-F (C)	25/ 5.4	5.9	5.2	5.4	5.8	----	40/ 547	408/12.8	11.4	12.0	111	8.0	42	632	KJJY-F
9. KIOA (AC)	21/ 4.6	5.5	7.1	5.4	4.5	----	55/1033	450/14.1	13.8	15.6	176	6.4	34	530	KIOA
10. KEZT-F (EZ)	20/ 4.3	2.9	2.9	1.5	2.4	----	51/ 572	265/ 8.3	7.2	6.1	119	2.1	11	226	KEZT-F
11. KMRY (BB)	15/ 3.3	3.5	4.2	3.9	6.0	----	15/ 213	210/ 6.6	6.5	8.1	39	1.5	8	121	KMRY
12. KFMD-F (AC)	5/ 1.1	5.1	3.7	3.9	2.6	----	17/ 368	148/ 4.6	10.6	9.1	191	1.5	8	269	KFMD-F

12+ FM SHARE (METRO): 66.98% (284 of 424) (SPG 87: 62.84%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KRNQ-F>>	1. KGGO-F>>	1. KGGO-F>>	1. KGGO-F>	1. KGGO-F	1. WHO >
2. KDWZ-F	2. KLYF-F>	2. KLYF-F>	2. KLYF-F>>	2. KLYF-F	2. KSO
KGGO-F>>	3. KRNQ-F	3. KRNQ-F	3. KIOA	3. KIOA	3. KRNT
4.	4. KDWZ-F	4. KIOA	4. WHO	WHO	4. KLYF-F
5.	5.	5. KDWZ-F	5. KRNQ-F	5.	5. KEZT-F

12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGGO-F>	1. KGGO-F	1. KGGO-F>>	1. KGGO-F>>	1. WHO >
2. WHO	2. KLYF-F>>	2. KLYF-F>	2. WHO	2. KGGO-F>>
3. KLYF-F	3. KRNQ-F	3. KRNQ-F>	3. KRNQ-F>>	3. KRNT
4. KRNQ-F<	4. WHO	4. KDWZ-F	4.	4. KSO
5. KSO <	5. KDWZ-F	5. KJJY-F	5.	5.
6. KRNT	KJJY-F			
	KSO			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGGO-F>	1. KGGO-F	1. KLYF-F<	1. KGGO-F	1. KLYF-F>
2. KRNQ-F	2. KLYF-F>>	2. KGGO-F>>	KLYF-F	2. KGGO-F>>
3. KDWZ-F	3. KRNQ-F>	3. KRNQ-F	3. KRNQ-F>	3. KRNQ-F
KLYF-F	4. KDWZ-F	4.	4. KDWZ-F	4. KIOA
5.	5.	5.	5. KJJY-F	KJJY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGGO-F>>	1. KGGO-F>>	1. KGGO-F>>	1. KGGO-F>>	1. KGGO-F>>
2. KRNQ-F>	2. KLYF-F	2. KLYF-F	2. KLYF-F	2. KLYF-F
3. KLYF-F	KRNQ-F	3. KDWZ-F	3. KRNQ-F	3. WHO
4.	4.	WHO	WHO	4. KIOA
5.	5.	5.	5. KIOA	5. KDWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		76 (3)	76 (3)	17.9	16.5
AOR/CLASSIC		99 (1)	99 (1)	23.3	21.5
AC/OLDIES/SOFT ROCK	21 (1)	62 (2)	83 (3)	19.6	23.2
MOR/VARIETY/FULL	74 (2)		74 (2)	17.5	4.8
COUNTRY	28 (1)	25 (1)	53 (2)	12.5	14.6
BLACK/URBAN					
BTFL MUSIC/EZ		20 (1)	20 (1)	4.7	3.1
NEWS/TALK					9.0
NOSTALGIA	15 (1)		15 (1)	3.5	4.6
RELIGION/GOSPEL	2 (1)	2 (1)	4 (2)	0.9	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	140 (6)	284 (9)	424 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDMI	97.3	Des Moines	.4/1.4
KWKY	1150	Des Moines	.4/3.6
KQCR-R	102.9	Cedar Rapids	.9/2.5

MISCELLANEOUS COMMENTS KRNT, KRNQ-F sold by Stauffer to Saga for $3,250,000 (Hogan-Feldman)... KJJY-F changed frequency and power in July...

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2)	, AC	ABC-E,$ 35.00	(Banner)	Midwest	Ralph Barnes
KMRY, 1390, 1 KW (DA-1)	, NOSTALGIA	SMN,$ 20.00	(Mc-Guild)	Fuller-Jeffrey	J. Spangler
KRNT, 1350, 5 KW (DA-N)	, MOR	CBS,$ 31.00	(Katz)	Saga	
KSO , 1460, 5 KW (DA-N)	, COUNTRY	MBS,$ 40.00	(Eastman)	Stoner	Bill Wells
KWKY, 1150, 1 KW (DA-2)	, RELIGION	,$ 10.00	(---)		Charles Putbrese
WHO , 1040, 50 KW	, NEWS/VARIETY	NBC,$ 62.00	(Christal)	Palmer	Steve Shannon
KDMI-F, 97.3, 115 KW @ 500,	RELIGION	MBS,$ 7.00	(---)		Maxine Bruinekool
KDWZ-F, 93.3, 100 KW @ 1063,	CHR	,$ 38.00	(Banner)	Midwest	Ralph Barnes
KEZT-F, 104.1, 100 KW @ 1026,	EZ	,$ 20.00	(---)	(AMES)	Bob Bunce
KFMD-F, 103.3, 100 KW @ 745,	AC	,$ 22.00	(K & P)	Beta (Beasley) (PELLA)	
KGGO-F, 94.9, 100 KW @ 1065,	AOR	Source,$ 64.00	(Eastman)	Stoner	Bill Wells
KLYF-F, 100.3, 100 KW @ 1700,	SOFT AC	US 2,$ 43.00	(Christal)	Palmer	Steve Shannon
KRNQ-F, 102.5, 100 KW @ 1248,	CHR	ABC-F,$ 41.00	(Katz)	Saga	
KJJY-F, 92.5, 41 KW @ 540,	COUNTRY	,$ 34.00	(Mc-Guild)	Fuller-Jeffrey (ANKENY)	Michael McKay

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DETROIT

Arbitron Rank/Pop (12+): 6/3,576,200

MSA Rank/Pop: 5/4,640,000
ADI # 7
Average Person Ratings: 18.5
Market TSL: 24.0 hours

Stations: 34/27
Diaries: 2516/1421:1/52.1%
Sample Target: 2310
% Below Line: 7.4
% Not Listed: 8.1

1987 Revenue: $96,000,000
HH Inc.: $35,744
Retail $: 31.1 Bil
Pop per Station: 132,452
#1 Biller: WJR $18,600,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJR (MOR)	698/10.6	10.0	10.8	13.7	10.9	11.3	907/11926	8604/24.1	25.8	25.6	70	9.1	584	7460	WJR
2. WJLB-F (B)	525/ 7.9	8.5	8.6	7.8	7.8	8.2	540/ 5385	5082/14.2	15.0	14.8	92	10.2	656	5644	WJLB-F
3. WJOI-F (EZ)	381/ 5.8	5.9	6.2	5.4	5.5	5.8	397/ 4750	4485/12.5	12.9	11.7	84	4.4	286	2756	WJOI-F
4. WLLZ-F (AOR)	323/ 4.9	4.6	4.5	4.6	4.6	4.7	357/ 5479	4878/13.6	14.1	13.5	141	6.3	403	4886	WLLZ-F
5. WHYT-F (CHR)	305/ 4.6	4.9	4.7	4.8	4.4	4.8	335/ 7059	6423/18.0	17.6	16.9	89	6.0	387	5892	WHYT-F
6. CKLW (BB)	303/ 4.6	3.6	3.2	3.6	3.8	3.8	356/ 3892	3212/ 9.0	7.8	9.1	30	2.8	179	2584	CKLW
WCZY-F (CHR)	303/ 4.6	5.5	4.3	4.7	4.9	4.8	327/ 7028	6468/18.1	17.4	19.3	96	4.9	313	5661	WCZY-F
9. WWJ (N/T)	284/ 4.3	4.7	4.9	4.8	4.5	4.7	296/ 5796	5408/15.1	15.6	15.3	79	3.0	196	4325	WWJ
9. WWWW-F (C)	271/ 4.1	4.0	4.1	4.1	3.9	4.1	299/ 3949	3548/ 9.9	9.4	9.0	141	3.7	241	3371	WWWW-F
10. WNIC-F (AC)	257/ 3.9	3.6	4.1	3.8	3.9	3.9	277/ 5148	4711/13.2	13.9	12.9	141	3.7	236	4053	WNIC-F
11. WDTX-F (CHR)	225/ 3.4	2.8	2.4	1.8	2.7	2.6	234/ 4794	4556/12.7	10.4	10.6	91	2.8	179	3277	WDTX-F
12. WRIF-F (AOR)	222/ 3.4	3.4	3.9	3.9	4.5	3.7	286/ 5846	4877/13.6	15.2	14.1	118	5.1	327	5147	WRIF-F
13. WCSX-F (AOR)	216/ 3.3	4.7	3.7	3.8	4.2	3.9	240/ 4247	3775/10.6	13.1	11.0	142	5.4	344	3834	WCSX-F
14. WXYT (T)	214/ 3.2	3.1	4.0	3.5	4.8	3.5	218/ 2701	2613/ 7.3	8.1	8.9	59	5.1	325	2883	WXYT
15. WOMC-F (AC)	175/ 2.6	2.9	4.0	3.8	3.3	3.3	188/ 3029	2791/ 7.8	10.4	10.1	158	2.5	162	3033	WOMC-F
16. WLTI-F (AC)	174/ 2.6	2.8	3.3	2.7	2.8	2.9	187/ 2614	2406/ 6.7	8.1	7.6	150	2.3	147	2013	WLTI-F
17. WJZZ-F (J)	141/ 2.1	1.5	2.1	1.8	1.6	1.9	146/ 2604	2488/ 7.0	6.3	6.5	119	3.0	192	2128	WJZZ-F
18. WKSG-F (O)	135/ 2.0	1.9	2.3	2.1	2.4	2.1	137/ 2417	2374/ 6.6	6.8	6.7	150	1.8	114	1957	WKSG-F
19. WCXI (C)	122/ 1.8	1.3	1.3	1.6	1.4	1.5	142/ 2192	1906/ 5.3	4.0	3.3	100	.9	56	1082	WCXI
20. WVAE-F (J/NA)	107/ 1.6	2.0	.6	.6	.8	1.2	114/ 2233	2053/ 5.7	2.2	3.4	163	2.2	143	2160	WVAE-F
21. WQRS-F (CL)	98/ 1.5	1.9	1.5	1.6	1.2	1.6	107/ 1699	1540/ 4.3	5.1	3.8	93	1.0	62	1182	WQRS-F
22. WGPR-F (B)	96/ 1.5	1.1	1.3	1.3	1.6	1.3	100/ 2156	2063/ 5.8	5.4	4.8	100	1.3	86	1435	WGPR-F
23. WMTG (O)	73/ 1.1	1.6	1.1	.9	1.1	1.2	74/ 922	913/ 2.6	2.5	2.4	173	.7	44	796	WMTG
24. WQBH (B)	69/ 1.0	1.2	1.0	1.3	.7	1.1	69/ 1096	1096/ 3.1	3.7	2.5	100	.3	19	466	WQBH
25.															

12+ FM SHARE (METRO): 69.34% (4214 of 6077) (SPG 87: 68.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJLB-F	1. WJLB-F	1. WJLB-F>	1. WJLB-F	1. WJR <	1. WJR >	1. WJR >>	1. WJR	1. WJLB-F	1. WJR	1. WJLB-F>
2. WHYT-F>	2. WLLZ-F>	2. WLLZ-F	2. WJR	2. WJLB-F	2. WJOI-F	2. WJLB-F	2. WJOI-F	2. WJR >	2. WJLB-F>	2. WJR
3. WCZY-F	3. WRIF-F	3. WCZY-F	3. WWWW-F	3. WWWW-F	3. CKLW	3. WWJ	3. WLLZ-F<	3. WJOI-F<	3. WNIC-F	3. WWJ
4. WDTX-F	4. WHYT-F	4. WNIC-F<	4. WNIC-F	4. WNIC-F	4. WWJ	4. WCZY-F	4. WJLB-F<	4. WWWW-F	4. WHYT-F	4. WXYT-F
5. WLLZ-F	5. WDTX-F<	5. WCSX-F	5. WCSX-F	5. WJOI-F	5. WWWW-F	5. WJOI-F<	5. CKLW	5. WHYT-F	5. WLLZ-F	5. WJOI-F<
6.	6. WCSX-F<	WHYT-F	6. WCZY-F<	6. WCSX-F	WXYT-F	6. WLLZ-F	6. WWWW-F	6. WLLZ-F<	6. WDTX-F<	6. CKLW
7.	7. WCZY-F	WJR <	7. WHYT-F<	7. WCZY-F	7. WJLB-F	7. WNIC-F	7. WCZY-F<	7. CKLW	7. WJOI-F	7. WHYT-F
8.	8. WNIC-F>	8. WRIF-F	8. WOMC-F<	8. WHYT-F	8.	8. WHYT-F	8. WHYT-F<	8. WCZY-F	8. WCZY-F	8. WCZY-F
9.	9. WLTI-F	WWJ	9. WRIF-F<	WOMC-F	9.	CKLW	WRIF-F	9. WCSX-F	WRIF-F	9. WKSG-F
10.	WWWW-F	10. WDTX-F	10. WLLZ-F	10. WRIF-F	10.	10. WWWW-F	10. WCSX-F	WRIF-F	10. CKLW	10. WJZZ-F
			WLTI-F					WWJ		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WJLB-F>	1. WJLB-F>	1. WJLB-F<	1. WJLB-F>	1. WJLB-F
2. WCZY-F>	2. WHYT-F	2. WNIC-F<	2. WCZY-F<	2. WNIC-F
3. WHYT-F<	3. WNIC-F	3. WHYT-F>	3. WNIC-F	3. WWWW-F
4. WDTX-F<	4. WCZY-F	4. WLTI-F	4. WHYT-F	4. WJOI-F
5. WLLZ-F	5. WDTX-F	5. WCZY-F<	5. WLTI-F	5. WHYT-F
6. WNIC-F	6. WLTI-F	WDTX-F	6. WWWW-F	WJR
7. WLTI-F	7. WLLZ-F	7. WCSX-F	7. WDTX-F	7. WLTI-F<
8.	8. WCSX-F	8. WWWW-F	8. WOMC-F	8. WCZY-F
9.	9. WRIF-F	9. WOMC-F	9. WLLZ-F	9. WOMC-F>
10.	10. WWWW-F	10. WGPR-F	10. WJOI-F	10. WDTX-F
		WVAE-F	WJR	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLLZ-F>>	1. WLLZ-F>	1. WRIF-F	1. WLLZ-F	1. WJR >
2. WJLB-F	2. WRIF-F	2. WLLZ-F	2. WJLB-F	2. WCSX-F
3. WRIF-F	3. WJLB-F	3. WCSX-F<	3. WRIF-F	WJLB-F
4. WDTX-F	4. WCSX-F	4. WJLB-F	4. WCSX-F<	4. WRIF-F
5. WCSX-F	5. WDTX-F	5. WJR	5. WJR	5. WLLZ-F
6. WHYT-F	6. WHYT-F<	6. WDTX-F	6. WDTX-F	6. WWWW-F
7. WCZY-F	7. WJR <	WWWW-F	WWWW-F	7. WWJ
8.	8. WCZY-F	8. WJZZ-F	8. WCZY-F<	8. WJOI-F
9.	9. WWWW-F	9. WHYT-F<	9. WWJ	9. WNIC-F
10.	10. WKSG-F	10. WCZY-F	10. WNIC-F	WOMC-F

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		945 (7)	945 (7)	15.6	14.8
AOR/CLASSIC		780 (4)	780 (4)	12.8	14.4
AC/OLDIES/SOFT ROCK	116 (2)	798 (5)	914 (7)	15.0	17.4
MOR/VARIETY/FULL	698 (1)		698 (1)	11.5	11.8
COUNTRY	122 (1)	292 (2)	414 (3)	6.8	5.8
BLACK/URBAN	126 (2)	621 (2)	747 (4)	12.3	11.6
BTFL MUSIC/EZ		381 (1)	381 (1)	6.3	6.0
NEWS/TALK	498 (2)		498 (2)	8.2	10.1
NOSTALGIA	303 (1)		303 (1)	5.0	4.1
RELIGION/GOSPEL		51 (1)	51 (1)	0.8	1.0
SPANISH					
CLASSICAL		98 (1)	98 (1)	1.6	1.3
JAZZ/NEW AGE		248 (2)	248 (2)	4.1	1.8
UNKNOWN/OTHERS					
	1863 (9)	4214 (25)	6077 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCHB	1440	Inkster	.9/3.0
WHND	560	Monroe	.7/2.4
WMUZ-F	103.5	Detroit	.8/2.7
WSAQ-F	107.1	Port Huron	.3/ .8
WIQB-F	102.9	Ann Arbor	.4/1.8
CJOM-F	88.7	Windsor	.3/2.1
CKLW-F	93.9	Windsor	.9/4.1
WIOG-F	102.5	Bay City	.7/1.2
WIOT-F	104.7	Toledo	.3/1.0
WMHE-F	92.5	Toledo	.3/ .7

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	APR,$ 70.00	(Christal)	Shamrock		Phil Lamka
WHND, 560, 500 W (DAYS,DA)	, OLDIES	US 1,$ NA	(Mc-Guild)	Greater Media	(MONROE)	Tom Bender
WJR , 760, 50 KW	, MOR/VARIETY	ABC-I,$225.00	(Katz)	Cap Cities/ABC		Jim Long
WMTG, 1310, 5 KW (DA-2)	, OLDIES	SMN,$ 40.00	(Durpetti)	Fairmont		
WQBH, 1400, 1 KW	, BLACK	,$ 56.00	(Patt)			Martha Steinberg
WWJ , 950, 5 KW (DA-N)	, NEWS	CBS,$155.00	(Eastman)	Federal		Joe Archer
WXYT, 1270, 5 KW	, TALK	MBS,NBC,$100.00	(Roslin)			Charles Fritz
WCAR, 1090, 250 W/500 W (DA-2)	, ETHNIC	,$ 23.00	(---)	Wolpin	(LIVONIA)	Jack Bailey
WCHB, 1440, 1 KW	, BLACK/GOSPEL	NBN,$ 43.00	(Torbet)		(INKSTER)	Wendell Cox
CKLW, 800, 50 KW (DA-2)	, NOSTALGIA	,$ 75.00	(Republic)		(WINDSOR, ONT)	

FM STATIONS

WCSX, 94.7, 10 KW @ 950, CLASSIC ROCK	US 1,$105.00	(Mc-Guild)	Greater Media		Tom Bender
WCZY, 95.5, 100 KW @ 430, CHR	,$154.00	(HNWH)			Betty Pazdernik
WDTX, 99.5, 21 KW @ 754, CONTEMP	CBS-R,$ 93.00	(Torbet)	Hoker		Paul Jacobs
WGPR, 107.5, 50 KW @ 360, BLACK	SBN,$ 60.00	(Lazar)			George Mathews
WHYT, 96.3, 20 KW @ 780, CHR	ABC-C,$158.00	(Katz)	Cap Cities/ABC		John Cravens
WJLB, 97.9, 50 KW @ 490, BLACK	,$160.00	(MMR)	Booth		Verna Green
WJOI, 97.1, 12 KW @ 802, BTFL/EZ	,$147.00	(Eastman)	Federal		Joe Archer
WJZZ, 105.9, 20 KW @ 724, JAZZ	,$ 78.00	(Torbet)			Bob Bell
WKSG, 102.7, 50 KW @ 500, OLDIES	ABC-E,$ 97.00	(Roslin)	Ragan Henry		John Patton
WLLZ, 98.7, 50 KW @ 480, AOR	ABC-F,$150.00	(Banner)	Legacy		Kevin Smith
WLTI, 93.1, 20 KW @ 500, SOFT AC	,$109.00	(CBS)	Viacom		Jeff Slute
WMUZ, 103.5, 50 KW @ 500, RELIGION	,$ 40.00	(---)	Crawford		Frank Francosi
WNIC, 100.3, 50 KW @ 400, AC	,$163.00	(Durpetti)	Fairmont		
WOMC, 104.3, 190 KW @ 416, AC	US 2,$152.00	(Republic)	Infinity		Elaine Baker
WQRS, 105.1, 18 KW @ 782, CLASSICAL	,$ 90.00	(CMBS)	Marlin		Lorraine Golden
WRIF, 101.1, 27 KW @ 880, AOR	ABC-R,$128.00	(Republic)	Great American		
WVAE, 92.3, 21 KW @ 742, JAZZ/NEW AGE	,$ 88.00	(Roslin)			Chuck Fritz
WWWW, 106.7, 61 KW @ 508, COUNTRY	APR,$143.00	(Christal)	Shamrock		Phil Lamka
CKLW, 93.9, 100 KW @ 700, AC/OLDIES	,$ 60.00	(Republic)		(WINDSOR, ONT)	

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WOMC-F: From Metropolitan to Infinity for $23,000,000
WDTX-F: From Metropolis to Hoker for $11,800,000
WLTI-F: Swapped by Keymarket to Viacom for WRVR A/F in Memphis (Foreman)
WCZY-F: From Dorton to Broadcast Partners for $23,000,000 (E)

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DULUTH

Arbitron Rank/Pop (12+): 149/210,200

MSA Rank/Pop: 180/240,100
ADI # 123
Average Person Ratings: 17.3
Market TSL: 22.5 hours

Stations: 19/19
Diaries: 725/290:1/63.3%
Sample Target: 600
% Below Line: 0
% Not Listed: 9.6

1987 Revenue: $5,900,000
HH Inc.: $29,753
Retail $: 1.63 Bil
Pop per Station: 11,063
#1 Biller: NA

12+ METRO		1/4SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDAL	(MOR)	40/11.0	---	10.3	---	12.5	----	46/593	478/22.7	---	19.6	69				KDAL
2. KQDS A/F	(AOR)	37/10.2	---	10.6	---	8.7	----	53/623	471/22.4	---	20.5	97				KQDS A/F
3. KZIO-F	(CHR)	30/ 8.3	---	8.6	---	9.5	----	48/632	387/18.4	---	17.9	57				KZIO-F
4. WKKQ	(C)	29/ 8.0	---	7.1	---	8.7	----	38/491	319/15.2	---	12.2	95				WKKQ
5. KDAL-F	(AC)	28/ 7.7	---	8.6	---	4.6	----	35/523	380/18.1	---	16.2	144				KDAL-F
6. WDSM	(C)	22/ 6.1	---	3.8	---	5.4	----	30/419	287/13.7	---	10.5	115				WDSM
7. WTBX-F	(CHR)	20/ 5.5	---	8.0	---	5.7	----	37/401	270/12.8	---	13.7	127				WTBX-F
WAVC-F	(C)	20/ 5.5	---	11.8	---	12.0	----	33/472	310/14.7	---	21.4	138				WAVC-F
9. WAKX-F	(O)	18/ 5.0	---	3.2	---	5.4	----	23/384	272/12.9	---	12.9	152				WAKX-F
10. WEBC	(MOR)	16/ 4.4	---	5.0	---	4.6	----	24/495	343/16.3	---	15.7	80				WEBC
11. KXTP	(BB)	14/ 3.9	---	3.5	---	5.7	----	17/218	190/ 9.0	---	9.1	0				KXTP
WCDK-F	(C)	14/ 3.9	---	.6	---	---	----	16/198	171/ 8.1	---	2.5	149				WCDK-F

12+ FM SHARE (METRO): 55.18% (181 of 328) (SPG 87: 60.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZIO-F>>	1. KQDS-AF>>	1. KQDS-F>	1. KQDS-AF	1. KDAL-F	1. KDAL >	1. KDAL >	1. KDAL	1. KQDS-AF>	1. KQDS-F	1. KDAL
2. WTBX-F>>	2. KZIO-F	2. KZIO-F	2. KDAL-F	2. KQDS-F	2. WKKQ	2. WKKQ >	2. KQDS-AF	2. KZIO-F	2. WEBC	2. WAKX-F
3. KQDS-AF>>	3. WAKX-F	3. KDAL-F	3. WAKX-F	3. KDAL	3. KDAL-F	3. KDAL-F	3. WKKQ	3. KDAL-F	3. KZIO-F	3. WEBC
4.	4. WTBX-F	4. WAKX-F	4. WTBX-F	WAKX-F	4. WDSM	KZIO-F	4. KDAL-F	4. KDAL	4. KDAL >	4. KQDS-F
5.	5. KDAL-F	5. WTBX-F	5.	WAVC-F	5.	5.	WDSM	WAVC-F	5. KDAL-F	WAVC-F
	WAVC-F			WKKQ						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZIO-F>>	1. KZIO-F>	1. KDAL-F	1. KZIO-F	1. KDAL-F>	1. KQDS-AF>>	1. KQDS-AF>>	1. KQDS-AF>>	1. KQDS-AF>>	1. KQDS-AF>
2. KQDS-AF	2. KDAL-F	WAKX-F	2. KDAL-F	2. WAVC-F	2. KZIO-F>	2. WTBX-F	2. WTBX-F<	2. KDAL	2. KDAL
3. KDAL-F	KQDS-AF	WAVC-F	3. WAKX-F	WKKQ	3.	3. KZIO-F	3. WAKX-F<	KZIO-F	KDAL-F
WAKX-F	WAKX-F	4. KQDS-AF	4. KQDS-AF	4. WAKX-F	4.	WAKX-F	4. WAVC-F	WAKX-F	4.
5.	5.	WTBX-F	5.	5.	5.	5.	5.	WTBX-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		50 (2)	50 (2)	15.2	18.1
AOR/CLASSIC	2 (1)	35 (1)	37 (2)	11.3	11.6
AC/OLDIES/SOFT ROCK		46 (2)	46 (2)	14.0	16.5
MOR/VARIETY/FULL	75 (4)		75 (4)	22.9	21.9
COUNTRY	51 (2)	34 (2)	85 (4)	25.9	24.8
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA	14 (1)		14 (1)	4.3	3.9
RELIGION/GOSPEL	2 (1)		2 (1)	0.6	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)	16 (2)	19 (3)	5.8	2.3
	147 (10)	181 (9)	328 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELY	1450	Ely	2.2/1.4
WHLB	1400	Virginia	3.0/5.1
WMFG	1240	Hibbing	.8/4.2
WMFG-F	106.3	Hibbing	1.1/2.8
WWJC	850	Duluth	.6/2.6

MISCELLANEOUS COMMENTS KDAL A/F sold by Duchossois for $2,000,000 (Blackburn)... WHLB-F changes calls to WCDK (November)...

RADIO STATIONS

KDAL, 610, 5 KW (DA-N)	, MOR	CBS,$ 25.00	(Katz)			John Snee
KXTP, 970, 1 KW	, NOSTALGIA	ABC-D,$ 11.00	(Roslin)			Lew Latto
WDSM, 710, 10 KW/5 KW (DA-N)	, COUNTRY	NBC,$ 18.00	(Torbet)			Pat McNulty
WEBC, 560, 5 KW (DA-N)	, MOR	US 2,ABC-E,$ 21.00	(Mc-Guild)	Brill		Bill Bromley
WWJC, 850, 10 KW (DAYS)	, RELIGION	,$ 6.00	(---)			Ted Elm
WKKQ, 650, 10 KW/500 W (DA-2)	, COUNTRY	ABC-D,$ NA	(Banner)		(HIBBING)	Dave Acaley
KDAL-F, 95.7, 100 KW @ 803, AC		,$ 29.00	(Katz)			John Snee
KQDS-F, 94.9, 100 KW @ 730, AOR		,$ 22.00	(HNWH)			Chuck Poet
KZIO-F, 102.5, 100 KW @ 600, CHR		ABC-C,$ 20.00	(Torbet)			Pat McNulty
WAKX-F, 98.9, 100 KW @ 600, OLDIES		,$ 16.00	(Roslin)			Richard Caya
WAVC-F, 105.1, 100 KW @ 790, COUNTRY		,$ 37.00	(Mc-Guild)	Brill		Bill Bromley
WEVE-F, 97.9, 71 KW @ 550, AC		ABC-E,$ 12.00	(Roslin)		(EVELETH)	Jerry Sylvester
WTBX-F, 93.9, 100 KW @ 546, CHR		,$ 17.00	(Banner)		(HIBBING)	David Acaley
WCDK-F, 99.9, 100 KW @ ?? , COUNTRY		MBS,$ NA	(Katz)		(VIRGINIA)	

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EL PASO

Arbitron Rank/Pop (12+): 79/437,000

MSA Rank/Pop: 88/567,000
ADI # 104
Average Person Ratings: 17.8
Market TSL: 23.8 hours

Stations: 22/18
Diaries: 914/478:1/52.0%
Sample Target: 800
% Below Line: 3.7
% Not Listed: 6.2

1987 Revenue: $11,500,000
HH Inc.: $28,241
Retail $: 2.7 Bil
Pop per Station: 24,278
#1 Biller: KHEY A/F $3,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F (CHR)	102/13.1	8.6	6.1	7.1	4.6	8.7	110/1156	1045/23.9	16.3	14.0	43	16.9	144	1083	KPRR-F
2. KLAQ-F (AOR)	83/10.6	10.3	11.4	11.6	10.7	11.0	106/1112	899/20.6	27.5	24.1	108	18.4	156	1164	KLAQ-F
3. KHEY-F (C)	78/10.0	10.5	9.3	7.2	8.7	9.3	98/1115	934/21.4	20.0	20.4	138	9.1	77	922	KHEY-F
4. KEZB-F (CHR)	68/ 8.7	10.3	10.0	14.2	11.6	8.8	77/1382	1103/25.2	29.0	35.3	75	8.7	74	1365	KEZB-F
5. KTSM-F (EZ)	51/ 6.5	6.4	7.0	6.3	8.4	6.6	66/ 676	517/11.8	15.3	16.2	55	4.9	42	503	KTSM-F
6. KAMZ-F (CHR)	46/ 5.9	6.8	7.0	7.7	7.4	6.9	47/ 858	811/18.6	21.5	26.1	103	7.8	66	1068	KAMZ-F
7. KBNA-F (SP)	41/ 5.3	6.3	5.7	4.7	3.2	5.5	50/ 676	594/13.6	12.4	8.6	123	4.1	35	509	KBNA-F
8. KOFX-F (AL/SP)	40/ 5.1	3.4	5.3	6.3	5.8	5.0	46/ 770	601/13.8	12.3	13.7	167	3.5	30	388	KOFX-F
KAMA (SP)	40/ 5.1	6.7	9.1	6.0	5.4	6.7	47/ 639	512/11.7	14.2	12.8	137	3.5	30	613	KAMA
10. KLTO-F (AC)	29/ 3.7	4.9	5.7	5.2	4.9	4.9	33/ 633	558/12.8	16.3	14.4	143	3.3	28	412	KLTO-F
11. KTSM (N/T)	27/ 3.5	3.0	2.7	3.1	5.4	3.1	27/ 352	346/ 7.9	8.1	9.5	63	2.9	25	301	KTSM
12. KBNA (SP)	24/ 3.1	2.4	2.3	1.0	.6	2.2	25/ 305	296/ 6.8	6.5	2.4	61	2.0	17	334	KBNA
13. KROD (O)	20/ 2.6	2.4	2.6	3.0	4.8	2.7	21/ 388	348/ 8.0	9.8	11.8	169	2.0	17	359	KROD
14. KHEY (C)	19/ 2.4	4.0	3.1	3.1	4.4	3.2	21/ 399	344/ 7.9	10.1	11.4	100	2.5	21	380	KHEY
15. KVIV (SP)	16/ 2.1	1.2	---	---	---	.8	16/ 159	155/ 3.5	---	---	90	---	---	---	KVIV

12+ FM SHARE (METRO): 74.73% (547 of 732) (SPG 87: 71.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPRR-F>	1. KLAQ-F	1. KLAQ-F	1. KHEY-F	1. KHEY-F	1. KTSM-F	1. KHEY-F	1. KLAQ-F<	1. KPRR-F	1. KPRR-F>>	1. KHEY-F
2. KEZB-F>>	2. KPRR-F>	2. KHEY-F	2. KLAQ-F	2. KLAQ-F	2. KHEY-F	2. KLAQ-F	2. KPRR-F<	2. KLAQ-F	2. KEZB-F	2. KOFX-F
3.	3. KHEY-F	3. KPRR-F>	3. KOFX-F	3. KOFX-F	3. KAMA	3. KPRR-F	3. KHEY-F>	3. KHEY-F	3. KLAQ-F	3. KLAQ-F
4.	4. KEZB-F	4. KEZB-F	4. KEZB-F	4. KAMA	4. KTSM	4. KEZB-F	4. KTSM-F	4. KEZB-F	4. KHEY-F	KEZB-F
5.	5. KAMZ-F	5. KOFX-F	5. KAMZ-F<	5. KBNA-F	5. KBNA-F	5. KAMA	5. KAMA	5. KAMZ-F	KTSM-F	5. KTSM <
		6. KAMZ-F	6. KBNA-F	KEZB-F			KOFX-F			6. KTSM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPRR-F	1. KLAQ-F<	1. KHEY-F	1. KHEY-F	1. KHEY-F>	1. KPRR-F>	1. KLAQ-F<	1. KLAQ-F>>	1. KLAQ-F	1. KLAQ-F
2. KEZB-F	2. KHEY-F	KLAQ-F	2. KLAQ-F	2. KLAQ-F	2. KLAQ-F>	2. KPRR-F>	2. KPRR-F	2. KPRR-F>	2. KHEY-F>
KLAQ-F	3. KAMZ-F	3. KAMZ-F	3. KAMZ-F	3. KOFX-F	3. KEZB-F	3. KHEY-F	3. KHEY-F	3. KHEY-F>	3. KOFX-F
4. KAMZ-F	4. KPRR-F	4. KOFX-F	KEZB-F	4. KAMA	4. KHEY-F	4. KEZB-F	4. KEZB-F<	4. KEZB-F	4. KROD
KHEY-F	5. KEZB-F	5. KEZB-F	KPRR-F	5. KAMZ-F	5.	5.	5. KLTO-F	KOFX-F	5. KAMA
		6. KBNA-F		KBNA-F			6. KOFX-F		KEZB-F
		KPRR-F							

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	2 (1)	216 (3)	218 (4)	29.8	21.3
AOR/CLASSIC		83 (1)	83 (1)	11.3	11.5
AC/OLDIES/SOFT ROCK	20 (1)	69 (2)	89 (3)	12.2	16.6
MOR/VARIETY/FULL					
COUNTRY	19 (1)	78 (1)	97 (2)	13.3	19.0
BLACK/URBAN					
BTFL MUSIC/EZ		51 (1)	51 (1)	7.0	9.0
NEWS/TALK	27 (1)		27 (1)	3.7	5.8
NOSTALGIA					
RELIGION/GOSPEL	11 (1)		11 (1)	1.5	2.5
SPANISH	106 (7)	44 (2)	150 (9)	20.5	14.3
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.8	
	185 (12)	547 (11)	732 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KELP	1590	El Paso	1.4/3.6
KEZB	1150	El Paso	.3/2.1
KPAS-F	103.1	Fabens	.8/1.8
XEFV	1000	Juarez	.8/1.4
XEJ	970	Juarez	.4/2.1
XHGU-F	105.9	Juarez	.4/1.7

MISCELLANEOUS COMMENTS KAMA, KAMZ-F sold by Thrash to Pinnacle for $ _____...

RADIO STATIONS

KAMA, 750, 10 KW/1 KW (DA-2)	, HISPANIC	,$ 33.00	(Caballero)	Pinnacle	Buddy Howell
KBNA, 920, 1 KW/500 W (DA-N)	, HISPANIC	,$ NA	(Katz Hisp.)	Tichenor	Dan Wilson
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I,$ 35.00	(Katz)		Gary Ackers
KROD, 600, 5 KW (DA-N)	, AC	CBS-R,$ 22.00	(HNWH)		Charles Cohn
KTSM, 1380, 5 KW/500 W	, TALK/NEWS	CBS,NBC,$ 25.00	(HNWH)		Karl Wyler
KVIV, 1340, 1 KW	, HISPANIC	,$ 19.00	(Lotus)		Bob Proud
KAMZ-F, 93.1, 30 KW @ 1190, CHR		,$ 44.00	(Eastman)	Pinnacle	Buddy Howell
KBNA-F, 97.5, 60 KW @ 1080, HISPANIC		,$ 30.00	(Katz Hisp.)	Tichenor	Dan Wilson
KEZB-F, 93.9, 100 KW @ 1210, CHR		ABC-F,$ 52.00	(Christal)		John Wagner
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY		,$ 70.00	(Katz)		Jim Phillips
KLAQ-F, 95.5, 88 KW @ 1390, AOR		Source,$ 57.00	(HNWH)		Charles Cohn
KLTO-F, 94.7, 91 KW @ 1080, AC		,$ 34.00	(Republic)		Benny Springer
KOFX-F, 92.3, 100 KW @ 1860, AC/HISPANIC		US 1,$ 28.00	(Mc-Guild)		Les Roberson
KPRR-F, 102.1, 100 KW @ 1190, CHR		US 2,$ 32.00	(Banner)		Dick Lewis
KTSM-F, 99.9, 100 KW @ 1820, BTFL/EZ		CBS,NBC,$ 31.00	(HNWH)		Karl Wyler

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ERIE

Arbitron Rank/Pop (12+): 139/231,000

MSA Rank/Pop: 157/282,000
ADI # 142
Average Person Ratings: 14.9
Market TSL: 20.0 hours

Stations: 12/11
Diaries: 734/315:1/57.2%
Sample Target: 610
% Below Line: 6.1
% Not Listed: 10.8

1987 Revenue: $5,200,000
HH Inc.: $31,386
Retail $: 1.6 Bil
Pop per Station: 21,000
#1 Biller: WCCK-F $1,500,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WJET-F (CHR)	83/24.1	---	20.9	---	8.2	----	87/1064	938/40.6	---	42.5	78	23.2	82	881	WJET-F
2. WXKC-F (AC)	59/17.2	---	16.2	---	17.5	----	65/ 862	764/33.1	---	32.6	158	11.9	42	515	WXKC-F
3. WCCK-F (CHR/AC)	49/14.2	---	20.7	---	20.8	----	74/1115	693/30.0	---	41.0	109	21.0	74	1119	WCCK-F
4. WEYZ (BB)	31/ 9.0	---	8.1	---	14.7	----	31/ 348	348/15.1	---	14.2	31	9.1	32	335	WEYZ
5. WREO-F (EZ)	21/ 6.1	---	4.5	---	7.5	----	34/ 512	288/12.5	---	11.3	54	1.1	4	101	WREO-F
6. WHDZ (O)	19/ 5.5	---	2.1	---	2.6	----	20/ 278	271/11.7	---	9.6	151	6.2	22	216	WHDZ
7. WZPR-F (C)	12/ 3.5	---	5.2	---	5.4	----	48/ 660	177/ 7.7	---	8.1	143	4.5	16	197	WZPR-F
8. WLKK (C)	11/ 3.2	---	1.8	---	8.0	----	12/ 190	177/ 7.7	---	5.8	34	.6	2	154	WLKK
9. WRIE (AC)	10/ 2.9	---	3.7	---	---	----	10/ 212	199/ 8.6	---	10.9	114	4.2	15	235	WRIE
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 76.55% (235 of 307) (SPG 87: 80.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJET-F>>	1. WJET-F>	1. WXKC-F<	1. WXKC-F>	1. WXKC-F>	1. WXKC-F<	1. WJET-F>	1. WXKC-F	1. WJET-F>	1. WJET-F>>	1. WJET-F>>
2.	2. WCCK-F	2. WJET-F	2. WJET-F	2. WJET-F	2. WEYZ >	2. WXKC-F>	2. WJET-F	2. WXKC-F	2. WXKC-F	2. WXKC-F<
3.	3. WXKC-F>>	3. WCCK-F>>	3. WCCK-F>>	3. WCCK-F>	3. WREO-F	3. WCCK-F	3. WCCK-F	3. WCCK-F>	3. WCCK-F	3. WCCK-F
4.	4.	4.	4. WHDZ	4.	4. WCCK-F	4. WEYZ	4. WEYZ	4. WEYZ	4. WHDZ	WLKK
5.	5.	5.	5.	5.	WJET-F	5.	5.	5.	5.	5. WEYZ

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJET-F>>	1. WJET-F>	1. WXKC-F<	1. WXKC-F	1. WXKC-F>>	1. WCCK-F	1. WCCK-F	1. WJET-F<	1. WCCK-F	1. WXKC-F>
2. WCCK-F	2. WXKC-F	2. WJET-F>	2. WJET-F>	2. WJET-F>	2. WJET-F>	WJET-F>	2. WXKC-F<	2. WJET-F	2. WJET-F
3. WXKC-F	3. WCCK-F>>	3. WCCK-F	3. WCCK-F	3. WCCK-F>	3. WHDZ	3. WXKC-F>>	3. WCCK-F	WXKC-F>	3. WCCK-F
4.	4.	4.	4.	4.	WXKC-F	4.	4.	4. WHDZ	4. WHDZ
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		132 (2)	132 (2)	43.0	48.5
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	29 (2)	59 (1)	88 (3)	28.7	24.4
MOR/VARIETY/FULL					
COUNTRY	12 (2)	17 (2)	29 (4)	9.4	7.9
BLACK/URBAN					2.1
BTFL MUSIC/EZ		21 (1)	21 (1)	6.8	7.6
NEWS/TALK					
NOSTALGIA	31 (1)		31 (1)	10.1	9.5
RELIGION/GOSPEL		6 (1)	6 (1)	2.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	72 (5)	235 (7)	307 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLT-F 106.3 Union City 1.7/3.5

MISCELLANEOUS COMMENTS WLKK changes calls to WHDZ (December)...

RADIO STATIONS

WEYZ, 1450, 1 KW	, NOSTALGIA	CBS,$ 16.00	(Katz)	Burbach		Howard Nermenz
WHDZ, 1260, 5 KW (DA-2)	, OLDIES	,$ 13.00	(Torbet)			Frank Nosal
WLKK, 1400, 1 KW	, COUNTRY	SMN,$ 10.00	(Roslin)			
WRIE, 1330, 5 KW (DA-2)	, AC	US 2,$ 15.00	(Roslin)			Mike Crosby
WCCK-F, 103.7, 50 KW @ 500,	CONTEMP/AC	,$ 38.00	(Katz)	Burbach		Howard Nermenz
WJET-F, 102.3, 3 KW @ 300,	CHR	,$ 30.00	(Banner)	Myron Jones		John Kanzius
WXKC-F, 99.9, 10 KW @ 400,	AC	ABC-D,$ 41.00	(Torbet)			Don Kelly
WZPR-F, 100.3, 20 KW @ 585,	COUNTRY	ABC-E,$ 19.00	(---)		(MEADVILLE)	Gary Gunton
WREO-F, 97.1, 50 KW @ 500,	BTFL/EZ	UPI,$ 17.00	(Regional)		(ASHTABULA)	Tina Mengine

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EUGENE

Arbitron Rank/Pop (12+): 145/220,000

MSA Rank/Pop: 170/264,000
ADI # 137
Average Person Ratings: 13.9
Market TSL: 18.8 hours

Stations: 13/13
Diaries: 745/295:1/61.6%
Sample Target: 620
% Below Line: 0
% Not Listed: 18.7

1987 Revenue: $6,000,000
HH Inc.: $26,881
Retail $: 1.55 Bil
Pop per Station: 16,923
#1 Biller: KUGN-F $1,400,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KUGN-F (C)	42/13.8	14.7	13.5	11.3	9.8	13.3	43/507	464/21.1	19.5	21.7	112				KUGN-F
2. KSND-F (CHR)	37/12.1	13.3	12.5	16.8	14.3	13.7	39/619	583/26.5	24.4	25.0	58				KSND-F
3. KPNW-F (AC)	29/ 9.5	7.8	10.1	9.8	11.5	9.3	37/604	385/17.5	17.0	17.0	135				KPNW-F
KUGN (MOR)	29/ 9.5	10.2	9.4	8.6	10.6	9.4	33/586	491/22.3	22.0	20.5	79				KUGN
5. KZEL-F (AOR)	27/ 8.9	4.4	6.6	8.3	10.1	7.1	36/601	384/17.5	14.8	16.1	115				KZEL-F
6. KMGE-F (AC)	25/ 8.2	6.8	10.1	2.4	1.7	6.9	28/462	420/19.1	15.6	20.3	124				KMGE-F
7. KPNW (MOR)	17/ 5.6	5.1	6.3	6.4	4.2	5.9	32/461	273/12.4	18.9	16.7	95				KPNW
8. KLCX-F (AOR)	15/ 4.9	4.1	4.2	7.0	7.3	5.1	32/433	211/ 9.6	9.1	16.2	131				KLCX-F
9. KEED (C)	8/ 2.6	3.1	2.4	3.1	4.8	2.8	8/152	138/ 6.3	6.5	7.5	123				KEED
KDUK (BB)	8/ 2.6	3.4	4.5	4.9	2.8	3.9	9/158	140/ 6.4	6.1	6.0	19				KDUK
11. KKXO (C)	4/ 1.3	3.1	1.0	---	---	---	4/113	113/ 5.1	7.9	3.0	162				KKXO
KZAM-F (AOR)	4/ 1.3	3.1	1.7	4.0	2.0	2.5	4/134	131/ 6.0	7.0	7.3	162				KZAM-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 72.17% (179 of 248) (SPG 87: 68.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KSND-F>>	1. KSND-F	1. KUGN-F	1. KUGN-F	1. KUGN-F	1. KUGN-F	1. KUGN >	1. KUGN-F	1. KUGN-F	1. KSND-F>	1. KUGN-F
2. KPNW-F>	2. KZEL-F	2. KSND-F	2. KPNW-F	2. KPNW-F	2. KUGN >	2. KUGN-F>	2. KPNW-F>	2. KSND-F	2. KUGN	2. KUGN >>
3.	3. KMGE-F	3. KZEL-F	3. KZEL-F	3. KZEL-F	3. KPNW-F	3. KSND-F	3. KZEL-F	3. KMGE-F	3. KUGN-F	3. KSND-F
4.	4. KPNW-F	4. KPNW-F	4. KMGE-F>	KMGE-F>	4. KPNW	4. KMGE-F	4. KSND-F	4. KPNW-F	4. KZEL-F	4. KMGE-F
5.	5. KUGN-F	5. KMGE-F	5. KSND-F	5. KUGN-F	5.	5. KPNW-F	5. KMGE-F	5. KZEL-F	5. KMGE-F	KZEL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSND-F>>	1. KSND-F	1. KMGE-F	1. KSND-F	1. KUGN-F	1. KSND-F	1. KZEL-F>	1. KZEL-F>	1. KZEL-F	1. KUGN-F>
2. KMGE-F	2. KMGE-F	KPNW-F	2. KPNW-F	2. KPNW-F>	KUGN-F	2. KUGN-F	2. KPNW-F	2. KUGN-F>	KZEL-F
3. KPNW-F	3. KPNW-F>	KSND-F	3. KUGN-F	3. KMGE-F	KZEL-F	3. KMGE-F	3. KMGE-F	3. KMGE-F	3. KPNW-F
KZEL-F	4. KLCX-F	4. KLCX-F	4. KMGE-F	4. KSND-F	4. KLCX-F	KPNW-F	4. KUGN-F	4. KPNW-F	4. KMGE-F
5.	KUGN-F	KUGN-F	5.	5. KLCX-F	KMGE-F	5. KSND-F	KUGN	5. KSND-F	5. KUGN
				KUGN					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		37 (1)	37 (1)	14.9	14.7
AOR/CLASSIC		46 (3)	46 (3)	18.5	10.2
AC/OLDIES/SOFT ROCK		54 (2)	54 (2)	21.8	28.6
MOR/VARIETY/FULL	46 (2)		46 (2)	18.5	19.2
COUNTRY	12 (2)	42 (1)	54 (3)	21.8	18.8
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					0.8
NOSTALGIA	8 (1)		8 (1)	3.2	5.3
RELIGION/GOSPEL	3 (1)		3 (1)	1.2	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.2
	69 (6)	179 (7)	248 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KORE 1050 Springfield 1.0/4.7

MISCELLANEOUS COMMENTS KZAM A/F sold to Kefford for $?? ...

RADIO STATIONS

KEED, 1600, 5 KW/1 KW (DA-N)	, COUNTRY	US 2,$ 17.00	(MMR)	Comm. Pacific	Mike Groshing
KKXO, 1450, 1 KW	, COUNTRY	Trans,$ 13.00	(Eastman)		Don Berry
KPNW, 1120, 50 KW (DA-1)	, MOR/AC	ABC-I,$ 21.00	(Katz)	Pacific NW	Dave Woodward
KDUK, 1280, 5 KW/1 KW (DA-N)	, NOSTALGIA	,$ 13.00	(Banner)	Constant	
KUGN, 590, 5 KW/1 KW (DA-N)	, MOR	CBS,MBS,$ 27.00	(Torbet)	Omni	Chuck Chackel
KLCX-F, 104.7, 100 KW @ 1703,	CLASSIC ROCK	,$ 22.00	(Banner)	Constant (FLORENCE)	
KMGE-F, 94.5, 100 KW @ 813,	AC	,$ 27.00	(Eastman)		Don Berry
KPNW-F, 99.1, 100 KW @ 1645,	SOFT AC	,$ 30.00	(Katz)	Pacific NW	Dave Woodward
KSND-F, 93.1, 100 KW @ 850,	CHR	,$ 35.00	(MMR)	Comm. Pacific	
KUGN-F, 97.9, 100 KW @ 785,	COUNTRY	MBS,$ 40.00	(Torbet)	Omni	Chuck Chackel
KZAM-F, 95.3, 1.6 KW @ 450,	AOR (?)	,$ 15.00	(HNWH)	Kefford (CRESWELL)	
KZEL-F, 96.1, 100 KW @ 870,	AOR	NBC,Source,$ 23.00	(Christal)		Jon Bellizzi

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EVANSVILLE

Arbitron Rank/Pop (12+): 137/235,900

MSA Rank/Pop: 156/283,200
ADI # 88
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 12/9
Diaries: 700/337:1/54.1%
Sample Target: 630
% Below Line: 7.8
% Not Listed: 5.7

1987 Revenue: $9.3 Bil
HH Inc.: $31,544
Retail $: 2.1 Bil
Pop per Station: 26,211
#1 Biller: WIKY-F $2,900,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIKY-F	(MOR)	96/24.8	---	25.5	---	25.7	----	122/1109	814/34.5	---	34.3	65				WIKY-F
2. WSTO-F	(CHR)	77/19.9	---	31.5	---	20.7	----	185/2193	960/40.7	---	44.7	90				WSTO-F
3. WYNG-F	(C)	56/14.5	---	12.9	---	11.8	----	98/ 880	601/25.5	---	21.0	130				WYNG-F
4. WKDQ-F	(AC)	53/13.7	---	8.3	---	8.3	----	85/1029	608/25.8	---	22.8	148				WKDQ-F
5. WGBF A/F	(CHR)	34/ 8.8	---	3.2	---	7.8	----	51/ 568	406/17.2	---	11.4	97				WGBF A/F
6. WBKR-F	(C)	26/ 6.7	---	5.4	---	5.5	----	119/1325	334/14.2	---	10.5	134				WBKR-F
7. WIKY	(MOR)	8/ 2.1	---	3.0	---	9.6	----	9/ 179	163/ 6.9	---	7.6	90				WIKY
8.																
9.																
10.																
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 93.15% (340 of 365) (SPG 87: 91.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSTO-F>>	1. WSTO-F>	1. WSTO-F	1. WKDQ-F	1. WKDQ-F	1. WIKY-F>>	1. WIKY-F>>	1. WIKY-F>	1. WIKY-F<	1. WSTO-F>	1. WIKY-F<
2. WKDQ-F	2. WGBF-AF	2. WKDQ-F	2. WSTO-F	2. WYNG-F	2. WYNG-F>	2. WYNG-F	2. WSTO-F	2. WSTO-F>	2. WIKY-F	2. WYNG-F
3. WGBF-AF	3. WKDQ-F>	3. WYNG-F	3. WYNG-F>	3. WSTO-F	3. WKDQ-F	3. WSTO-F	3. WYNG-F	3. WKDQ-F	3. WYNG-F	3. WSTO-F
4.	4. WYNG-F	4. WGBF-AF	4. WIKY-F	4. WIKY-F	4.	4. WKDQ-F	4. WKDQ-F	4. WYNG-F	4. WGBF-AF	4. WKDQ-F
5.	5.	5. WIKY-F	5.	5.	5.	5.	5.	5.	WKDQ-F	5. WBKR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSTO-F>>	1. WSTO-F>	1. WKDQ-F	1. WSTO-F>	1. WIKY-F<	1. WGBF-AF<	1. WSTO-F	1. WSTO-F	1. WKDQ-F	1. WKDQ-F
2. WGBF-AF	2. WKDQ-F	2. WSTO-F>	2. WKDQ-F	2. WSTO-F	2. WSTO-F>>	2. WGBF-AF>	2. WGBF-AF	2. WSTO-F	2. WYNG-F
3.	3. WGBF-AF	3. WGBF-AF	3. WIKY-F	WYNG-F<	3. WKDQ-F	3. WKDQ-F	WKDQ-F	3. WYNG-F	3. WSTO-F>
4.	4. WIKY-F	WIKY-F	4. WYNG-F	4. WKDQ-F	WYNG-F	4. WYNG-F	4. WYNG-F	4. WGBF-AF	4. WIKY-F
5.	5. WYNG-F	5. WYNG-F	5.	5.	5.	5.	5. WBKR-F	5.	5. WGBF-AF

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		77 (1)	77 (1)	21.1	34.3
AOR/CLASSIC	6 (1)	28 (1)	34 (2)	9.3	
AC/OLDIES/SOFT ROCK		53 (1)	53 (1)	14.5	3.5
MOR/VARIETY/FULL	8 (1)	96 (1)	104 (2)	28.5	31.1
COUNTRY		84 (3)	84 (3)	23.0	29.0
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.4	1.2
RELIGION/GOSPEL	6 (1)		6 (1)	1.6	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		2 (1)	2 (1)	.5	
	25 (4)	340 (8)	365 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSON	860	Henderson	1.3/4.4
WVHI	1330	Evansville	1.6/3.2
WRAY-F	98.1	Princeton	.5/2.2
WRUL-F	97.3	Carmi	.5/2.4

MISCELLANEOUS COMMENTS WYNG-F sold by Beasley to Faircom for $5,600,000 (Richards)...

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N)	, AC	ABC-I,$ 16.00	(Katz)		Stan Clark
WSON, 860, 500 W (DA-1)	, NOSTALGIA	SMN,$ NA	(Regional)	(HENDERSON, KY)	
WVHI, 1330, 5 KW/1 KW (DA-2)	, RELIGION	,$ 10.00	(---)		Sally Carr
WGBF-F, 103.1, 3 KW @ 300, AOR		ABC-C,$ 13.00	(Katz)	(HENDERSON, KY)	
WIKY-F, 104.1, 39 KW @ 580, MOR/BTFL**		MBS,$ 75.00	(Christal)	South Central	Charles Blake
WKDQ-F, 99.5, 100 KW @ 500, AC		US 1,$ 35.00	(Mc-Guild)	(HENDERSON, KY)	John Gush
WYNG-F, 105.3, 50 KW @ 500, COUNTRY		US 2,$ 40.00	(HNWH)	Faircom	Shawn Portmann
WBKR-F, 92.5, 100 KW @ 1101, COUNTRY		,$ 36.00	(HNWH)	(OWENSBORO)	Paul Daniel
WSTO-F, 96.1, 100 KW @ 1000, CHR		ABC-F,$ 55.00	(Republic)	(OWENSBORO)	Ray Wettstein

** WIKY programs BTFL at night

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FARGO

Arbitron Rank/Pop (12+): 204/126,100

MSA Rank/Pop: 249/144,500
ADI # 103
Average Person Ratings: 14.9
Market TSL: 19.8 hours

Stations: 10/9
Diaries: 597/211:1/60.4%
Sample Target: 550
% Below Line: 0.5
% Not Listed: 6.4

1987 Revenue: $6,[illegible]0,000
HH Inc.: $33,299
Retail $: 1.13 Bil
Pop per Station: 14,011
#1 Biller: KFGO $1,700,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAY-F (CHR)	32/17.0	---	17.9	---	14.9	----	60/877	448/35.5	---	36.0	63				WDAY-F
2. WDAY (C)	26/13.8	---	10.0	---	11.6	----	45/654	321/25.5	---	23.8	91				WDAY
3. KQWB-F (AOR)	25/13.3	---	14.9	---	13.5	----	46/483	287/22.8	---	27.3	65				KQWB-F
4. KVOX-F (C)	24/12.8	---	11.4	---	11.6	----	39/455	279/22.1	---	23.3	129				KVOX-F
5. KFGO (C)	23/12.2	---	14.4	---	15.3	----	85/979	290/23.0	---	27.1	80				KFGO
6. KLTA-F (AC)	21/11.2	---	11.9	---	9.8	----	39/546	298/23.6	---	22.3	147				KLTA-F
7. KFGO-F (EZ)	10/ 5.3	---	5.5	---	5.1	----	16/317	171/13.6	---	14.2	147				KFGO-F
8. KQWB (AC)	8/ 4.3	---	4.5	---	6.0	----	14/296	163/12.9	---	12.7	158				KQWB
9. KVOX (C)	6/ 3.2	---	3.5	---	2.3	----	7/209	150/11.9	---	11.7	122				KVOX
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 64.20% (113 of 176) (SPG 87: 65.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDAY-F>>	1. KQWB-F	1. KQWB-F<	1. KLTA-F	1. KLTA-F	1. WDAY	1. WDAY	1. KQWB-F	1. WDAY-F	1. WDAY-F>>	1. KQWB-F>
2. KQWB-F>>	2. WDAY-F	2. KLTA-F	KVOX-F>	KVOX-F>	2. KFGO	>>2. KFGO	2. KVOX-F	2. KQWB-F	2. KQWB-F	2. WDAY
3.	3. KLTA-F	KVOX-F	3. WDAY	3. WDAY	3. KVOX-F	3. WDAY-F	3. WDAY	3. KVOX-F	3. KVOX-F	WDAY-F
4.	4. KVOX-F	WDAY-F	WDAY-F	4. WDAY-F	4. KFGO-F	4. KLTA-F	4. KLTA-F	4. KLTA-F	4. KVOX	4. KFGO
5.	5.	5.	5. KQWB-F	5. KFGO	5.	KVOX-F	KFGO	5. KFGO	WDAY	5.
							WDAY-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDAY-F	1. KLTA-F	1. KLTA-F<	1. KLTA-F	1. KLTA-F	1. KQWB-F>	1. KQWB-F>	1. KLTA-F<	1. KQWB-F	1. KVOX-F
2. KQWB-F	WDAY-F>	2. KVOX-F<	2. WDAY-F	2. KVOX-F>	2. WDAY-F	2. WDAY-F	2. KVOX-F	2. KVOX-F	2. KLTA-F
3. KLTA-F	3. KQWB-F	3. WDAY-F	3. KVOX-F	3. KFGO	3. KVOX-F	3. KVOX-F	3. KQWB-F	3. WDAY-F	WDAY
4.	KVOX-F	4.	4. KQWB-F	KFGO-F	4.	4. KLTA-F	4. WDAY-F	4. KLTA-F	4. KQWB-F
5.	5.	5.	5.	WDAY	5.	5.	5.	5.	WDAY-F
				WDAY-F					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	18.2	19.0
AOR/CLASSIC		25 (1)	25 (1)	14.2	15.9
AC/OLDIES/SOFT ROCK	8 (1)	22 (2)	30 (3)	17.0	17.5
MOR/VARIETY/FULL					
COUNTRY	55 (3)	24 (1)	79 (4)	44.9	41.8
BLACK/URBAN					
BTFL MUSIC/EZ		10 (1)	10 (1)	5.7	5.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	63 (4)	113 (6)	176 (10)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBRF-F 103.3 Fergus Falls .5/2.5

MISCELLANEOUS COMMENTS KFGO A/F sold by Communications Properties for $6,100,000 (Blackburn)...

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	, COUNTRY	ABC-E,ABC-I,$ 50.00	(Banner)		Dick Voight
KQWB, 1550, 10 KW/5 KW (DA-N)	, AC	US 1,$ 15.00	(HNWH)	Brill	Chuck Walmer
KVOX, 1280, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-D,$ 14.00	(Mc-Guild)		John Grosen
WDAY, 970, 5 KW (DA-N)	, COUNTRY	MBS,NBC,$ 28.00	(Katz)		Roger Greenby
KFGO-F, 101.9, 100 KW @ 845, EZ		,$ 21.00	(Banner)		Dick Voight
KLTA-F, 105.1, 100 KW @ 710, AC		,$ 26.00	(Christal)	Tom Ingstad	Nancy Odney
KQWB-F, 98.7, 100 KW @ 465, AOR		Source,$ 31.00	(HNWH)	Brill	Chuck Wlamer
KVOX-F, 99.9, 100 KW @ 440, COUNTRY		ABC-D,$ 27.00	(Mc-Guild)		John Grosen
WDAY-F, 93.7, 100 KW @ 1050, CHR		,$ 44.00	(Katz)		Roger Greenby

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FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 119/296,100

MSA Rank/Pop: 166/260,900
Raleigh ADI
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 24/14
Diaries: 760/390:1/50.4%
Sample Target: 690
% Below Line: 20.3
% Not Listed: 7.5

1987 Revenue: $6,200,000
HH Inc.: $29,826
Retail $: 1.5 Bil
Pop per Station: 21,150
#1 Biller: WQSM-F $1,800,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZFX-F (B)	89/17.5	---	17.8	---	---	----	165/1574	825/27.9	---	28.7	100	23.5	183	1806	WZFX-F
2. WQSM-F (CHR)	75/14.8	---	15.2	---	12.7	----	92/1208	947/32.0	---	31.9	66	15.8	123	1075	WQSM-F
3. WKML-F (C)	62/12.2	---	10.1	---	10.8	----	134/1469	729/24.6	---	18.4	134	16.0	125	1006	WKML-F
4. WFNC (MOR)	32/ 6.3	---	6.3	---	6.9	----	33/ 336	321/10.8	---	13.2	68	2.1	16	214	WFNC
5. WDKS-F (B)	31/ 6.1	---	11.5	---	22.6	----	42/ 603	399/13.5	---	18.9	84	6.7	52	604	WDKS-F
6. WIDJ (R/G)	26/ 5.1	---	5.7	---	5.7	----	26/ 254	228/ 7.7	---	8.0	84	4.9	38	264	WIDU
7. WRAL-F (AC)	25/ 4.9	---	6.6	---	8.4	----	41/ 586	313/10.6	---	18.1	151	4.7	37	486	WRAL-F
8. WSTS-F (R/G)	22/ 4.3	---	4.9	---	2.1	----	36/ 455	276/ 9.3	---	8.6	109	3.8	30	333	WSTS-F
9. WZNS-F (AC)	17/ 3.3	---	.9	---	---	----	34/ 460	229/ 7.7	---	4.1	164	2.1	16	236	WZNS-F
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 84.26% (396 of 470) (SPG 87: 83.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQSM-F>>	1. WZFX-F	1. WZFX-F	1. WZFX-F	1. WZFX-F	1. WKML-F	1. WKML-F<	1. WKML-F	1. WZFX-F	1. WZFX-F	1. WZFX-F>
2. WZFX-F>>	2. WQSM-F>	2. WQSM-F	2. WKML-F>>	2. WKML-F>	2. WFNC	2. WQSM-F<	WQSM-F<	2. WQSM-F	2. WQSM-F>>	2. WKML-F
3. WDKS-F	3. WKML-F	3. WKML-F>>	3. WQSM-F	3. WQSM-F	3. WZFX-F	3. WZFX-F<	3. WZFX-F>	3. WKML-F	3. WDKS-F	3. WDKS-F
4. WZYZ-F	4. WDKS-F	4. WDKS-F	4. WRAL-F	4. WRAL-F	4. WIDU	4. WFNC >	4.	4.	4.	WQSM-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQSM-F<	1. WZFX-F<	1. WZFX-F	1. WZFX-F	1. WZFX-F	1. WQSM-F	1. WZFX-F	1. WZFX-F	1. WZFX-F	1. WZFX-F<
2. WZFX-F>	2. WQSM-F>>	2. WQSM-F	2. WQSM-F	2. WKML-F	2. WZFX-F>	2. WQSM-F>	2. WKML-F	2. WKML-F<	2. WKML-F>>
3.	3. WDKS-F	3. WRAL-F	3. WKML-F>	3. WQSM-F	3. WDKS-F	3. WKML-F	3. WQSM-F>>	3. WQSM-F>>	3. WQSM-F
4.	4. WKML-F	WZNS-F	4.	4.	4. WKML-F	4. WDKS-F	4. WDKS-F	4. WDKS-F	4.
5.	WRAL-F	5.	5.	5.	5. WKRR-F	5.	WRDU-F	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		90 (3)	90 (3)	19.1	19.5
AOR/CLASSIC		32 (3)	32 (3)	6.8	3.4
AC/OLDIES/SOFT ROCK	4 (2)	55 (4)	59 (6)	12.6	11.8
MOR/VARIETY/FULL	32 (1)		32 (1)	6.8	6.8
COUNTRY		77 (3)	77 (3)	16.4	14.2
BLACK/URBAN		120 (2)	120 (2)	25.5	37.8
BTFL MUSIC/EZ					
NEWS/TALK	2 (1)		2 (1)	0.4	
NOSTALGIA	5 (1)		5 (1)	1.1	1.2
RELIGION/GOSPEL	29 (2)	22 (1)	51 (3)	10.9	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	74 (8)	396 (16)	470 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAGR	1340	Lumberton	.4/1.9
WFAI	1230	Fayetteville	1.0/2.8
WFMC	860	Fairmont	.4/1.6
WJSK-F	102.3	Lumberton	.8/2.6
WTSB	580	Lumberton	.6/1.8
WYRU	1160	Red Springs	.4/2.0
WZYZ-F	100.9	Fairmont	2.4/3.2
WDCG-F	105.1	Durham	1.8/7.7
WKRR-F	92.3	Asheboro	2.4/6.0
WPTF	680	Raleigh	.4/1.4
WQDR-F	94.7	Raleigh	2.2/7.7
WRDU-F	106.1	Wilson	1.6/4.5
WTRG-F	100.7	Rocky Mountain	1.2/4.0
WYLT-F	96.1	Raleigh	1.4/3.9
WZZU-F	93.9	Burlington	1.2/6.1

RADIO STATIONS

WFAI, 1230, 1 KW	, NOSTALGIA	MBS,$ 13.00	(Mc-Guild)	Beasley		Danny Highsmith
WFLB, 1490, 1 KW	, AC	,$ 10.00	(Banner)			
WFNC, 640, 10 KW/1 KW (DA-N)	, MOR	CBS,$ 21.00	(Eastman)	Cape Fear		Weyher Dawson
WIDU, 1600, 1 KW (DAYS)	, GOSPEL	,$ 11.00	(---)			Wes Cookman
WDKS-F, 103.1, 3 KW @ 325,	BLACK	SBN,ABC-F,$ 24.00	(---)	Landsman		Steve Newcombe
WKML-F, 95.7, 100 KW @ 1064,	COUNTRY	,$ 37.00	(Mc-Guild)	Beasley		Danny Highsmith
WQSM-F, 98.1, 100 KW @ 500,	CHR	,$ 50.00	(Eastman)	Cape Fear		Weyher Dawson
WZFX-F, 99.1, 100 KW @ 1000,	BLACK/URBAN	SBN,$ 40.00	(HNWH)	Joyner	(WHITEVILLE)	Larry Williams
WSTS-F, 96.5, 100 KW @ 850,	GOSPEL	US 2,$ 12.00	(Southern)		(LAURINBERG)	Sid Proctor

Other ranked stations - See Raleigh

MISCELLANEOUS COMMENTS WFLB sold by Resort for $ _____... Robeson County added to Metro...

American Radio Spring 1988, Copyright 1988

FLINT

Arbitron Rank/Pop (12+): 100/352,100
MSA Rank/Pop: 108/439,000
ADI # 59 (w/Saginaw)
Average Person Ratings: 15.6
Market TSL: 20.8 hours

Stations: 19/9
Diaries: 929/379:1/53.2%
Sample Target: 810
% Below Line: 37.6
% Not Listed: 10.3

1987 Revenue: $9,600,000
HH Inc.: $30,820
Retail $: 3.2 Bil
Pop per Station: 39,122
#1 Biller: WCRZ-F $2,700,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	123/22.3	19.3	18.9	10.1	1.7	----	185/1842	1234/35.0	31.1	32.5	69	21.3	145	1354	WIOG-F
2. WDZZ-F (B)	96/17.4	13.4	16.0	12.0	14.5	----	96/ 776	776/22.0	19.8	21.0	101	19.4	132	999	WDZZ-F
3. WCRZ-F (AC)	72/13.1	13.2	15.5	16.8	19.4	----	81/1052	881/25.0	26.5	28.9	162	11.5	78	939	WCRZ-F
4. WJR (MOR)	33/ 6.0	8.0	7.8	5.1	8.0	----	61/ 859	564/16.0	17.6	17.1	82	6.0	41	619	WJR
5. WWCK-F (AOR)	31/ 5.6	6.3	7.5	8.8	12.6	----	58/ 710	557/15.8	15.4	18.8	105	9.0	61	638	WWCK-F
6. WFDF (MOR)	25/ 4.5	6.3	4.8	3.0	1.7	----	29/ 382	336/ 9.5	11.2	9.4	44	4.7	32	284	WFDF
7. WKMF (C)	22/ 4.0	3.4	5.2	6.2	4.9	----	22/ 336	309/ 8.8	7.1	10.8	105	2.5	17	322	WKMF
8. WTRX (MOR)	21/ 3.8	4.0	3.9	5.8	7.2	----	24/ 469	422/12.0	11.8	12.2	147	2.2	15	308	WTRX
9. WKCQ-F (C)	16/ 2.9	4.2	3.0	2.1	1.4	----	44/ 517	308/ 8.7	7.5	8.1	79	2.8	19	265	WKCQ-F
10. WWWS-F (B)	12/ 2.2	1.9	2.0	3.9	3.7	----	12/ 271	271/ 7.7	6.6	7.0	105	2.6	18	249	WWWS-F
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 76.92% (380 of 494) (SPG 87: 73.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIOG-F>>	1. WIOG-F>	1. WIOG-F	1. WCRZ-F	1. WCRZ-F	1. WDZZ-F	1. WIOG-F	1. WCRZ-F	1. WIOG-F>	1. WIOG-F>	1. WDZZ-F>
2. WDZZ-F>>	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WCRZ-F	2. WCRZ-F	2. WIOG-F>	2. WDZZ-F	2. WDZZ-F>	2. WIOG-F>
3.	3. WCRZ-F>	3. WCRZ-F>>	3. WIOG-F>>	3. WIOG-F>>	3. WJR	3. WDZZ-F>>	3. WDZZ-F>>	3. WCRZ-F>>	3. WJR >	3. WWCK-F
4.	4. WWCK-F	4. WWCK-F	4. WWCK-F	4. WWCK-F	4. WFDF	4. WTRX	4. WFDF	4 WJR	4. WCRZ-F	4. WCRZ-F
5.	5.	5.	5. WTRX	5. WTRX	5. WIOG-F	5. WFDF	WWCK-F	5. WWCK-F	5. WWCK-F	5. WFLT
			WJR							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOG-F>>	1. WIOG-F<	1. WDZZ-F	1. WIOG-F	1. WCRZ-F	1. WIOG-F	1. WIOG-F	1. WCRZ-F>	1. WIOG-F	1. WCRZ-F
2. WDZZ-F>	2. WDZZ-F>	2. WCRZ-F	2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WCRZ-F	2. WIOG-F	2. WDZZ-F	2. WDZZ-F
3.	3. WCRZ-F>	3. WIOG-F	3. WCRZ-F>>	3. WIOG-F>>	3. WWCK-F	3. WDZZ-F	3. WWCK-F	3. WCRZ-F>	3. WIOG-F>>
4.	4. WWCK-F	4.	4.	4.	4.	WWCK-F	4. WDZZ-F	4. WWCK-F	4. WWCK-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WJR

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		123 (1)	123 (1)	24.9	21.9
AOR/CLASSIC		39 (4)	39 (4)	7.9	9.9
AC/OLDIES/SOFT ROCK	6 (1)	79 (2)	85 (3)	17.2	22.1
MOR/VARIETY/FULL	79 (3)		79 (3)	16.0	13.7
COUNTRY	22 (1)	16 (1)	38 (2)	7.7	9.7
BLACK/URBAN		108 (2)	108 (2)	21.9	19.5
BTFL MUSIC/EZ		15 (3)	15 (3)	3.0	
NEWS/TALK					1.5
NOSTALGIA					0.8
RELIGION/GOSPEL	7 (1)		7 (1)	1.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.0
	114 (6)	380 (13)	494 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFLT	1420	Flint	1.3/2.6
WGMZ-F	101.7	Tuscola	1.3/3.2
WTAC	600	Flint	1.1/6.2
WCSX-F	94.7	Birmingham	.5/1.7
WGER-F	106.3	Saginaw	.5/1.2
WHNN-F	96.1	Bay City	1.3/5.1
WJOI-F	97.1	Detroit	.9/2.1
WLLZ-F	98.7	Detroit	.4/2.1
WRIF-F	101.1	Detroit	.5/2.1

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-N)	, MOR	CBS,$ 31.00	(HNWH)		Jack Lick
WKMF, 1470, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E,$ 26.00	(Katz)	Faircom	John Risher
WTAC, 600, 1 KW/500 W (DA-1)	, COUNTRY	MBS,$ 23.00	(Torbet)		Lowell Homburger
WTRX, 1330, 5 KW/1 KW (DA-2)	, MOR/VARIETY	ABC-I,$ 28.00	(Christal)		Larry Getz
WCRZ-F, 107.9, 50 KW @ 370, AC		US 1,$ 68.00	(Katz)	Faircom	John Risher
WDZZ-F, 92.7, 3 KW @ 260, BLACK		,$ 45.00	(HNWH)		Jack Lick
WWCK-F, 105.5, 2.3 KW @ 364, AOR		NBC,$ 47.00	(Mc-Guild)	Keams	Nancy Tibben

Other ranked stations - See Detroit or Saginaw

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FORT WAYNE

Arbitron Rank/Pop (12+): 124/287,600

MSA Rank/Pop: 131/357,000
ADI # 99
Average Person Ratings: 18.4
Market TSL: 24.0 hours

Stations: 11/9
Diaries: 694/414:1/54.9%
Sample Target: 690
% Below Line: 1.3
% Not Listed: 13.6

1987 Revenue: $10,900,000
HH Inc.: $32,703
Retail $: 2.4 Bil
Pop per Station: 31,956
#1 Biller: WMEE-F $3,200,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMEE-F (CHR)	130/24.6	26.2	25.2	24.4	23.0	----	221/2607	1368/47.6	45.9	41.9	77				WMEE-F
2. WAJI-F (AC)	101/19.1	15.2	11.7	12.9	11.9	----	152/1690	891/31.0	26.7	25.4	136				WAJI-F
3. WEZV-F (EZ)	45/ 8.5	7.4	9.8	8.5	9.2	----	55/ 613	488/17.0	13.5	17.5	66				WEZV-F
4. WXKE-F (AOR)	44/ 8.3	7.0	11.2	10.8	9.8	----	65/ 681	529/18.4	15.0	18.5	110				WXKE-F
5. WQHK (C)	43/ 8.1	7.6	7.2	6.0	9.0	----	55/ 672	442/15.4	14.0	14.4	104				WQHK
6. WOWO (MOR)	37/ 7.0	10.8	11.7	11.7	13.4	----	92/1640	647/22.5	28.4	32.0	84				WOWO
7. WBTU-F (C)	36/ 6.8	6.5	6.1	5.6	4.4	----	132/1386	442/15.4	13.4	12.9	118				WBTU-F
8. WGL (T)	10/ 1.9	2.7	3.3	3.1	4.6	----	11/ 210	163/ 5.7	8.5	7.3	74				WGL
9.															
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 79.87% (365 of 457) (SPG 87: 72.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WMEE-F>>	1. WMEE-F>	1. WMEE-F<	1. WAJI-F>	1. WAJI-F>	1. WAJI-F	1. WMEE-F	1. WAJI-F	1. WMEE-F>	1. WMEE-F>>	1. WMEE-F
2.	2. WAJI-F>	2. WAJI-F>>	2. WMEE-F>>	2. WMEE-F>>	2. WEZV-F	2. WAJI-F>	2. WMEE-F>>	2. WAJI-F>>	2. WAJI-F	2. WXKE-F
3.	3. WXKE-F>>	3. WXKE-F	3. WXKE-F	3. WXKE-F	3. WQHK	3. WOWO	3. WEZV-F	3. WXKE-F	3. WXKE-F>	3. WOWO
4.	4. WBTU-F	4. WBTU-F	4. WBTU-F	4. WQHK	4. WOWO	4. WQHK	4. WQHK <	4. WEZV-F	4. WBTU-F	4. WAJI-F
5.	5.	5. WQHK	5. WQHK	5. WBTU-F	5. WMEE-F	5. WEZV-F	5. WXKE-F	5. WQHK	5. WOWO	WBTU-F
										WQHK

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMEE-F>>	1. WMEE-F>>	1. WAJI-F<	1. WMEE-F	1. WAJI-F
2. WAJI-F>	2. WAJI-F>>	2. WMEE-F>>	2. WAJI-F>>	2. WMEE-F>>
3. WBTU-F	3. WBTU-F	3. WBTU-F	3.	3. WQHK
WXKE-F	4. WXKE-F	4.	4.	4. WBTU-F
5.	5.	5.	5.	5. WEZV-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAJI-F	1. WXKE-F	1. WXKE-F	1. WAJI-F	1. WAJI-F>
WMEE-F<	2. WAJI-F	2. WAJI-F	2. WMEE-F	2. WXKE-F
3. WXKE-F	3. WMEE-F>>	3. WMEE-F>>	WXKE-F>>	3. WMEE-F>
4.	4.	4.	4. WBTU-F	4. WBTU-F
5.	5.	5.	5. WQHK	WQHK

FORMATS	AM		TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		130)	130 (1)	28.4	27.6
AOR/CLASSIC		52)	52 (3)	11.4	14.3
AC/OLDIES/SOFT ROCK		101)	101 (1)	22.1	12.8
MOR/VARIETY/FULL	37 (1)	1 (1)	38 (2)	8.3	15.0
COUNTRY	43 (1)	36 (1)	79 (2)	17.3	14.6
BLACK/URBAN					
BTFL MUSIC/EZ		45 (1)	45 (1)	9.8	10.8
NEWS/TALK	10 (1)		10 (1)	2.2	3.6
NOSTALGIA	2 (1)		2 (1)	0.4	0.7
RELIGION/GOSPEL					0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	92 (4)	365 (8)	457 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOWO-F	103.1	Huntington	.2/2.5
WZRQ-F	106.3	Columbia City	.6/4.8
CKLW	800	Windsor, ONT	.4/1.7
WFBQ-F	94.7	Indianapolis	.9/2.7

MISCELLANEOUS COMMENTS WIOE-F changes to WOWO-F and generally simulcasts with WOWO-AM (March)...

RADIO STATIONS

WEZR, 1450, 1 KW	, MOR	,$ 13.00	(Banner)	Fairfield		Tom Scheithe
WFCV, 1090, 1 KW (DAYS,DA)	, RELIGION	,$ 11.00	(---)	Bott		
WGL , 1250, 1 KW (DA-2)	, TALK	,$ 16.00	(---)			Frank Kovas
WOWO, 1190, 50 KW (DA-N)	, MOR	ABC-I,$ 54.00	(Mc-Guild)	Price		Steve Schram
WQHK, 1380, 5 KW (DA-2)	, COUNTRY	ABC-C,$ 39.00	(Christal)	Federated		John Spangler
WAJI-F, 95.1, 44 KW @ 680, AC		,$ 65.00	(Republic)	Sarkes Tarzian		Cindy Wendling
WEZV-F, 101.7, 3 KW @ 300, BTFL/EZ		,$ 34.00	(Banner)	Fairfield		Tom Scheithe
WMEE-F, 97.3, 48 KW @ 480, CHR		ABC-C,$ 90.00	(Christal)	Federated		John Spangler
WXKE-F, 103.9, 3 KW @ 250, AOR		Source,$ 27.00	(HNWH)			Bob Taylor
WBTU-F, 93.3, 50 KW @ 500, COUNTRY		MBS,ABC-E,$ 26.00	(Torbet)		(KENDALLVILLE)	Carl Lanci
WOWO-F, 103.1, 3 KW @ 300, MOR		ABC-I,$ NA	(Mc-Guild)	Price	(HUNTINGTON)	Steve Schramm

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FRESNO

Arbitron Rank/Pop (12+): 73/485,100

MSA Rank/Pop: 82/597,000
ADI # 63
Average Person Ratings: 16.2
Market TSL: 21.8 hours

Stations: 28/26
Diaries: 937/518:1/45.2%
Sample Target: 840
% Below Line: 0.8
% Not Listed: 9.3

1987 Revenue: $17,400,000
HH Inc.: $33,709
Retail $: 3.4 Bil
Pop per Station: 18,658
#1 Biller: KMJ $2,200,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJ	(N/T)	75/9.5	10.0	8.4	8.5	8.1	9.1	122/1481	823/17.0	16.9	18.3	69	9.2	75	922	KMJ
2. KMGX-F	(CHR)	71/9.0	9.9	8.4	9.0	8.4	9.1	90/1330	923/19.0	19.4	18.4	53	9.6	78	1048	KMGX-F
3. KKDJ-F	(AOR)	60/7.6	6.6	6.9	5.9	6.1	6.8	86/1004	671/13.8	14.9	13.4	120	11.8	96	1081	KKDJ-F
4. KOJY-F	(EZ)	50/6.4	6.8	7.8	7.6	5.3	7.2	73/1085	566/11.7	11.6	10.5	81	2.0	16	347	KOJY-F
5. KFSO-F	(AC)	46/5.9	4.5	1.8	1.7	2.6	3.5	107/1220	576/11.9	5.0	8.3	139	5.8	47	736	KFSO-F
KNAX-F	(C)	46/5.9	6.7	6.7	9.1	6.3	7.1	50/ 670	552/11.4	11.7	13.1	147	6.4	52	894	KNAX-F
7. KBOS-F	(CHR)	45/5.7	6.8	5.4	3.2	4.3	5.3	111/1583	770/15.9	15.6	13.6	56	8.0	65	945	KBOS-F
8. KYNO-F	(CHR)	42/5.3	7.6	7.8	6.5	7.8	6.8	45/ 941	302/16.5	21.9	21.7	60	5.8	47	933	KYNO-F
9. KGST	(SP)	39/5.0	2.4	4.7	2.9	3.0	3.8	40/ 304	256/ 5.3	8.1	5.9	96	3.0	24	417	KGST
10. KCLQ-F	(AOR)	36/4.6	2.5	3.5	3.9	4.6	3.6	59/ 900	497/10.2	8.6	10.2	154	6.2	50	749	KCLQ-F
KFIG A/F	(AC)	36/4.6	4.8	4.4	4.9	4.8	4.7	38/ 743	671/13.8	12.7	15.0	124	3.5	28	418	KFIG A/F
12. KFRE-F	(C)	21/2.7	3.3	3.4	4.4	3.8	3.5	46/ 804	394/ 8.1	8.4	8.9	119	3.6	29	362	KFRE-F
13. KTHT-F	(AC)	20/2.5	1.6	2.7	3.1	2.5	2.5	38/ 629	411/ 8.5	8.3	8.8	120	1.8	15	292	KTHT-F
14. KFRE	(C)	19/2.4	3.6	4.0	2.0	3.0	3.0	58/ 692	266/ 5.5	5.9	5.9	96	2.5	20	170	KFRE
15. KFYE-F	(AC)	18/2.3	2.3	2.1	3.0	3.3	1.9	50/ 913	397/ 8.2	8.9	11.5	100	1.8	15	380	KFYE-F
16. KYNO	(O)	17/2.2	1.2	2.0	2.6	1.4	1.5	20/ 340	276/ 5.7	5.3	4.5	114	1.6	13	291	KYNO
17. KXTC	(BB)	16/2.0	.9	1.4	1.6	2.4	1.5	18/ 201	185/ 3.8	3.9	3.1	45	.9	7	102	KXTC
18. KMAK	(T)	13/1.7	1.6	2.4	2.2	2.0	2.0	13/ 295	257/ 5.3	5.4	5.0	53	1.2	10	261	KMAK

12+ FM SHARE (METRO): 70.13% (500 of 713) (SPG 87: 69.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMGX-F>	1. KKDJ-F>>	1. KKDJ-F	1. KKDJ-F	1. KKDJ-F	1. KMJ >	1. KMJ >	1. KKDJ-F	1. KMGX-F	1. KMGX-F	1. KMJ >>
2. KYNO-F	2. KMGX-F	2. KMGX-F<	2. KFSO-F	2. KNAX-F	2. KOJY-F	2. KMGX-F	2. KOJY-F<	2. KKDJ-F	2. KBOS-F	2. KCLQ-F
3. KBOS-F	3. KBOS-F	3. KFSO-F	3. KNAX-F<	3. KFSO-F	3. KGST	3. KKDJ-F	3. KFSO-F<	KNAX-F<	3. KYNO-F	3. KKDJ-F
4.	4. KCLQ-F	4. KCLQ-F	4. KCLQ-F	4. KCLQ-F	4. KNAX-F>	4. KGST	4. KMJ	4. KOJY-F	4. KKDJ-F	KMGX-F
5.	5. KFSO-F	KNAX-F	5. KFIG-F+	5. KMJ	5. KFSO-F	5. KNAX-F	5. KNAX-F	5. KMJ	5. KMJ	KOJY-F
	6. KFIG-F+					6. KFSO-F	6. KCLQ-F	6. KCLQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMGX-F	1. KMGX-F	1. KFSO-F<	1. KMGX-F	1. KFSO-F
2. KBOS-F	2. KFIG-F+	2. KCLQ-F	2. KFIG-F+	2. KFIG-F+
3. KKDJ-F	KKDJ-F	KFIG-F	3. KFSO-F	3. KMGX-F
KYNO-F	4. KFSO-F	4. KKDJ-F	4. KBOS-F	KNAX-F
5. KFIG-F+	5. KBOS-F	5. KMGX-F	KKDJ-F	KOJY-F
	KCLQ-F		6. KCLQ-F	6. KCLQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KBOS-F<	1. KKDJ-F>>	1. KKDJ-F>>	1. KKDJ-F>	1. KKDJ-F>
2. KKDJ-F	2. KBOS-F	2. KNAX-F>	2. KNAX-F	2. KNAX-F
KMGX-F	3. KCLQ-F	3. KCLQ-F	3. KCLQ-F	3. KCLQ-F
4.	KMGX-F	4. KFSO-F	4. KFSO-F	4. KFSO-F
5.	KNAX-F	5. KBOS-F	5. KBOS-F	KMJ
		KFIG-F+	6. KMJ	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		158 (3)	158 (3)	22.2	29.2
AOR/CLASSIC		96 (2)	96 (2)	13.5	12.2
AC/OLDIES/SOFT ROCK	20 (2)	117 (4)	137 (6)	19.2	11.7
MOR/VARIETY/FULL	3 (1)		3 (1)	0.4	
COUNTRY	19 (1)	70 (3)	89 (4)	12.5	16.1
BLACK/URBAN					
BTFL MUSIC/EZ		55 (2)	55 (2)	7.7	8.8
NEWS/TALK	88 (2)		88 (2)	12.3	11.5
NOSTALGIA	16 (1)		16 (1)	2.2	
RELIGION/GOSPEL	14 (3)		14 (3)	2.0	2.0
SPANISH	44 (2)		44 (2)	6.2	7.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	9 (1)	4 (1)	13 (2)	1.8	0.9
	216 (13)	500 (15)	713 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBIF	900	Fresno	.4/1.1
KEAP	980	Fresno	.9/1.5
KEZL-F	96.7	Fowler	.6/3.2
KIRV	1510	Fresno	1.1/2.2
KRDU	1130	Dinuba	.5/1.9
KSEQ-F	97.1	Visalia	.5/2.3
KXEX	1550	Fresno	.6/2.5
KJUG-F	106.7	Tulare	.4/1.6
KNBR	680	San Francisco	.4/1.4

MISCELLANEOUS COMMENTS KKNU changes calls to KTHT (April)... KYNO-AM changes from Oldies to CHR (July)... KEZL-F (Fowler) sold for $2,200,000 (Chapman)... KFYE-F sold by EZ to Henry for $5,100,000... KNAX-F sold by Henry to First Sierra for $4,000,000... KFRE-F sold by Guild to Group III for $2,500,000...

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, COUNTRY	ABC-D,$ 32.00	(HNWH)			Al Grosby
KGST, 1600, 5 KW (DA-N)	, HISPANIC	,$ 21.00	(Lotus)			Ben Gutierrez
KMAK, 1340, 1 KW	, TALK	CBS,MBS,$ 20.00	(Torbet)			Steve Miller
KMJ , 580, 5 KW	, NEWS/TALK	ABC-I,$ 56.00	(Katz)	Henry		John Broeske
KXEX, 1550, 5 KW/2.5 KW (DA-2)	, HISPANIC	,$ 23.00	(Caballero)			John Sonder
KYNO, 1300, 5 KW/1 KW (DA-N)	, OLDIES	US 2,$ 21.00	(Banner)	Brown		Tom Hopfensperger
KFIG-F, 101.1, 50 KW @ 310,	AC	APR,$ 45.00	(Eastman)			Bill Weaver
KFRE-F, 101.9, 2 KW @ 1870,	COUNTRY	,$ 39.00	(HNWH)			Al Grosby
KFYE-F, 93.7, 68 KW @ 1912,	AC	,$ 39.00	(Mc-Guild)	Henry		
KKDJ-F, 105.9, 2 KW @ 1960,	AOR	,$ 50.00	(Durpetti)			Wallace Heusser
KNAX-F, 97.9, 48 KW @ 312,	COUNTRY	ABC-E,$ 43.00	(Katz)	First Sierra		
KOJY-F, 98.9, 19 KW @ 820,	BTFL/EZ	,$ 37.00	(MMR)		(DINUBA)	Scott Moseley
KTHT-F, 102.7, 50 KW @ 500,	SOFT AC	,$ 30.00	(Christal)			Brian Decker
KYNO-F, 95.7, 21 KW @ 764,	CHR	,$ 60.00	(Banner)	Brown		Tom Hopfensperg
KBOS-F, 94.9, 16 KW @ 847,	CHR	ABC-F,$ 39.00	(Torbet)		(TULARE)	Steve Miller
KCLQ-F, 107.5, 19 KW @ 790,	CLASSIC ROCK	,$ 37.00	(Republic)	Liggett	(HANFORD)	Ed Hoyt
KFSO-F, 92.9, 19 KW @ 820,	OLDIES	US 1,CBS-R,$ 40.00	(CBS)	Americom	(VISALIA)	Karl Crass
KMGX-F, 103.7, 50 KW @ 500,	CHR	,$ 54.00	(Christal)	Olympic	(HANFORD)	R. Sieloff
KEZL-F, 96.7, 3 KW @ 316,	EZ (?)	,$ 22.00	(Roslin)		(FOWLER)	Bill Donohue

American Radio Spring 1988, Copyright 1988

GRAND RAPIDS

Arbitron Rank/Pop (12+): 64/525,900

MSA Rank/Pop: 71/22,200,000
ADI # 39 (w/Kalamazoo)
Average Person Ratings: 15.6
Market TSL: 20.5 hours

Stations: 25/17
Diaries: 865/608:1/55.7%
Sample Target: 890
% Below Line: 12.2
% Not Listed: 13.3

1987 Revenue: $22,200,000
HH Inc.: $35,153
Retail $: 4.5 Bil
Pop per Station: 30,935
#1 Biller: WCUZ A/F $4,100,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKLQ-F (CHR)	97/11.8	8.8	8.8	10.3	10.6	9.9	142/2205	1483/28.2	22.8	24.1	85	13.8	125	1581	WKLQ-F
2. WLHT-F (AC)	74/ 9.0	8.9	8.3	6.3	7.9	8.1	90/1212	959/18.2	19.5	17.1	132	7.5	68	722	WLHT-F
3. WGRD-F (CHR)	64/ 7.8	5.0	6.7	5.7	5.8	6.3	109/1934	1242/23.6	21.1	19.3	108	6.4	58	1405	WGRD-F
4. WLAV-F (AOR)	64/ 7.8	10.0	11.5	9.7	9.7	9.8	107/1590	945/18.0	21.0	17.7	101	13.3	121	1206	WLAV-F
5. WOOD (MOR)	60/ 7.3	8.0	7.3	8.4	9.5	7.8	63/ 915	842/16.0	14.1	16.2	77	6.3	57	820	WOOD
6. WOOD-F (EZ)	58/ 7.1	10.7	9.9	8.2	10.6	9.0	114/1870	1020/19.4	20.7	23.0	92	9.9	90	1001	WOOD-F
7. WCUZ-F (C)	50/ 6.1	6.8	8.6	8.4	10.1	7.5	100/1348	758/14.4	16.8	17.9	121	6.2	56	893	WCUZ-F
8. WSNX-F (CHR)	40/ 4.9	2.9	2.7	3.7	1.9	3.6	103/1399	552/10.5	10.2	7.6	53	4.5	41	584	WSNX-F
9. WMUS-F (C)	34/ 4.1	5.4	3.6	4.2	5.8	4.3	100/1151	485/ 9.2	8.3	11.3	115	3.6	33	368	WMUS-F
10. WCUZ (C)	30/ 3.6	4.5	3.6	4.6	2.8	4.1	36/ 620	536/10.2	9.6	8.8	83	2.2	20	503	WCUZ
11. WJFM-F (O)	27/ 3.3	2.4	2.6	2.9	1.3	2.8	58/1112	492/ 9.4	8.4	6.9	155	1.5	14	350	WJFM-F
12. WFUR-F (R/G)	22/ 2.7	3.0	3.3	2.6	3.1	2.9	27/ 449	342/ 6.5	8.8	8.9	78	1.4	13	392	WFUR-F
13. WLAV (O)	17/ 2.1	.9	1.3	1.3	1.0	1.4	17/ 284	267/ 5.1	6.3	4.3	157	1.1	10	269	WLAV
14. WYXX-F (AC)	15/ 1.8	1.9	3.3	2.1	1.4	2.3	24/ 536	338/ 6.4	8.1	5.4	183	1.4	13	303	WYXX-F
15. WHTC (M)	12/ 1.5	1.1	1.4	1.6	1.2	1.4	14/ 218	167/ 3.2	2.5	2.9	33	1.2	11	173	WHTC
WKWM (B)	12/ 1.5	2.7	1.4	1.7	1.7	1.8	18/ 167	101/ 1.9	1.4	2.1	60	4.0	36	436	WKWM

12+ FM SHARE (METRO): 79.38% (566 of 713) (SPG 87: 80.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKLQ-F>>	1. WKLQ-F	1. WKLQ-F	1. WLHT-F	1. WLHT-F	1. WOOD-F	1. WKLQ-F	1. WKLQ-F<	1. WKLQ-F	1. WKLQ-F>	1. WLAV-F<
2. WGRD-F	2. WLAV-F	2. WLHT-F	2. WKLQ-F	2. WKLQ-F	2. WOOD >	2. WOOD	2. WLHT-F	2. WLHT-F	2. WLAV-F<	2. WCUZ-F
WSNX-F	3. WLHT-F<	3. WLAV-F	3. WGRD-F	3. WGRD-F	3. WCUZ-F	3. WOOD-F	3. WGRD-F	3. WGRD-F	3. WOOD <	WGRD-F<
4.	4. WGRD-F>	4. WGRD-F>	4. WLAV-F	4. WLAV-F	4. WLHT-F	4. WLHT-F	4. WOOD-F	4. WLAV-F	4. WSNX-F	4. WHTC
5.	5. WSNX-F+	5. WCUZ-F	5. WCUZ-F	5. WCUZ-F	5. WCUZ	5. WGRD-F	5. WLAV-F	5. WOOD-F	5. WGRD-F	5.
				6. WOOD-F		6. WLAV-F	6. WCUZ-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKLQ-F>	1. WKLQ-F>	1. WKLQ-F<	1. WKLQ-F	1. WLHT-F
2. WLHT-F	2. WLHT-F>	2. WLHT-F>>	2. WLHT-F>>	2. WKLQ-F
3. WGRD-F	3. WGRD-F>	3. WGRD-F	3. WGRD-F	3. WOOD-F
4. WLAV-F	4. WLAV-F>	4. WJFM-F	4. WLAV-F	4. WGRD-F
WSNX-F	5.	WLAV-F	5. WOOD-F	5. WOOD
		WYXX-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLAV-F>>	1. WLAV-F>	1. WLAV-F	1. WLAV-F>	1. WLAV-F
2. WSNX-F	2. WGRD-F>	2. WGRD-F>	2. WGRD-F	2. WGRD-F
3. WGRD-F	3. WSNX-F+	3. WKLQ-F	3. WKLQ-F	3. WCUZ-F
4. WKLQ-F	4. WKLQ-F	WLHT-F	4. WCUZ-F	4. WLHT-F
5.	5. WLHT-F	5. WJFM-F	5. WLHT-F	5. WKLQ-F
	6. WJFM-F			

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		201 (3)	201 (3)	28.1	20.4
AOR/CLASSIC		64 (1)	64 (1)	8.9	12.1
AC/OLDIES/SOFT ROCK	24 (2)	116 (3)	140 (5)	19.6	13.3
MOR/VARIETY/FULL	80 (4)		80 (4)	11.2	11.9
COUNTRY	31 (2)	90 (3)	121 (5)	16.9	23.1
BLACK/URBAN	12 (1)		12 (1)	1.7	1.9
BTFL MUSIC/EZ		62 (2)	62 (2)	8.7	12.2
NEWS/TALK	3 (1)		3 (1)	0.4	0.4
NOSTALGIA					
RELIGION/GOSPEL		26 (2)	26 (2)	3.6	4.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		7 (1)	7 (1)	1.0	0.7
	150 (10)	566 (15)	716 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJPW	810	Rockford	.4/1.0
WJQK-F	99.3	Zeeland	.5/2.5
WKTH	1410	Grand Rapids	.9/1.5
WEVS-F	92.7	Saugatuck	.9/2.5
WMUS	1090	Muskegon	.1/ .4
WPLB-F	107.3	Greenville	.7/2.0
WQLR-F	106.5	Kalamazoo	.5/3.5
WBBM	780	Chicago	.4/1.9
WJR	760	Detroit	.6/1.0

MISCELLANEOUS COMMENTS WJFM-F changes from Soft AC to Oldies (May)... Arbitron fell about 3% short of sample target...

RADIO STATIONS

WCUZ, 1230, 1 KW	, COUNTRY	ABC-I,$ 30.00	(Christal)	Federated		Ron Dykstra
WFUR, 1570, 1 KW	, RELIGION	,$ 10.00	(Patt)	Kuiper		Bill Kuiper
WKTH, 1410, 1 KW (DAYS)	, OLDIES	SMN,$ 17.00	(Durpetti)	Regional		Dave Nelson
WKWM, 1140, 5 KW (DAYS, DA)	, BLACK	SBN,$ 16.00	(Patt)			Dick Culpepper
WLAV, 1340, 1 KW	, OLDIES	Trans,$ 17.00	(MMR)	Adams		Dennis Lemon
WMAX, 1480, 5 KW (DA-N)	, RELIGION	,$ 10.00	(---)			Don Milford
WOOD, 1300, 5 KW (DA-N)	, MOR	NBC,$ 61.00	(Katz)	United Artists		Jim White
WCUZ-F, 101.3, 50 KW @ 420,	COUNTRY	ABC-E,$ 66.00	(Christal)	Federated		Ron Dykstra
WFUR-F, 102.9, 48 KW @ 510,	RELIGION	,$ 15.00	(Patt)	Kuiper		Bill Kuiper
WGRD-F, 97.9, 30 KW @ 590,	CHR	ABC-C,$ 44.00	(Durpetti)			
WJFM-F, 93.7, 320 KW @ 780,	OLDIES	CBS-R,$ 28.00	(Mc-Guild)			Jack Swart
WKLQ-F, 94.5, 50 KW @ 500,	CHR	,$ 56.00	(Eastman)	Bloomington	(HOLLAND)	Richard Dills
WLAV-F, 96.9, 50 KW @ 500,	AOR	Source,$ 70.00	(MMR)	Adams		Dennis Lemon
WLHT-F, 95.7, 41 KW @ 554,	AC	,$ 63.00	(Republic)	Liggett		Phil Catlett
WOOD-F, 105.7, 265 KW @ 810,	BTFL/EZ	NBC,$ 73.00	(Katz)	United Artists		Jim White
WYXX-F, 96.1, 50 KW @ 420,	SOFT AC	,$ 24.00	(Patt)		(HOLLAND)	Howard Stieber
WMUS-F, 106.9, 50 KW @ 480,	COUNTRY	,$ 40.00	(HNWH)		(MUSKEGON)	Tim Achterhoff
WSNX-F, 104.5, 50 KW @ 360,	CHR	,$ 32.00	(Christal)	Goodrich	(MUSKEGON)	Ron Miller

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GREEN BAY

Arbitron Rank/Pop (12+): 182/152,100

MSA Rank/Pop: 212/187,500
ADI # 68 (w/Appleton)
Average Person Ratings: 16.1
Market TSL: 21.0 hours

Stations: 11/6
Diaries: 573/265:1/62.4%
Sample Target: 550
% Below Line: 18.4
% Not Listed: 5.3

1987 Revenue: $7,100,000
HH Inc.: $32,082
Retail $: 1.2 Bil
Pop per Station: 25,350
#1 Biller: WIXX-F $2,300,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIXX-F (CHR)	71/29.0	---	22.8	---	22.7	----	199/2639	741/48.7	---	43.9	84	30.5	84	879	WIXX-F
2. WGEE (C)	32/13.1	---	11.2	---	14.3	----	49/ 669	358/23.5	---	24.8	78	11.3	31	354	WGEE
3. WAPL-F (AOR)	30/12.2	---	10.9	---	10.4	----	133/1557	384/25.2	---	22.2	71	14.9	41	391	WAPL-F
4. WDUZ-F (EZ)	28/11.4	---	12.7	---	13.9	----	81/ 988	414/27.2	---	24.8	89	11.6	32	301	WDUZ-F
5. WNFL (AC)	20/ 8.2	---	6.7	---	10.8	----	21/ 377	326/21.4	---	22.0	144	5.8	16	277	WNFL
6. WJLW-F (C)	18/ 7.3	---	5.2	---	6.8	----	25/ 308	184/12.1	---	13.0	140	6.9	19	197	WJLW-F
WDUZ (MOR)	18/ 7.3	---	13.2	---	8.0	----	24/ 397	274/18.0	---	25.9	151	6.5	18	249	WDUZ
8. WQWM (O)	5/ 2.0	---	3.4	---	---	----	32/ 481	77/ 5.1	---	7.5	195	.7	2	41	WQWM
WAUN-F (BB)	5/ 2.0	---	---	---	.8	----	17/ 231	52/ 3.4	---	---	40	.7	2	37	WAUN-F
10. WKFX-F (O)	4/ 1.6	---	3.4	---	4.4	----	24/ 469	101/ 6.6	---	16.4	194	2.2	6	134	WKFX-F
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 67.67% (157 of 232) (SPG 87: 61.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIXX-F>>	1. WIXX-F>>	1. WIXX-F>>	1. WIXX-F>>	1. WIXX-F>>	1. WGEE	1. WIXX-F	1. WIXX-F>	1. WIXX-F>	1. WIXX-F>>	1. WGEE >>
2.	2. WAPL-F>>	2. WAPL-F	2. WNFL	2. WNFL	2. WDUZ-F>>	2. WGEE	2. WDUZ-F	2. WAPL-F>	2. WNFL	2. WIXX-F
3.	3. WNFL	3. WDUZ <	3. WDUZ	3. WDUZ	3. WIXX-F	3. WDUZ-F	WAPL-F	3. WDUX-F	3. WAPL-F	WNFL
4.	4. WDUZ	4. WNFL	4.	4.	WJLW-F	4. WAPL-F	4. WGEE	4. WJLW-F	4. WDUZ-F	4.
5.	5.	5.	5.	5.	5.	5. WDUZ	5.	5.	5. WGEE	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WIXX-F>>	1. WIXX-F>>	1. WIXX-F>>	1. WIXX-F>>	1. WIXX-F>>
2. WAPL-F	2.	2. WNFL	2.	2. WDUZ-F
3.	3.	3. WDUZ	3.	3. WDUZ
4.	4.	4.	4.	WGEE
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIXX-F	1. WIXX-F<	1. WIXX-F<	1. WIXX-F	1. WIXX-F>>
WAPL-F>>	2. WAPL-F>>	2. WAPL	2. WAPL-F>>	2. WNFL
3.	3.	3. WNFL	3. WNFL	WAPL-F
4.	4.	4.	4. WDUZ	4. WJLW-F
5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		71 (1)	71 (1)	30.6	28.5
AOR/CLASSIC		30 (1)	30 (1)	12.9	11.8
AC/OLDIES/SOFT ROCK	25 (2)	5 (2)	30 (4)	12.9	12.2
MOR/VARIETY/FULL	18 (1)		18 (1)	7.8	15.4
COUNTRY	32 (1)	18 (1)	50 (2)	21.6	17.9
BLACK/URBAN					
BTFL MUSIC/EZ		28 (1)	28 (1)	12.1	13.8
NEWS/TALK					
NOSTALGIA		5 (1)	5 (1)	2.2	
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	75 (4)	157 (7)	232 (11)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLST-F 95.1 Marinette .4/3.1

RADIO STATIONS

WDUZ, 1400, 1 KW , MOR	ABC-E,$ 29.00	(Mc-Guild)		Mike Watts
WGEE, 1360, 5 KW (DA-N) , COUNTRY	ABC-D,$ 31.00	(Banner)	Midwest	D. E. Wright
WNFL, 1440, 5 KW/1 KW (DA-2) , AC	US 1,$ 23.00	(Katz)	Wim Com	Craig Eckert
WDUZ-F, 98.5, 100 KW @ 1254, BTFL/EZ	ABC-E,$ 27.00	(Mc-Guild)		Mike Watts
WIXX-F, 101.1, 100 KW @ 1080, CHR	,$ 56.00	(Banner)	Midwest	D. E. Wright
WJLW-F, 95.9, 3 KW @ 308, COUNTRY	SMN,$ 17.00	(Torbet)		Jack LeDur

Other ranked stations - See Appleton-Oshkosh

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GREENSBORO - WINSTON SALEM

Arbitron Rank/Pop (12+): 50/768,100

MSA Rank/Pop: 57/916,000
ADI # 50
Average Person Ratings: 16.0
Market TSL: 21.3 hours

Stations: 28/24
Diaries: 1289/596:1/55.4%
Sample Target: 1070
% Below Line: 3.7
% Not Listed: 11.0

1987 Revenue: $19,200,000
HH Inc.: $31,060
Retail $: 6.3 Bil
Pop per Station: 32,004
#1 Biller: WTQR-F $4,100,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTQR-F (C)	215/17.5	18.6	14.8	17.4	17.5	17.1	370/3836	2073/27.0	27.3	27.9	109	16.0	233	2342	WTQR-F
2. WKRR-F (AOR)	164/13.3	7.4	8.6	9.4	9.5	9.7	207/1949	1325/17.3	15.4	13.4	97	14.8	216	1781	WKRR-F
3. WKZL-F (CHR)	87/ 7.1	6.2	6.0	6.2	7.2	6.4	119/1931	1305/17.0	16.9	16.1	101	6.5	95	1428	WKZL-F
4. WMAG-F (AC)	83/ 6.7	6.5	8.5	6.2	5.5	7.0	121/1765	1213/15.8	18.7	17.1	143	8.1	118	1236	WMAG-F
5. WOJY-F (AC)	64/ 5.2	5.3	4.1	6.3	6.9	5.2	88/1508	937/12.2	10.7	16.2	108	3.9	57	559	WOJY-F
6. WBIG-F (C)	62/ 5.0	4.9	6.9	2.9	1.1	4.9	116/1749	986/12.8	15.5	5.4	106	5.8	84	865	WBIG-F
7. WQMG-F (B)	57/ 4.6	5.4	7.8	6.9	6.8	6.2	76/1053	816/10.6	11.4	12.1	109	8.1	118	1091	WQMG-F
8. WSJS (MOR)	56/ 4.5	5.6	4.7	5.5	5.5	5.1	58/ 836	794/10.3	11.8	11.3	76	4.5	65	827	WSJS
WKSI-F (CHR)	56/ 4.5	5.5	4.9	7.1	8.0	5.5	116/2261	1278/16.6	14.8	19.5	49	5.5	81	1150	WKSI-F
10. WAAA (B)	31/ 2.5	3.0	2.2	2.6	1.9	2.6	31/ 336	317/ 4.1	4.6	3.8	116	2.1	31	389	WAAA
11. WEAL (B)	24/ 1.9	1.6	.8	1.0	2.4	1.3	25/ 289	267/ 3.5	2.3	4.0	84	.8	12	233	WEAL
12. WMFR (BB)	23/ 1.9	1.7	1.8	1.7	1.5	1.8	23/ 250	250/ 3.3	4.0	3.6	47	.8	11	349	WMFR
13. WMQX-F (AC)	21/ 1.7	2.3	2.0	2.2	2.9	2.1	27/ 730	526/ 6.8	8.4	8.8	141	1.3	19	346	WMQX-F
WWMY-F (EZ)	21/ 1.7	1.8	1.4	2.9	1.9	2.0	36/ 597	403/ 5.2	4.6	5.1	88	1.2	18	345	WWMY-F

12+ FM SHARE (METRO): 84.03% (921 of 1096) (SPG 87: 84.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKSI-F	1. WKRR-F>	1. WKRR-F<	1. WTQR-F	1. WTQR-F>	1. WTQR-F>>	1. WTQR-F>	1. WTQR-F>	1. WTQR-F	1. WKRR-F	1. WTQR-F
2. WKRR-F	2. WTQR-F	2. WTQR-F>	2. WKRR-F>	2. WKRR-F>	2. WSJS	2. WKRR-F>	2. WKRR-F>	2. WKRR-F>>	2. WTQR-F>	2. WSJS
WKZL-F>	3. WKZL-F>	3. WMAG-F	3. WMAG-F	3. WMAG-F	3. WOJY-F	3. WSJS	3. WMAG-F	3. WMAG-F	3. WQMG-F	3. WKZL-F<
4. WQMG-F	4. WMAG-F	4. WKZL-F>	4. WKZL-F>	4. WKZL-F	4. WMAG-F	4. WKZL-F	4. WOJY-F	4. WKZL-F	4. WKSI-F	4. WQMG-F
5.	5. WQMG-F	5. WQMG-F	5.	5. WOJY-F	5. WBIG-F	WMAG-F	5. WKZL-F	5. WOJY-F	5. WKZL-F	5. WKRR-F
		6. WBIG-F				6. WBIG-F			6. WSJS	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKRR-F>>	1. WKRR-F	1. WKZL-F	1. WTQR-F	1. WTQR-F>	1. WKRR-F>>	1. WKRR-F>>	1. WKRR-F>	1. WKRR-F	1. WTQR-F
2. WTQR-F<	2. WKZL-F	2. WKRR-F	2. WKRR-F	2. WMAG-F	2. WTQR-F>	2. WTQR-F>>	2. WTQR-F>	2. WTQR-F>>	2. WKRR-F>>
3. WKZL-F	3. WTQR-F	3. WMAG-F	3. WMAG-F	3. WKZL-F	3. WQMG-F	3. WKZL-F	3. WKZL-F>	3. WMAG-F	3. WMAG-F
4. WBIG-F	4. WMAG-F>	4. WTQR-F	4. WKZL-F>	4. WOJY-F	4. WKZL-F	4.	4. WBIG-F	4. WKZL-F	4. WBIG-F
WMAG-F	5. WQMG-F	5. WQMG-F	5. WOJY-F	WKRR-F	5. WKSI-F	5.	5. WMAG-F	5. WQMG-F	5. WKZL-F
							WOMG-F	6. WBIG-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		154 (3)	154 (3)	14.1	18.0
AOR/CLASSIC		164 (1)	164 (1)	15.0	11.3
AC/OLDIES/SOFT ROCK	4 (2)	192 (5)	196 (7)	17.9	18.2
MOR/VARIETY/FULL	72 (3)		72 (3)	6.6	6.6
COUNTRY		304 (4)	304 (4)	27.7	23.6
BLACK/URBAN	55 (2)	67 (2)	122 (4)	11.1	16.3
BTFL MUSIC/EZ		21 (1)	21 (1)	1.9	2.1
NEWS/TALK					
NOSTALGIA	23 (1)		23 (1)	2.1	1.7
RELIGION/GOSPEL	21 (2)	13 (1)	34 (3)	3.1	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5	1.7
	175 (10)	921 (18)	1096 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLD	1320	Greensboro	.2/1.5
WHPE-F	95.5	High Point	1.1/3.8
WKEW	1400	Greensboro	.8/2.7
WLXN	1440	Lexington	.5/1.0
WMQX	1340	Winston-Salem	.1/ .4
WPCM-F	101.1	Burlington	1.0/3.4
WPET	950	Greensboro	.6/2.2
WTHP-F	98.3	Thomasville	1.1/3.1
WTNC	790	Thomasville	1.1/2.0
WWGL-F	94.1	Lexington	.5/2.9
WDCG-F	105.1	Durham	.9/5.0
WFMX-F	105.7	Statesville	1.2/4.0
WPEG-F	97.9	Concord	.8/2.0
WRDX-F	106.5	Salisbury	.8/2.0

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	NBN,$ 21.00	(---)				Mutter Evans
WEAL, 1510, 1 KW	, BLACK	SBN,$ 15.00	(HNWH)				Rees Poag
WMFR, 1230, 1 KW	, NOSTALGIA	ABC-E,ABC-I,$ 20.00	(MMR)	Voyager			
WPET, 950, 500 W (DAYS)	, RELIGION	,$ 12.00	(Eastman)	Bahakel			Stan Thomas
WSJS, 600, 5 KW (DA-2)	, MOR	MBS,NBC,$ 63.00	(Mc-Guild)	Newmarket			Pete Schulte
WTNC, 790, 1 KW (DAYS)	, GOSPEL	,$ 6.00	(Southern)			(THOMASVILLE)	Debbie Metcalf
WGLD, 1320, 5 KW (DA-2)	, OLDIES	,$ NA	(Christal)	Mann			Richard Harlow
WBIG-F, 102.1, 61 KW @ 1160,	COUNTRY	,$ 46.00	(HNWH)	Beasley		(REIDSVILLE)	Roger Stockton
WHPE-F, 95.5, 100 KW @ 440,	RELIGION	,$ 14.00	(---)				Jud Mast
WKRR-F, 92.3, 100 KW @ 1276,	CLASSIC ROCK	,$ 78.00	(Republic)	Dick		(ASHEBORO)	Allen Dick
WKSI-F, 98.7, 100 KW @ 814,	CHR	,$ 62.00	(Eastman)	Bahakel			Stan Thomas
WKZL-F, 107.5, 100 KW @ 500,	CHR	ABC-R,$ 70.00	(Katz)	Nationwide			Dan Morris
WMAG-F, 99.5, 100 KW @ 1500,	AC	,$ 76.00	(MMR)	Voyager			Richard Harlow
WMQX-F, 93.1, 100 KW @ 1050,	AC	,$ 39.00	(Durpetti)				Monte Lang
WOJY-F, 100.3, 100 KW @ 1049,	SOFT AC	,$ 61.00	(Christal)	Mann			Ed Weiss
WQMG-F, 97.1, 100 KW @ 555,	BLACK	CBS-R,$ 59.00	(HNWH)				Rees Poag
WTQR-F, 104.1, 100 KW @ 1420,	COUNTRY	,$130.00	(Mc-Guild)	Newmarket			Pete Schulte
WWMY-F, 94.5, 27 KW @ ?? ,	BTFL	,$ NA	(Katz)			(EDEN)	

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GREENVILLE - NEW BERN - WASHINGTON, NC
(Coastal Carolina)

Arbitron Rank/Pop (12+): 84/408,200
MSA Rank/Pop: NA
ADI # 95
Average Person Ratings: 16.0
Market TSL: 21.8 hours

Stations: 25/18
Diaries: 949/430:1/52.3%
Sample Target: 790
% Below Line: 8.3
% Not Listed: 11.0

1987 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 22,678
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIKS-F	(B)	151/23.1	24.9	24.5	4.9	7.6	----	191/1653	1124/27.5	30.2	28.2	103				WIKS-F
2. WRNS-F	(C)	94/14.4	16.1	12.4	12.0	10.9	----	157/1675	946/23.2	23.5	18.3	126				WRNS-F
3. WDLX-F	(CHR)	76/11.6	9.5	12.4	11.2	7.9	----	151/1730	899/22.0	20.0	24.3	72				WDLX-F
4. WSFL A/F	(AC)	51/ 7.8	5.6	5.7	5.9	7.3	----	58/ 896	736/18.0	13.6	14.9	137				WSFL A/F
5. WZYC-F	(AOR)	46/ 7.0	4.3	6.9	7.0	7.7	----	47/ 580	548/13.4	8.2	13.7	97				WZYC-F
6. WNCT-F	(EZ)	38/ 5.8	8.7	6.3	7.8	10.3	----	72/ 922	454/11.1	14.3	13.2	78				WNCT-F
7. WXQR-F	(AOR)	20/ 3.1	3.2	3.2	1.6	2.5	----	24/ 274	239/ 5.9	5.9	5.9	58				WXQR-F
8. WRDU-F	(AOR)	16/ 2.4	2.5	2.3	2.8	3.9	----	93/ 664	184/ 4.5	4.3	5.7	100				WRDU-F
9. WRCM-F	(C)	13/ 2.0	1.9	1.8	3.0	1.9	----	14/ 234	206/ 5.0	4.9	2.9	150				WRCM-F
10.																

12+ FM SHARE (METRO): 95.02% (553 of 582) (SPG 87: 88.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDLX-F<	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>	1. WIKS-F>	1. WRNS-F>>	1. WIKS-F>	1. WIKS-F	1. WIKS-F>	1. WIKS-F>>	1. WIKS-F>>
2. WIKS-F>>	2. WZYC-F	2. WRNS-F	2. WRNS-F>	2. WRNS-F	2. WNCT-F	2. WRNS-F>	2. WRNS-F>	2. WRNS-F	2. WDLX-F>	2. WRNS-F>>
3.	3. WDLX-F	3. WDLX-F	3. WSFL-AF	3. WSFL-AF	3. WIKS-F	3. WDLX-F	3. WDLX-F	3. WDLX-F>	3. WRNS-F>	3. WDLX-F<
4.	4. WSFL-AF	4. WSFL-AF	4. WDLX-F	4. WDLZ-F	4.	4. WSFL-F	4. WSFL-F	4. WSFL-F	4. WZYC-F	4. WJNC
5.	5. WRNS-F	5. WZYC	5. WZYC-F	5. WZYC-F	5.	5. WZYC-F	5. WNCT-F	5. WZYC-F	5. WSFL-F	5.
							6. WZYC-F	6. WNCT-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDLX-F<	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>	1. WIKS-F>
2. WIKS-F>>	2. WDLX-F>	2. WDLX-F	2. WDLX-F	2. WRNS-F>
3. WSFL-AF<	3. WSFL-AF	WSFL-AF	3. WRNS-F	3. WDLX-F
4. WRNS-F	4. WRNS-F	4. WRNS-F	4. WSFL-AF	4. WSFL-AF
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F>>	1. WIKS-F
2. WZYC-F	2. WZYC-F	2. WSFL-AF	2. WRNS-F<	2. WRNS-F
3. WXQR-F	3. WSFL-AF	WZYC-F	3. WZYC-F	3. WSFL-AF
4. WDLX-F	4. WDLX-F	4. WRNS-F	4. WSFL-AF	4. WZYC-F
5.	5. WXQR-F	5.	5. WDLX-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		81 (2)	81 (3)	13.9	19.2
AOR/CLASSIC		82 (3)	82 (3)	14.1	12.9
AC/OLDIES/SOFT ROCK	1 (1)	74 (4)	75 (5)	12.9	4.8
MOR/VARIETY/FULL	19 (4)	2 (1)	21 (5)	3.6	3.5
COUNTRY	4 (1)	120 (5)	124 (6)	21.3	23.8
BLACK/URBAN		156 (2)	156 (2)	26.8	29.3
BTFL MUSIC/EZ		38 (1)	38 (1)	6.5	
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.9	0.5
	29 (7)	553 (18)	582 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELS	1010	Kinston	.6/2.6
WJCV	1290	Jacksonville	.8/2.0
WJNC	1240	Jacksonville	.9/2.9
WKCP-F	97.7	Kinston	.8/2.1
WRQR-F	94.3	Farmville	1.5/2.6
WRRF	930	Washington	.5/1.9
WGTM	590	Wilson	1.4/3.0
WKTC-F	104.3	Tarboro	.8/2.4
WRAL-F	101.5	Raleigh	1.4/3.9
WTRG-F	100.7	Rocky Mountain	.8/3.1
WVBS-F	99.9	Burgaw	.8/2.0
WZFX-F	99.1	Whiteville	.8/4.2

MISCELLANEOUS COMMENTS WQDW changes to WKCP and format from Black to Country...

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	, COUNTRY	,$ 12.00	(Southern)		(KINSTON)	Jack Hankins
WFTC, 960, 5 KW/1 KW (DA-N)	, COUNTRY	,$ 10.00	(Mc-Guild)	Beasley	(KINSTON)	Webster James
WNCT, 1070, 10 KW (DA-2)	, OLDIES	,$ 10.00	(Katz)	Park	(GREENVILLE)	Scott Cherney
WDLX-F, 93.3, 100 KW @ 1900,	CHR	ABC-F,$ 34.00	(Banner)		(WASHINGTON)	Bob Frowein
WIKS-F, 101.9, 100 KW @ 1020,	BLACK	ABC-C,$ 46.00	(HNWH)	Joyner	(NEW BERN)	Curtis Downey
WNCT-F, 107.9, 100 KW @ 1800,	BTFL/EZ	US 2,ABC-E,$ 30.00	(Katz)	Park	(GREENVILLE)	Scott Cherney
WKCP-F, 97.7, 3 KW @ 300,	COUNTRY	,$ 16.00	(---)		(KINSTON)	Sam Cooper
WRCM-F, 98.7, 11 KW @ 1015,	COUNTRY	MBS,$ 18.00	(Eastman)		(JACKSONVILLE)	Ron Brown
WRNS-F, 95.1, 100 KW @ ?? ,	COUNTRY	,$ 34.00	(Mc-Guild)	Beasley	(KINSTON)	Webster James
WSFL-F, 106.5, 100 KW @ 915,	AC	US 1,$ 25.00	(Torbet)	Caravelle	(NEW BERN)	Jack Quick
WXQR-F, 105.5, 3 KW @ 246,	AOR	Source,$ 16.00	(T-N)		(JACKSONVILLE)	Bill Waldron
WZYC-F, 103.3, 100 KW @ 600,	AOR	ABC-R,$ 17.00	(Mc-Guild)		(NEW PORT)	Phil Martin

Other ranked stations - See Raleigh

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GREENVILLE - SPARTANBURG

Arbitron Rank/Pop (12+): 67/515,400

MSA Rank/Pop: 83/623,000
ADI # 36 (w/Asheville)
Average Person Ratings: 18.1
Market TSL: 24.3 hours

Stations: 24/19
Diaries: 907/568:1/51.8%
Sample Target: 880
% Below Line: 7.2
% Not Listed: 7.8

1987 Revenue: $17,500,000
HH Inc.: $27,214
Retail $: 4.0 Bil
Pop per Station: 27,126
#1 Biller: WFBC A/F $5,500,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WESC-F	(C)	119/12.7	13.3	13.1	13.8	14.9	13.2	250/2646	1139/22.1	24.2	23.8	113	9.4	92	960	WESC-F
2. WSSL A/F	(C)	114/12.2	8.2	9.0	7.4	10.0	9.2	216/2279	1027/19.9	17.7	18.0	106	10.2	100	863	WSSL A/F
3. WANS-F	(CHR)	97/10.4	10.7	6.2	8.5	6.3	9.0	224/2254	1147/22.3	18.2	19.8	74	12.0	117	1341	WANS-F
4. WFBC-F	(AC)	86/ 9.2	6.6	10.4	13.0	14.0	9.8	160/2029	1118/21.7	24.0	25.9	138	10.0	98	1201	WFBC-F
5. WLWZ-F	(B)	75/ 8.0	9.1	1.1	1.3	1.0	4.9	78/ 626	539/10.5	3.5	3.8	114	10.5	103	962	WLWZ-F
6. WSPA-F	(EZ)	60/ 6.4	9.5	8.0	8.3	7.0	8.1	147/1631	660/12.8	16.6	14.4	81	5.5	54	764	WSPA-F
7. WCKZ-F	(B)	50/ 5.4	2.3	---	---	.4	1.9	85/ 838	342/ 6.6	---	1.5	72	7.4	72	507	WCKZ-F
8. WCKN-F	(AOR)	47/ 5.0	5.0	4.2	6.0	7.6	5.1	93/1033	552/10.7	16.2	19.4	96	6.8	66	728	WCKN-F
9. WHYZ	(B)	36/ 3.9	2.3	6.5	8.0	9.6	5.2	39/ 377	319/ 6.2	9.1	10.1	133	2.1	21	447	WHYZ
10. WMYI-F	(AC)	34/ 3.6	5.4	6.8	3.3	---	4.8	117/1858	721/14.0	15.1	---	133	5.1	50	630	WMYI-F
11. WSPA	(MOR)	26/ 2.8	1.7	2.6	2.0	1.3	2.3	28/ 407	328/ 6.4	6.1	5.1	68	1.8	18	385	WSPA
12. WORD	(MOR)	18/ 1.9	2.3	2.0	1.9	2.8	2.0	18/ 312	279/ 5.4	6.2	6.7	79	.9	9	210	WORD
13. WASC	(B)	14/ 1.5	1.0	2.4	2.5	1.6	1.9	14/ 192	192/ 3.7	4.4	3.6	80	.9	9	82	WASC
WFBC	(MOR)	14/ 1.5	1.2	1.5	1.6	1.3	1.5	15/ 268	242/ 4.7	3.5	3.4	40	1.0	10	233	WFBC

12+ FM SHARE (METRO): 84.09% (724 of 861) (SPG 87: 79.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WANS-F	1. WANS-F	1. WSSL-F+	1. WESC-F<	1. WESC-F	1. WESC-F>	1. WESC-F	1. WSSL-F+	1. WSSL-F+	1. WANS-F	1.
2. WCKZ-F	2. WSSL-F+	2. WANS-F<	2. WFBC-F	2. WSSL-F+<	2. WFBC-F<	2. WFBC-F>	2. WESC-F	2. WANS-F	2. WCKZ-F	2.
3. WLWZ-F	3. WCKN-F	3. WFBC-F<	3. WSSL-F+	3. WFBC-F	3. WSSL-F+<	3. WSSL-F+	3. WFBC-F	3. WESC-F	3. WWSC-F	3.
4.	4. WLWZ-F>	4. WESC-F	4. WLWZ-F	4. WLWZ-F	4. WSPA-F<	4. WANS-F	4. WSPA-F	4. WFBC-F	WLWZ-F>	4.
5.	5. WFBC-F	5. WLWZ-F	5. WANS-F	5. WANS-F	5.	5. WLWZ-F	5. WANS-F	5. WLWZ-F	5. WCKN-F	5.
	6. WESC-F					6. WSPA-F	6. WLWZ-F	6. WSPA-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WANS-F>	1. WANS-F	1. WESC-F<	1. WESC-F	1. WESC-F
2. WSSL-F<	2. WSSL-F+	WLWZ-F	2. WFBC-F	2. WFBC-F
3. WLWZ-F	3. WLWZ-F	WSSL-F	3. WANS-F	3. WSSL-F+>
4. WCKZ-F	4. WFBC-F	4. WFBC-F<	4. WSSL-F+	4. WANS-F
5.	5. WESC-F	5. WANS-F	5. WLWZ-F	WLWZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WANS-F<	1. WCKN-F	1. WCKN-F	1. WSSL-F+	1. WSSL-F+
2. WSSL-F+<	2. WANS-F	2. WLWZ-F	2. WANS-F	2. WFBC-F
3. WCKN-F>	WSSL-F+>	3. WSSL-F+<	WCKN-F	3. WESC-F
4.	4. WLWZ-F>	4. WANS-F	4. WFBC-F	WLWZ-F
5.	5.	5. WHYZ-F	5. WESC-F	5. WCKN-F
			WLWZ-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		118 (4)	118 (4)	13.7	21.4
AOR/CLASSIC		47 (1)	47 (1)	5.5	1.5
AC/OLDIES/SOFT ROCK		126 (3)	126 (3)	14.6	23.4
MOR/VARIETY/FULL	58 (3)		58 (3)	6.7	1.5
COUNTRY	17 (2)	228 (2)	245 (4)	28.5	29.4
BLACK/URBAN	50 (2)	125 (2)	175 (4)	20.3	12.6
BTFL MUSIC/EZ		70 (2)	70 (2)	8.1	9.1
NEWS/TALK					
NOSTALGIA	12 (2)		12 (2)	1.4	0.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		10 (1)	10 (1)	1.2	
UNKNOWN/OTHERS					0.7
	137 (9)	724 (15)	861 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBO-F	93.3	Forest City	1.1/2.6
WCKI	1300	Greer	.6/1.6
WELP	1360	Easley	.6/1.5
WESC	660	Greenville	1.3/4.3
WMUU-F	94.5	Greenville	1.1/3.4
WKSF-F	99.9	Asheville	1.1/5.1
WBCY-F	107.9	Charlotte	.6/4.3
WROQ-F	95.1	Charlotte	.5/1.7
WWMG-F	96.1	Shelby	.6/1.8

MISCELLANEOUS COMMENTS WANS A/F (Anderson) sold to Degree for $7,150,000 (Sailors)...

RADIO STATIONS

WASC, 1530, 1 KW (DAYS)	, BLACK	NBN,ABC-C,$ 15.00	(---)			Joe Sessoms
WFBC, 1330, 5 KW (DA-N)	, MOR/TALK	NBC,$ 17.00	(Katz)	Multimedia		Greg Anderson
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	SBN,ABC-C,$ 25.00	(HNWH)			Martin McClung
WORD, 910, 5 KW/1 KW (DA-2)	, AC	UPI,$ 14.00	(---)			Charles Brooks
WSPA, 950, 5 KW (DA-N)	, MOR	CBS,$ 24.00	(Mc-Guild)			Joe Varholy
WANS-F, 107.3, 100 KW @ 1008,	CHR/AOR	,$ 44.00	(Christal)	Degree	(ANDERSON)	
WCKN-F, 101.1, 100 KW @ 994,	CHR	ABC-R,$ 40.00	(Durpetti)		(ANDERSON)	Kerry Fink
WESC-F, 92.5, 100 KW @ 2000,	COUNTRY	ABC-E,$ 76.00	(Banner)			John Davenport
WFBC-F, 93.7, 100 KW @ 1840,	AC	,$ 80.00	(Katz)	Multimedia		Greg Anderson
WMUU-F, 94.5, 100 KW @ 1200,	BTFL/EZ	APR,$ 16.00	(---)			Jim Dickson
WMYI-F, 102.5, 35 KW @ ?? ,	AC	,$ 45.00	(Republic)	AmCom		Leigh Earle
WSPA-F, 98.9, 100 KW @ 1910,	BTFL/EZ	,$ 52.00	(Mc-Guild)			Joe Varholy
WSSL-F, 100.5, 100 KW @ 1280,	COUNTRY	MBS,$ 54.00	(Torbet)	Sterling	(GRAY COURT)	John Cullen
WLWZ-F, 103.9, 3 KW @ 328,	BLACK	,$ 33.00	(HNWH)		(EASLEY)	

WCKZ - See Charlotte

American Radio Spring 1988, Copyright 1988

HARRISBURG

Arbitron Rank/Pop (12+): 72/490,900

MSA Rank/Pop: 87/584,000
ADI # 45 (w/York & Lancaster)
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 31/18
Diaries: 990/496:1/55.1%
Sample Target: 880
% Below Line: 18.8
% Not Listed: 9.2

1987 Revenue: $12,000,000
HH Inc.: $33,463
Retail $: 4.5 Bi!
Pop per Station: 27,272
#1 Biller: WNNK-F $4,100,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	177/21.7	19.5	20.2	20.7	19.4	20.5	199/2263	1782/36.3	35.6	34.9	105	29.2	191	1859	WNNK-F
2. WRKZ-F	(C)	65/ 8.0	8.1	6.6	11.0	8.0	8.4	183/1978	785/16.0	14.3	16.7	121	7.5	47	539	WRKZ-F
3. WTPA-F	(AOR)	55/ 6.7	5.4	3.3	5.1	4.4	5.1	72/ 723	541/11.0	8.7	11.5	90	7.5	49	551	WTPA-F
4. WHP	(MOR)	50/ 6.1	7.7	7.7	6.5	5.5	7.0	54/ 762	648/13.2	16.5	14.9	72	6.1	40	588	WHP
5. WIMX-F	(AC)	45/ 5.5	2.9	3.7	3.6	5.9	3.9	58/ 955	747/15.2	11.3	12.7	131	7.3	48	598	WIMX-F
6. WHP-F	(AC)	42/ 5.1	7.1	7.1	4.8	8.3	6.0	50/ 786	625/12.7	14.7	17.7	131	4.4	29	479	WHP-F
7. WNCE-F	(EZ)	41/ 5.0	5.6	5.3	3.8	2.6	4.9	154/1787	594/12.1	10.6	8.7	88	4.1	27	283	WNCE-F
8. WHYL A/F	(C)	32/ 3.9	6.0	4.8	3.6	4.3	4.6	33/ 509	453/ 9.2	8.2	9.0	95	5.5	36	392	WHYL A/F
9. WCMB	(O)	26/ 3.2	2.6	3.9	1.9	3.6	2.9	31/ 430	362/ 7.4	11.3	7.0	138	2.1	14	202	WCMB
10. WQXA-F	(CHR)	25/ 3.1	3.5	3.8	4.8	5.1	3.1	94/1827	630/12.8	12.2	13.8	81	3.1	20	342	WQXA-F
11. WLBR	(MOR)	20/ 2.5	2.3	3.5	2.2	2.4	2.6	20/ 362	334/ 6.8	8.8	7.8	56	---	---	---	WLBR
12. WHGB	(BB)	19/ 2.3	1.4	2.1	3.4	2.6	1.6	21/ 203	185/ 3.8	4.3	5.6	0	1.2	8	99	WHGB
13. WARM-F	(AC)	16/ 2.0	1.5	2.0	1.3	1.5	1.7	123/1609	260/ 5.3	5.5	4.1	140	.8	5	131	WARM-F

12+ FM SHARE (METRO): 78.41% (581 of 741) (SPG 87: 80.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F
2. WQXA-F>	2. WTPA-F>>	2. WTPA-F	2. WRKZ-F	2. WRKZ-F	2. WHP	2. WHP	2. WTPA-F<	2. WTPA-F	2. WRKZ-F>	2. WRKZ-F<
3.	3. WIMX-F	3. WRKZ-F	3. WIMX-F	3. WIMX-F	3. WRKZ-F	3. WRKZ-F	3. WHP-F<	3. WRKZ-F	3. WTPA-F	3. WLBR >
4.	4. WRKZ-F	4. WIMX-F	4. WHP-F	4. WHP-F	4. WNCE-F	4. WTPA-F	4. WRKZ-F	4. WIMX-F<	4. WHP	4. WHTF-F
5.	5.	5. WHP-F	WTPA-F	5. WTPA-F	5. WHP-F	5. WHP-F	5. WIMZ-F	5. WNCE-F	WQXA-F	5. WHP
							WNCE-F	6. WHP-F	6. WIMX-F	WHYL-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F>>	1. WNNK-F	1. WNNK-F>	1. WNNK-F>	1. WNNK-F>>	1. WNNK-F>>
2. WTPA-F>	2. WTPA-F>	2. WTPA-F<	2. WIMX-F	2. WIMX-F	2. WTPA-F	2. WTPA-F>>	2. WTPA-F>	2. WTPA-F	2. WRKZ-F>
3. WQXA-F	3. WIMX-F	3. WIMX-F	3. WTPA-F	WRKZ-F	3. WIMX-F	3. WRKZ-F	3. WRKZ-F>	3. WRKZ-F	3. WTPA-F
4. WIMX-F	4. WQXA-F	4.	4. WHP-F	4. WHP-F	WRKZ-F	4. WIMX-F	4. WHP-F	4. WIMX-F	4. WCMB
5.	5.	5.	5. WRKZ-F	5.	5.	5.	WIMX-F	5.	5. WHP-F
							WARM-F		WIMX-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		222 (6)	222 (6)	30.0	30.7
AOR/CLASSIC		87 (4)	87 (4)	11.7	10.6
AC/OLDIES/SOFT ROCK	38 (2)	111 (4)	149 (6)	20.1	16.0
MOR/VARIETY/FULL	83 (4)		83 (4)	11.2	9.1
COUNTRY	9 (2)	96 (3)	105 (5)	14.2	14.3
BLACK/URBAN					0.8
BTFL MUSIC/EZ		47 (2)	47 (2)	6.3	12.8
NEWS/TALK					
NOSTALGIA	19 (1)		19 (1)	2.6	2.9
RELIGION/GOSPEL		10 (1)	10 (1)	1.3	2.5
SPANISH					
CLASSICAL		8 (1)	8 (1)	1.1	
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	11 (1)		11 (1)	1.5	0.4
	160 (10)	581 (21)	741 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAHT	1510	Annville	1.0/2.5
WCTX-F	92.1	Palmyra	.7/2.7
WKBO	1230	Harrisburg	1.5/5.4
WMSP-F	94.9	Harrisburg	1.0/3.2
WQIN	1290	Lykens	.6/2.1
WUFM-F	100.1	Lebanon	1.0/2.3
WWII	720	Shirmanstown	1.3/2.3
WDAC-F	94.5	Lancaster	1.2/3.2
WHTF-F	92.7	Starview	1.6/6.4
WIOV-F	105.1	Ephrata	.6/1.7
WLAN-F	96.9	Lancaster	.9/3.5
WYCR-F	98.5	York	.7/4.0
WCHA	800	Chambersburg	.4/1.5
WGRX-F	100.7	Westminster	1.5/3.3
WIKZ-F	95.1	Chambersburg	.5/1.5
WQKX-F	94.1	Sunbury	.9/3.0
WRFY-F	102.5	Reading	.4/1.7

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N)	, OLDIES	NBC,NBC-T,$ 23.00	(Eastman)	McKenna		Brian Danzis
WHGB, 1400, 1 KW	, NOSTALGIA	SMN,$ 18.00	(Mc-Guild)	Scott		Jeff Scott
WHP , 580, 5 KW (DA-N)	, MOR	CBS,$ 58.00	(Katz)	Commonwealth		Don Yeiser
WKBO, 1230, 1 KW	, OLDIES	SMN,$ 21.00	(Banner)			John Dame
WLBR, 1270, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 19.00	(K & P)		(LEBANON)	
WHP-F , 97.3, 14 KW @ 840,	SOFT AC	ABC-D,$ 55.00	(Katz)	Commonwealth		Don Yeiser
WHYL-F, 102.3, 3 KW @ 328,	COUNTRY	APR,$ 34.00	(HNWH)			Frank Kelley
WIMX-F, 99.3, 3 KW @ 328,	AC	US 1,$ 32.00	(Eastman)	McKenna		Brian Danzis
WMSP-F, 94.9, 50 KW @ 700,	CLASSICAL	,$ NA	(---)	Barnstable		Dana Harmon
WNNK-F, 104.1, 22 KW @ 726,	CHR	APR,$ 80.00	(Christal)	Keymarket		Carol O'Leary
WRKZ-F, 106.7, 50 KW @ 500,	COUNTRY	ABC-E,$ 62.00	(Mc-Guild)	Eastern		Ira Rosenblatt
WTPA-F, 93.5, 3 KW @ 300,	AOR	ABC-R,$ 31.00	(Republic)			Michael Brandon

Other ranked stations - See York or Lancaster

MISCELLANEOUS COMMENTS WHIT changes calls to WIMX... WMSP-F sold to Barnstable for $4,000,000 (Americom)...

American Radio Spring 1988, Copyright 1988

HARTFORD

Arbitron Rank/Pop (12+): 40/915,000

MSA Rank/Pop: 43/1,110,000
ADI # 23 (w/New Haven)
Average Person Ratings: 17.2
Market TSL: 22.3 hours

Stations: 20/15
Diaries: 1135/806:1/43.9%
Sample Target: 1170
% Below Line: 6.7
% Not Listed: 10.5

1987 Revenue: $33,200,000
HH Inc.: $41,923
Retail $: 9.1 Bil
Pop per Station: 61,000
#1 Biller: WTIC $9,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	300/19.1	18.8	19.8	18.4	19.0	19.0	413/4641	3126/34.2	35.3	35.1	69	16.7	269	2593	WTIC
2. WTIC-F	(CHR)	218/13.9	14.6	14.8	13.7	14.1	14.3	319/4655	2870/31.4	31.8	34.2	93	15.9	257	3327	WTIC-F
3. WRCH-F	(EZ)	185/11.8	9.9	9.3	8.3	9.3	9.8	343/3441	1909/20.9	20.1	20.4	61	6.8	109	1411	WRCH-F
4. WHCN-F	(AOR)	110/ 7.0	6.2	4.9	4.9	4.6	5.8	190/2843	1603/17.5	15.5	16.1	137	8.7	140	1753	WHCN-F
5. WDRC-F	(O)	109/ 6.9	7.9	8.8	5.7	7.3	7.3	206/3436	1658/18.1	22.0	17.1	165	6.3	102	1806	WDRC-F
6. WIOF-F	(AC)	91/ 5.8	4.6	4.0	5.9	4.7	5.1	136/2282	1408/15.4	12.4	15.6	150	5.2	84	1067	WIOF-F
7. WKSS-F	(CHR)	88/ 5.6	4.6	5.0	6.0	5.5	5.3	182/2997	1656/18.1	16.6	18.5	88	7.3	117	1372	WKSS-F
8. WCCC A/F	(AOR)	58/ 3.7	5.4	4.4	5.0	5.1	4.6	89/2061	1296/14.2	13.5	14.7	108	6.9	112	1449	WCCC-AF
9. WRCQ	(BB)	39/ 2.5	3.8	3.5	5.2	3.2	3.8	48/ 793	631/ 6.9	7.6	7.4	40	2.2	35	429	WRCQ
10. WPOP	(N/T)	31/ 2.0	2.8	2.9	3.4	3.4	2.8	35/ 932	789/ 8.6	9.5	10.9	110	1.6	26	610	WPOP
WDRC	(O)	31/ 2.0	2.5	1.8	2.6	2.0	2.2	35/ 708	590/ 6.4	6.5	6.0	95	1.3	21	464	WDRC
WWYZ-F	(AC)	31/ 2.0	1.6	2.0	2.5	1.1	2.0	46/ 980	613/ 6.7	6.0	5.4	185	.7	11	262	WWYZ-F

12+ FM SHARE (METRO): 69.04% (970 of 1405) (SPG 87: 63.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>>	1. WTIC-F>	1. WTIC-F>	1. WTIC-F	1. WTIC	1. WTIC >	1. WTIC >>	1. WRCH-F<	1. WTIC-F<	1. WTIC-F	1. WTIC >>
2. WKSS-F>>	2. WHCN-F>>	2. WHCN-F	2. WDRC-F	2. WTIC-F	2. WRCH-F>>	2. WTIC-F>	2. WTIC >	2. WTIC	2. WTIC >	2. WTIC-F
3.	3. WKSS-F	3. WDRC-F	3. WTIC	3. WDRC-F	3. WDRC-F	3. WRCH-F	3. WTIC-F	3. WRCH-F>	3. WRCH-F	3. WHCN-F
4.	4. WCCC-F+	4. WTIC	4. WHCN-F	4. WHCN-F	4. WTIC-F	4. WHCN-F	4. WHCN-F	4. WHCN-F	4. WKSS-F	4. WRCH-F
5.	WDRC-F	5. WIOF-F	5. WIOF-F	5. WIOF-F	5. WIOF-F	5. WDRC-F	5. WDRC-F	5. WDRC-F	5. WDRC-F	5. WDRC-F
		6. WKSS-F		6. WRCH-F		6. WKSS-F	6. WIOF-F		6. WIOF-F<	WIOF-F
									7. WHCN-F	7. WKSS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WTIC-F>>	1. WTIC-F>>	1. WTIC-F>	1. WTIC-F>>	1. WTIC-F>
2. WKSS-F	2. WKSS-F	2. WIOF-F	2. WIOF-F	2. WTIC
3. WHCN-F	3. WHCN-F	3. WKSS-F<	3. WDRC-F	3. WRCH-F
4. WCCC-F+	4. WIOF-F	4. WDRC-F	4. WTIC	4. WIOF-F
WDRC-F	5. WDRC-F	WHCN-F	5. WKSS-F	5. WDRC-F
WIOF-F		6. WRCH-F	6. WRCH-F	
		WTIC		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTIC-F	1. WHCN-F>	1. WHCN-F>>	1. WHCN-F	1. WHCN-F
2. WHCN-F	2. WTIC-F>	2. WTIC-F<	2. WDRC-F	2. WDRC-F<
3. WKSS-F	3. WCCC-F+	3. WDRC-F	3. WTIC-F	3. WTIC >
4. WCCC-F+>	4. WDRC-F	4. WCCC-F+>	4. WTIC	4. WTIC-F
5. WIOF-F	5. WKSS-F	5. WTIC	5. WCCC-F+<	5. WCCC-F+
6. WTIC		6. WIOF-F		6. WIOF-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		328 (3)	328 (3)	23.3	23.4
AOR/CLASSIC	1 (1)	218 (5)	219 (6)	15.6	14.1
AC/OLDIES/SOFT ROCK	32 (1)	232 (3)	264 (4)	18.8	18.7
MOR/VARIETY/FULL	300 (1)		300 (1)	21.4	22.3
COUNTRY	17 (1)		17 (1)	1.2	1.2
BLACK/URBAN	15 (1)		15 (1)	1.1	1.9
BTFL MUSIC/EZ		185 (1)	185 (1)	13.2	10.4
NEWS/TALK	31 (1)		31 (1)	2.2	4.2
NOSTALGIA	39 (1)		39 (1)	2.8	3.6
RELIGION/GOSPEL					
SPANISH		7 (1)	7 (1)	0.5	
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	435 (7)	970 (13)	1405 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKHT	1230	Manchester	1.1/2.4
WKND	1480	Windsor	1.0/2.0
WLVH-F	93.7	Hartford	.4/ .9
WKCI-F	101.3	Hamden	1.4/6.9
WPLR-F	99.1	New Haven	1.4/7.7
WAAF-F	107.3	Worcester	.4/1.2
WAQY-F	102.1	Springfield	1.4/7.0

RADIO STATIONS

WDRC, 1360, 5 KW (DA-N)	, OLDIES	,$ 36.00	(Mc-Guild)	Buckley		Dick Korsen
WKHT, 1230, 1 KW	, COUNTRY	MBS,$ 21.00	(Roslin)	Sage		John Lohmann
WKND, 1480, 500 W (DAYS,DA)	, BLACK	NBN,$ 20.00	(Roslin)			Byron McClanahan
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS,$ 50.00	(Eastman)	Merv Griffin		Al Pellegrino
WRCQ, 910, 5 KW (DA-2)	, NOSTALGIA	ABC-T,ABC-E,$ 41.00	(Banner)			Pete Vincelette
WRYM, 840, 1 KW (DAYS)	, HISPANIC	,$ 22.00	(Caballero)			Barry Kursman
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC,$192.00	(Katz)	Chase		Perry Ury
WCCC-F, 106.9, 23 KW @ 720, AOR		Source,ABC-C,$ 51.00	(Durpetti)			Milt Aninger
WDRC-F, 102.9, 20 KW @ 810, OLDIES		,$ 70.00	(Mc-Guild)	Buckley		Dick Korsen
WHCN-F, 105.9, 16 KW @ 870, AOR		ABC-R,$ 61.00	(Christal)	Beck-Ross		Boyd Arnold
WIOF-F, 104.1, 18 KW @ 835, AC		CBS-R,$ 67.00	(Eastman)	Merv Griffin	(WATERBURY)	Al Pellegrino
WKSS-F, 95.7, 17 KW @ 880, CHR		APR,$ 59.00	(MMR)	Precision		Tim Montgomery
WLVH-F, 93.7, 21 KW @ 780, HISPANIC		APR,$ 30.00	(---)	Sage		John Lohmann
WRCH-F, 100.5, 8 KW @ 1250, BTFL/EZ		ABC-D,$ 80.00	(Banner)			Pete Vincelette
WTIC-F, 96.5, 20 KW @ 810, CHR		,$145.00	(Katz)	Chase		Perry Ury
WWYZ-F, 92.5, 18 KW @ 860, AC		US 2,$ 46.00	(Banner)		(WATERBURY)	Fred Erwin

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HONOLULU

Arbitron Rank/Pop (12+): 55/686,500

MSA Rank/Pop: 62/837,000
ADI # None
Average Person Ratings: 17.2
Market TSL: 23.3 hours

Stations: 25/25
Diaries: 1106/621:1/56.9%
Sample Target: 1010
% Below Line: 0
% Not Listed: 5.7

1987 Revenue: $16,500,000
HH Inc.: $41,840
Retail $: 5.5 Bil
Pop per Station: 27,460
#1 Biller: KSSK $4,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. KQMQ A/F (CHR)	169/14.2	14.2	14.4	16.4	14.0	14.8		2448/35.7	34.3	32.4	92			KQMQ A/F
2. KSSK (MOR)	148/12.5	11.2	13.0	13.4	14.0	12.5		1580/23.0	24.9	26.9	125			KSSK
3. KUMU A/F (EZ)	116/ 9.8	10.0	12.6	10.4	10.2	10.7		1354/19.7	21.7	17.6	106			KUMU A/F
4. KRTR-F (AC)	99/ 8.4	7.3	6.6	5.7	5.9	5.8		1200/17.5	15.2	15.0	131			KRTR-F
5. KMAI-F (CHR)	98/ 8.3	9.0	4.9	6.6	8.0	7.2		1353/19.7	15.4	21.5	54			KMAI-F
6. KPOI-F (AOR)	76/ 6.4	6.3	8.7	7.5	6.6	7.2		1017/14.8	15.4	15.2	88			KPOI-F
7. KIKI (O)	73/ 6.2	5.8	5.2	4.7	6.3	5.5		1009/14.7	11.8	13.8	148			KIKI
8. KXPW-F (AC)	59/ 5.0	6.3	9.5	9.8	7.8	7.7		1158/16.9	20.0	23.0	86			KXPW-F
9. KHVH (N/T)	48/ 4.1	4.0	3.8	4.0	3.9	4.0		792/11.5	12.5	11.5	73			KHVH
10. KCCN (ETH)	46/ 3.9	5.5	4.4	4.0	4.6	4.5		668/ 9.7	10.2	10.3	100			KCCN
11. KGU (T)	42/ 3.6	3.7	4.8	3.5	4.5	3.9		484/ 7.1	10.6	10.5	69			KGU
12. KDEO (C)	32/ 2.7	3.1	2.2	2.0	1.9	2.5		410/ 6.0	4.9	6.0	111			KDEO

Honolulu's Metro and TSA are the same.

12+ FM SHARE (METRO): 53.23% (594 of 1116) (SPG 87: 50.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMAI-F>	1. KQMQ-F+>>	1. KQMQ-F+>	1. KSSK	1. KSSK	1. KSSK	1. KSSK	1. KQMQ-F+	1. KQMQ-F+	1. KMAI-F	1. KSSK <
2. KQMQ-F+>	2. KRTR-F	2. KSSK	2. KQMQ-F+	2. KQMQ-F+	2. KUMU-F+>>	2. KQMQ-F+>	2. KUMU-F+	2. KSSK	2. KQMQ-F+>	2. KHVH
3. KPOI-F>	3. KPOI-F<	3. KRTR-F	3. KRTR-F	3. KRTR-F	3. KHVH	3. KUMU-F+	3. KRTR-F	3. KRTR-F	3. KUMU-F+<	3. KGU <
4.	4. KMAI-F	4. KIKI	4. KIKI	4. KUMU-F+	4. KIKI	4. KRTR-F	KSSK	4. KMAI-F	4. KPOI-F	4. KQMQ-F
5.	5. KXPW-F	5. KUMU-F+	5. KUMU-F+	5. KIKI	5. KQMQ-F+	5. KIKI	5. KIKI	5. KUMU-F+	5. KRTR-F	5. KIKI
		6. KPOI-F			KRTR-F				6. KSSK	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KQMQ-F+>>	1. KQMQ-F+>>	1. KQMQ-F+	1. KQMQ-F+>	1. KSSK
2. KMAI-F	2. KMAI-F	2. KRTR-F>	2. KSSK	2. KQMQ-F+<
3. KRTR-F	3. KRTR-F	3. KUMU-F+	3. KRTR-F<	3. KUMU-F+
4. KXPW-F	4. KXPW-F	4. KMAI-F<	4. KUMU-F+	4. KRTR-F>
5. KSSK	5. KSSK	5. KIKI	5. KMAI-F	5. KIKI
KUMU-F+	KUMU-F+			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQMQ-F+>	1. KQMQ-F+>	1. KQMQ-F+>	1. KQMQ-F+>	1. KSSK
2. KPOI-F>	2. KPOI-F	2. KPOI-F	2. KRTR-F	2. KQMQ-F+
3. KRTR-F	3. KRTR-F>	3. KRTR-F<	3. KSSK	3. KIKI
4. KMAI-F	4. KIKI	4. KIKI	4. KIKI	4. KRTR-F>
5.	5.	5. KSSK	KPOI-F	5. KPOI-F
		6. KXPW-F		KUMU-F+

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	17 (1)	250 (2)	267 (3)	23.9	23.1
AOR/CLASSIC		76 (1)	76 (1)	6.8	7.0
AC/OLDIES/SOFT ROCK	87 (3)	162 (3)	249 (5)	22.3	21.0
MOR/VARIETY/FULL	148 (1)		148 (1)	13.3	14.7
COUNTRY	32 (1)		32 (1)	2.9	2.0
BLACK/URBAN					
BTFL MUSIC/EZ	17 (1)	99 (1)	116 (2)	10.4	10.7
NEWS/TALK	90 (2)		90 (2)	8.1	8.8
NOSTALGIA					2.1
RELIGION/GOSPEL	19 (2)	7 (1)	26 (3)	2.3	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	112 (6)		112 (6)	10.0	9.3
	522 (17)	594 (8)	1116 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAIM	870	Honolulu	.4/1.7
KAIM-F	95.5	Honolulu	.6/1.3
KISA	1540	Honolulu	.7/1.8
KLHT	1040	Honolulu	1.2/2.6
KLNI	1380	Pearl City	.8/2.1
KNDI	1270	Honolulu	1.7/2.2
KOHO	1170	Honolulu	1.2/2.6
KWAI	1080	Honolulu	.8/1.4
KZOO	1210	Honolulu	1.3/2.3

RADIO STATIONS

KCCN, 1420, 5 KW	, ETHNIC	,$ 25.00	(Roslin)			Jan Glascock
KDEO, 940, 10 KW	, COUNTRY	MBS,$ 23.00	(---)			Bob Loew
KGU , 760, 10 KW	, TALK	CBS,ABC-T,$ 28.00	(Banner)			Bob Wilson
KHVH, 990, 5 KW	, NEWS/TALK	NBC,ABC-1,$ 40.00	(HNWH)			L. Berger
KIKI, 830, 10 KW	, OLDIES	,$ 30.00	(Katz)	Parker		Michael Brandt
KSSK, 590, 5 KW	, MOR	,$ 95.00	(Eastman)	Heftel		Earl McDaniel
KAIM-F, 95.5, 100 KW @ 421,	RELIGION	,$ 10.00	(---)			Cliff Scott
KMAI-F, 93.9, 100 KW @ 421,	CHR	,$ 52.00	(Katz)	Parker		Michael Brandt
KPOI-F, 97.5, 83 KW @ 46,	AOR	,$ 45.00	(Republic)			Rick Helm
KQMQ-F, 93.1, 54 KW @ -119,	CHR	,$ 66.00	(Christal)			Jack Kelly
KRTR-F, 96.3, 75 KW @ 2120,	AC	,$ 40.00	(Torbet)			Austin Vali
KUMU-F, 94.7, 100 KW @ 500,	BTFL/EZ	,$ 46.00	(Torbet)			John Gregory
KXPW-F, 92.3, 100 KW @ 1685,	AC/CONTEMP	,$ 56.00	(Eastman)	Heftel		Earl McDaniel
KHHH-F, 98.5, 100 KW @ 280,	JAZZ/NEW AGE	,$ NA	(HNWH)			L. Berger

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HOUSTON

Arbitron Rank/Pop (12+): 10/2,997,900

MSA Rank/Pop: 8/3,710,000
ADI # 10
Average Person Ratings: 17.9
Market TSL: 23.5 hours

Stations: 31/31
Diaries: 2081/1441:1/43.8%
Sample Target: 2030
% Below Line: 0
% Not Listed: 8.2

1987 Revenue: $100,300,000
HH Inc.: $36,984
Retail $: 26.3 Bil
Pop per Station: 96,706
#1 Biller: KIKK A/F $12,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F	(B/U)	473/8.8	8.5	7.8	10.3	9.1	8.9	523/4503	4108/13.7	12.3	15.1	89	13.2	748	5672	KMJQ-F
2. KRBE-F	(CHR)	451/8.4	7.9	6.4	7.2	6.6	7.5	472/6686	6102/20.4	20.2	20.8	50	10.1	575	8101	KRBE-F
3. KIKK-F	(C)	437/8.1	6.9	8.3	7.3	8.0	7.7	463/5857	5188/17.3	16.4	18.7	101	7.9	450	5061	KIKK-F
4. KILT-F	(C)	362/6.7	6.0	5.9	6.0	7.3	6.2	415/5486	4812/16.1	14.1	16.3	116	6.2	352	4087	KILT-F
KKBQ A/F	(CHR)	362/6.7	7.6	6.5	7.5	7.1	7.1	382/6322	5838/19.5	19.2	19.2	72	9.6	544	7708	KKBQ A/F
6. KTRH	(N/T)	332/6.2	5.4	4.9	6.9	6.8	5.9	377/5589	4878/16.3	13.7	17.2	77	4.3	247	4211	KTRH
7. KLOL-F	(AOR)	318/5.9	5.6	6.2	5.6	4.3	5.8	348/4464	4048/13.5	13.3	12.2	97	6.4	363	3357	KLOL-F
8. KODA-F	(EZ)	277/5.2	5.2	5.7	5.5	5.4	5.4	300/3947	3567/11.9	13.3	12.5	92	3.8	215	2498	KODA-F
9. KFMK-F	(AC)	205/3.8	4.2	4.9	4.9	5.2	4.5	216/2973	2743/ 9.1	11.4	11.6	158	3.7	210	2558	KFMK-F
10. KZFX-F	(AOR)	201/3.7	3.7	4.8	3.8	4.0	4.0	206/3065	2935/ 9.8	9.8	9.4	130	4.8	272	3207	KZFX-F
11. KLDE-F	(O)	185/3.4	2.2	1.8	2.7	2.5	2.5	194/2788	2630/ 8.8	5.9	7.0	144	1.6	89	1854	KLDE-F
12. KQUE-F	(BB)	184/3.4	3.2	4.2	3.9	4.0	3.7	192/2079	1985/ 6.6	7.4	7.5	62	2.5	144	1797	KQUE-F
13. KLTR-F	(AC)	180/3.3	4.5	2.8	2.5	2.8	3.3	183/3217	3134/10.5	9.7	11.8	142	3.5	200	3040	KLTR-F
14. KKHT-F	(AC)	152/2.8	3.2	4.2	2.6	2.0	3.2	153/2165	2129/ 7.1	9.5	9.0	132	1.7	96	2219	KKHT-F
15. KPRC	(T)	128/2.4	3.1	3.1	2.2	2.9	2.7	138/2557	2374/ 7.9	9.4	8.1	83	1.7	98	1958	KPRC
16. KLAT	(SP)	115/2.1	1.9	3.1	.8	1.1	2.0	115/ 964	964/ 3.2	3.7	2.5	143	1.1	60	828	KLAT
17. KYST	(SP)	68/1.3	.5	.9	.5	.4	0.8	69/ 550	538/ 1.8	1.5	1.0	154	1.2	71	553	KYST
18. KQQK-F	(SP)	66/1.2	1.0	.8	.8	.6	1.0	69/1026	1001/ 3.3	3.5	3.3	83	.7	39	948	KQQK-F
19. KXYZ	(SP)	60/1.1	1.7	1.0	1.7	1.0	1.4	60/ 637	637/ 2.1	2.7	2.1	136	.4	24	473	KXYZ
20. KCOH	(B)	54/1.0	1.1	1.4	1.2	1.8	1.2	54/ 627	627/ 2.1	3.2	3.6	120	1.5	84	739	KCOH
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 79.83% (3942 of 4938) (SPG 87: 77.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRBE-F>	1. KMJQ-F	1. KMJQ-F	1. KMJQ-F<	1. KIKK-F	1. KIKK-F<	1. KIKK-F	1. KIKK-F	1. KRBE-F	1. KMJQ-F>	1. KMJQ-F>
2. KKBQ-F+	2. KLOL-F	2. KLOL-F	2. KIKK-F	2. KILT-F	2. KTRH	2. KTRH <	2. KRBE-F	2. KIKK-F	2. KRBE-F	2. KTRH
3. KMJQ-F>	3. KRBE-F	KRBE-F	3. KILT-F	KMJQ-F	3. KODA-F<	3. KILT-F	3. KODA-F<	KILT-F	3. KTRH >	3. KILT-F
4.	4. KKBQ-F+>	4. KIKK-F	4. KFMK-F<	4. KFMK-F	4. KILT-F	4. KKBQ-F+<	4. KILT-F	KMJQ-F	4. KKBQ-F+	4. KIKK-F
5.	5. KZFX-F	5. KILT-F	5. KLOL-F	5. KLOL-F	5. KQUE-F	5. KMJQ-F<	5. KKBQ-F+	5. KKBQ-F+	5. KIKK-F	5. KODA-F
6.	6. KIKK-F<	6. KKBQ-F+	6. KZFX-F	6. KLDE-F<	6. KFMK-F	6. KLOL-F	6. KLOL-F	6. KLOL-F	6. KLOL-F>	6. KRBE-F
7.	7. KILT-F	7. KFMK-F	7. KKBQ-F+	7. KKBQ-F+	7. KLDE-F	7. KRBE-F	KMJQ-F	7. KODA-F	7. KILT-F	7. KLOL-F
8.	8. KLTR-F	8. KZFX-F	KLDE-F	KODA-F	KPRC	8. KFMK-F	8. KFMK-F	8. KZFX	8. KODA-F	8. KPRC
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRBE-F	1. KMJQ-F	1. KMJQ-F>	1. KMJQ-F	1. KMJQ-F<
2. KMJQ-F	2. KRBE-F<	2. KKBQ-F+	2. KRBE-F	2. KIKK-F
3. KKBQ-F+	3. KKBQ-F+>	3. KLTR-F	3. KIKK-F	3. KILT-F>
4. KLOL-F	4. KLOL-F	4. KRBE-F	KKBQ-F+	4. KFMK-F
5. KZFX-F	5. KLTR-F	5. KKHT-F	5. KILT-F	KLTR-F<
6. KILT-F<	6. KKHT-F	6. KIKK-F	6. KLDE-F	6. KLDE-F
7. KIKK-F	7. KILT-F	KILT-F	7. KLTR-F	7. KODA-F
KLDE-F	KZFX-F	8. KLOL-F<	8. KFMK-F	8. KKBQ-F+
9.	9. KIKK-F	9. KFMK-F	9.	KKHT-F
10.	10.	10. KZFX-F	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRBE-F	1. KLOL-F>	1. KLOL-F>	1. KLOL-F>	1. KLOL-F
2. KLOL-F	2. KRBE-F	2. KZFX-F	2. KMJQ-F	2. KIKK-F<
3. KMJQ-F	3. KMJQ-F	3. KMJQ-F	3. KRBE-F	3. KILT-F<
4. KKBQ-F+	4. KKBQ-F+	4. KIKK-F	4. KILT-F<	4. KZFX-F<
5. KILT-F	KZFX-F	5. KKBQ-F+	5. KIKK-F<	5. KTRH
6. KIKK-F	6. KIKK-F	KTRH	6. KZFX	6. KFMK-F
7.	7. KILT-F	7. KILT-F	7. KKBQ-F+	KMJQ-F
8.	8. KTRH	8. KFMK-F	KTRH	8.
9.	9.	9.	9. KFMK-F	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	8 (1)	806 (2)	814 (3)	16.5	17.2
AOR/CLASSIC	21 (1)	519 (2)	540 (3)	10.9	9.1
AC/OLDIES/SOFT ROCK	16 (1)	722 (4)	738 (5)	14.9	12.4
MOR/VARIETY/FULL					
COUNTRY	71 (2)	799 (2)	870 (4)	17.6	18.9
BLACK/URBAN	100 (2)	473 (1)	573 (3)	11.6	13.9
BTFL MUSIC/EZ		277 (1)	277 (1)	5.6	5.9
NEWS/TALK	460 (2)		460 (2)	9.3	10.5
NOSTALGIA		184 (1)	184 (1)	3.7	4.4
RELIGION/GOSPEL		79 (2)	79 (2)	1.6	1.9
SPANISH	287 (4)	66 (1)	353 (5)	7.1	4.8
CLASSICAL		17 (1)	17 (1)	0.3	0.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS	33 (1)		33 (1)	0.7	0.4
	996 (14)	3942 (17)	4938 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYH	850	Houston	.8/1.8
KFRD	980	Rosenburg	.6/1.1
KHCB-F	105.7	Houston	1.0/2.9
KIKK	650	Pasadena	.5/1.3
KILT	610	Houston	.8/2.8
KJOJ-F	106.9	Conroe	.5/1.6
KKZR	1070	Houston	.4/1.0
KNUZ	1230	Houston	.3/1.6
KRTS-F	92.1	Seabrook	.3/1.6
KYOK	1590	Houston	.9/2.5

RADIO STATIONS

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN,NBN,$ 57.00	(Roslin)			Mike Petrizzo
KEYH, 850, 10 KW (DAYS,DA)	, HISPANIC	,$ 47.00	(Caballero)			Dave Armstrong
KIKK, 650, 250 W (DAYS)	, COUNTRY	,$ 43.00	(Torbet)	Viacom		Craig Magee
KILT, 610, 5 KW (DA-2)	, COUNTRY	,$ 40.00	(Banner)	Legacy		Dickie Rosenfeld
KKBQ, 790, 5 KW (DA-2)	, CHR	ABC-F,$ NA	(Mc-Guild)	Gannett		Al Brady Law
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN,$ 35.00	(Katz)	Susquehanna		Sandy Gamblin
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	,$ 80.00	(Katz Hisp.)	Tichenor		Ricardo Castillo
KLVL, 1480, 1 KW/500 W (DA-N)	, HISPANIC	,$ 30.00	(---)			Felix Morales
KNUZ, 1230, 1 KW	, OLDIES	ABC-D,$ 39.00	(Eastman)			Larry Swikard
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	CBS,$110.00	(Eastman)			Harry Schultz
KTRH, 740, 50 KW (DA-1)	, NEWS	MBS,ABC-I,$164.00	(CBS)	Rusk		
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	,$ 70.00	(Caballero)	Infinity		Hugo Candelago
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN,ABC-C,$ 57.00	(---)			Don Rosette

FM STATIONS

KFMK, 97.9, 100 KW @ 2010, AC		,$190.00	(MMR)	Cook Inlet		Jim Bell
KIKK, 95.7, 100 KW @ 1920, COUNTRY		,$210.00	(Torbet)	Viacom		Craig Magee
KILT, 100.3, 100 KW @ 1920, COUNTRY		,$175.00	(Banner)	Legacy		Dickie Rosenfeld
KKBQ, 92.9, 100 KW @ 1920, CHR		ABC-F,$195.00	(Mc-Guild)	Gannett		Al Brady Law
KKHT, 96.5, 100 KW @ 2000, AC		ABC-R,$150.00	(Republic)	Malrite		Chuck Bortnick
KLDE, 94.5, 100 KW @ 1970, OLDIES		Trans,$100.00	(Durpetti)	Entercom		Steve Shepard
KLOL, 101.1, 97 KW @ 1949, AOR		Source,$170.00	(CBS)	Rusk		
KLTR, 93.7, 100 KW @ 1779, AC		CBS-R,$165.00	(CBS)	CBS		Miles Sexton
KMJQ, 102.1, 100 KW @ 1720, URBAN/BLACK		,$202.00	(Christal)	Noble		Barry Drake
KODA, 99.1, 100 KW @ 1920, BTFL/EZ		,$181.00	(Group W)	Westinghouse		Dusty Black
KQUE, 102.9, 100 KW @ 1049, NOSTALGIA		ABC-E,$[illegible].00	(Eastman)			Ken Grant
KRBE, 104.1, 100 KW @ 1920, CHR		,$190.00	(Katz)	Susquehanna		Sandy Gamblin
KRTS, 92.1, 3 KW @ 300, CLASSICAL		,$ 69.00	(CMBS)		(SEABROOK)	Steve Aechternach
KZFX, 107.5, 100 KW @ 2000, CLASSIC ROCK		,$145.00	(Republic)	Shamrock		John Drew
KQQK, 106.5, 100 KW @ 750, HISPANIC		,$ 60.00	(MMR)		(GALVESTON)	J. Blackburn

CALL LETTER CHANGES

KRBE-AM: Changes to KKZR (April)
KJYY-F: Changes to KLDE (April)

FORMAT CHANGES

KKZR: From CHR to AOR
KLDE-F: From Soft AC to Oldies

STATION SALES

KMJQ-F: From Keymarket to Noble for $65,000,000 (Blackburn)

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HUNTINGTON, WV

Arbitron Rank/Pop (12+): 128/276,800

MSA Rank/Pop: 140/338,000
ADI # 46 (w/Charleston)
Average Person Ratings: 15.6
Market TSL: 21.3 hours

Stations: 15/12
Diaries: 697/397:1/58.2%
Sample Target: 680
% Below Line: 7.9
% Not Listed: 9.3

1987 Revenue: $6,100,000
HH Inc.: $25,239
Retail $: 1.97 Bil
Pop per Station: 23,067
#1 Biller: WTCR A/F $1,800,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTCR A/F	(C)	137/31.7	33.1	25.8	28.3	31.0	----	169/1686	1232/44.5	39.3	35.9	115	23.8	101	1118	WTCR A/F
2. WKEE-F	(CHR)	117/27.1	22.7	27.5	21.1	17.7	----	162/1882	1209/43.7	38.7	40.7	82	29.9	127	1184	WKEE-F
3. WAMX-F	(AC)	28/ 6.5	8.8	9.1	10.6	11.9	----	51/ 993	615/22.2	18.2	18.7	118	8.9	38	546	WAMX-F
4. WKLC-F	(AOR)	23/ 5.3	7.0	6.7	2.9	4.4	----	49/ 744	347/12.5	12.8	9.5	89	6.6	28	376	WKLC-F
5. WAEZ-F	(EZ)	17/ 3.9	1.3	4.0	2.2	3.6	----	18/ 191	151/ 5.5	3.4	4.5	100	.9	4	73	WAEZ-F
6. WEMM-F	(R/G)	15/ 3.5	4.5	4.0	4.3	4.9	----	33/ 461	252/ 9.1	10.4	9.8	74	3.8	16	309	WEMM-F
7. WAMX	(O)	12/ 2.8	1.9	3.0	4.5	5.3	----	12/ 187	181/ 6.5	6.4	11.3	107	2.6	11	112	WAMX
8. WKEE	(O)	11/ 2.5	2.7	4.4	3.4	3.9	----	13/ 247	210/ 7.6	7.5	10.4	104	1.2	5	109	WKEE
9. WGOH	(C)	10/ 2.3	1.6	1.2	1.3	1.0	----	10/ 103	75/ 2.7	2.3	3.9	74	1.9	8	86	WGOH
10. WPAY-F	(CHR)	9/ 2.1	2.1	3.3	2.2	2.2	----	37/ 648	224/ 8.1	6.8	8.7	100	2.6	11	242	WPAY-F
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 86.99% (341 of 392) (SPG 87: 84.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKEE-F>>	1. WKEE-F>>	1. WTCR-F<	1. WTCR-F>>	1. WTCR-F>>	1. WTCR-AF>>	1. WTCR-F	1. WTCR-F	1. WTCR-F<	1. WKEE-F>	1. WKEE-F<
2.	2. WTCR-AF	2. WKEE-F>>	2. WKEE-F>>	2. WKEE-F>>	2. WKEE-F>	2. WKEE-F>>	2. WKEE-F>>	2. WKEE-F>>	2. WTCR-F>>	2. WTCR-F>
3.	3. WKLC-F	3. WAMX-F	3. WAMX-F	3. WAMX-F	3.	3.	3. WAMX-F	3. WAMX-F	3. WKLC-F	3. WEMM-F>
4.	4. WAMX-F	4. WKLC-F	4.	4.	4.	4.	4.	WKLC-F	4. WEMM-F	4. WAMX-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WPAY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKEE-F>>	1. WKEE-F>>	1. WKEE-F>	1. WKEE-F	1. WTCR-F
2. WTCR-AF>	2. WTCR-AF>>	2. WTCR-AF>>	2. WTCR-AF>>	2. WKEE-F>>
3. WAMX-F	3. WAMX-F	3. WAMX-F	3. WAMX-F	3.
4.	4.	4.	4.	4.
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKEE-F>>	1. WKEE-F>	1. WTCR-AF	1. WTCR-AF	1. WTCR-AF>>
2. WTCR-AF	2. WTCR-AF>	2. WKEE-F	2. WKEE-F>>	2. WKEE-F>>
WKLC-F	3. WKLC-F>>	3. WKLC-F>	3. WKLC-F>	3. WKLC-F
4.	4. WAMX-F	4. WAMX-F	4. WAMX-F	4. WAMX-F
5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		117 (1)	117 (1)	29.8	30.0
AOR/CLASSIC		23 (1)	23 (1)	5.9	13.8
AC/OLDIES/SOFT ROCK	25 (3)	28 (1)	53 (4)	13.5	4.8
MOR/VARIETY/FULL	2 (1)	4 (1)	6 (2)	1.5	5.3
COUNTRY	24 (2)	132 (2)	156 (4)	39.8	33.0
BLACK/URBAN					
BTFL MUSIC/EZ		22 (2)	22 (2)	5.6	4.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		15 (1)	15 (1)	3.8	9.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	51 (6)	341 (9)	392 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIRO	1230	Ironton	.5/2.5
WLGC-F	105.5	Greenup	.9/3.5
WMLV-F	107.1	Ironton	1.2/3.1
WLW	700	Cincinnati	.5/2.4

RADIO STATIONS

WKEE, 800, 5 KW/185 W (DA-2) , OLDIES	CBS,$ 15.00	(Katz)			
WTCR, 1420, 5 KW/500 W (DA-N) , COUNTRY	,$ 18.00	(Katz)	CRB		Mark Jesse
WAMX-F, 93.7, 100 KW @ 741, AC/CONTEMP	ABC-F,$ 37.00	(Banner)			
WEMM-F, 107.9, 50 KW @ 500, RELIGION	,$ 17.00	(---)	Mortenson		Roger Manning
WKEE-F, 100.5, 53 KW @ 560, CHR	ABC-C,$ 54.00	(Katz)			
WTCR-F, 103.3, 50 KW @ 500, COUNTRY	ABC-I,$ 61.00	(Katz)	CRB		Mark Jesse
WPAY-F, 104.1, 100 KW @ 840, RELIGION/COUNTRY	,$ 13.00	(Mid-America)		(PORTSMOUTH, OH)	Zeke Mullins
WMLV-F, 107.1, 3 KW @ 275, BTFL	MBS,$ 14.00	(Regional)		(IRONTON, OH)	Ken Auble

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HUNTSVILLE

Arbitron Rank/Pop (12+): 115/311,700

MSA Rank/Pop: 184/226,900
ADI # 101
Average Person Ratings: 15.4
Market TSL: 21.0 hours

Stations: 19/15
Diaries: 816/382:1/60.9%
Sample Target: 690
% Below Line: 10.0
% Not Listed: 7.1

1987 Revenue: $8,000,000
HH Inc.: $34,396
Retail $: 1.95 Bil
Pop per Station: 20,780
#1 Biller: WZYP-F $1,800,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZYP-F (CHR)	104/21.7	---	20.7	---	23.0	----	137/1780	1149/36.9	---	37.3	79				WZYP-F
2. WDRM-F (C)	81/16.9	---	15.2	---	3.1	----	128/1402	811/26.0	---	24.2	121				WDRM-F
3. WRSA-F (EZ)	42/ 8.8	---	10.1	---	8.7	----	69/ 929	588/18.9	---	18.1	83				WRSA-F
4. WENN-F (B)	39/ 8.1	---	5.9	---	1.0	----	43/ 410	325/10.4	---	9.1	114				WENN-F
5. WBHP (C)	36/ 7.5	---	9.0	---	20.6	----	36/ 465	434/13.9	---	17.9	117				WBHP
6. WTAK (AOR)	32/ 6.7	---	1.5	---	6.6	----	35/ 300	254/ 8.1	---	4.5	88				WTAK
7. WAHR-F (AC)	25/ 5.2	---	7.3	---	8.0	----	35/ 534	387/12.4	---	15.1	127				WAHR-F
8. WEUP (B)	19/ 4.0	---	3.3	---	9.1	----	19/ 267	264/ 8.5	---	8.2	93				WEUP
9. WDKT (C)	18/ 3.8	---	3.1	---	1.0	----	18/ 255	255/ 8.2	---	5.9	58				WDKT
10. WNDA-F (R/G)	10/ 2.1	---	2.6	---	2.1	----	10/ 140	116/ 3.7	---	6.7	157				WNDA-F

12+ FM SHARE (METRO): 69.51% (310 of 446) (SPG 87: 70.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F	1. WDRM-F<	1. WDRM-F	1. WDRM-F>	1. WZYP-F	1. WDRM-F	1. WZYP-F>	1. WZYP-F	1. WDRM-F>>
2.	2. WTAK	2. WDRM-F>	2. WZYP-F>	2. WZYP-F>	2. WRSA-F	2. WDRM-F>	2. WZYP-F>	2. WDRM-F>	2. WENN-F<	2. WENN-F
3.	3. WENN-F	3. WENN-F	3. WENN-F	3. WENN-F	3. WBHP	3. WBHP	3. WRSA-F	3. WRSA-F	3. WDRM-F>	3. WEUP <
4.	4. WDRM-F	4. WTAK	4. WBHP	4. WBHP	4. WZYP-F	4. WRSA-F	4. WBHP	4. WTAK	4. WRSA-F	4. WZYP-F
5.	5.	5.	5. WAHR-F	5. WRSA-F	5.	5.	5. WAHR-F	5. WBHP <	5.	5.
			WTAK	6. WAHR-F			WTAK	6. WAHR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZYP-F>>	1. WZYP-F>>	1. WZYP-F	1. WZYP-F	1. WDRM-F	1. WZYP-F>	1. WZYP-F>	1. WZYP-F<	1. WZYP-F>	1. WDRM-F
2. WDKT	2. WENN-F>	2. WENN-F>	2. WDRM-F>	2. WZYP-F>	2. WTAK >	2. WTAK >	2. WTAK >	2. WDRM-F	2. WZYP-F>
WTAK	3. WDRM-F	3. WDRM-F	3. WENN-F>	3. WENN-F	3. WDKT	3. WDRM-F>	3. WDRM-F>	3. WTAK >	3. WBHP
4. WDRM-F	4. WAHR-F	4. WAHR-F	4. WAHR-F	4. WRSA-F	4. WDRM-F	4.	4.	4. WENN-F	WTAK
WENN-F	WDKT	5.	5. WBHP	5. WAHR-F	WENN-F	5.	5.	5. WBHP	5.
	WTAK			WBHP					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	23.8	24.5
AOR/CLASSIC	32 (1)		32 (1)	7.2	
AC/OLDIES/SOFT ROCK	8 (2)	30 (2)	38 (4)	8.5	9.9
MOR/VARIETY/FULL					
COUNTRY	63 (3)	83 (2)	146 (5)	32.7	32.2
BLACK/URBAN	19 (1)	39 (1)	58 (2)	13.0	11.8
BTFL MUSIC/EZ		42 (1)	42 (1)	9.4	11.1
NEWS/TALK					
NOSTALGIA	7 (1)		7 (1)	1.6	2.2
RELIGION/GOSPEL	5 (1)	10 (1)	15 (2)	3.4	4.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	3.4
	136 (10)	310 (9)	446 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAY	1550	Huntsville	.6/3.6
WAJF	1490	Decatur	1.0/2.5
WFIX	1450	Huntsville	1.5/3.9
WHOS	800	Decatur	1.0/2.9
WIXC	1140	Hazel Green	.4/1.2
WJMW	770	Athens	1.9/5.6
WAPI-F	94.5	Birmingham	.4/4.1
WQLT-F	107.3	Florence	1.0/6.2
WQSB-F	105.1	Albertville	.4/1.8

MISCELLANEOUS COMMENTS WEUP sold for $855,000... WFIX sold to Dave Smith for $250,000... Impressive performance by WTAK-AM...

RADIO STATIONS

WAAY, 1550, 50 KW/500 W (DA-N)	, AC	,$ 13.00	(---)		Wayne Johnson
WBHP, 1230, 1 KW	, COUNTRY	ABC-I,$ 50.00	(Katz)		W. Pollard
WDKT, 730, 1 KW/128 W	, COUNTRY	,$ 14.00	(Savalli)		Wayne Steele
WEUP, 1600, 5 KW/500 W (DA-N)	, BLACK	SBN,$ 20.00	(---)		Leroy Garrett
WFIX, 1450, 1 KW	, NOSTALGIA	SMN,$ 15.00	(---)		Dave Smith
WTAK, 1000, 10 KW	, AOR	,$ 13.00	(Roslin)		
WAHR-F, 99.1, 100 KW @ 540, AC		NBC,$ 33.00	(Torbet)		A. Hornbuckle
WDRM-F, 102.1, 100 KW @ 727, COUNTRY		,$ 49.00	(HNWH)	(DECATUR)	Mark Bramlett
WNDA-F, 95.1, 50 KW @ 110, RELIGION		,$ 13.00	(---)		Fred Wells
WZYP-F, 104.3, 100 KW @ 1118, CHR		ABC-C,$ 58.00	(Christal)	(ATHENS)	Homer Dunnavant
WRSA-F, 96.9, 100 KW @ 830, BTFL/EZ		CBS,$ 25.00	(---)	(DECATUR)	Paul Nielson

WENN - See Birmingham

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INDIANAPOLIS

Arbitron Rank/Pop (12+): 36/1,001,900

MSA Rank/Pop: 40/1,230,000
ADI # 24
Average Person Ratings: 16.3
Market TSL: 21.8 hours

Stations: 19/18
Diaries: 1698/590:1/49.9%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 6.0

1987 Revenue: $43,800,000
HH Inc.: $34,011
Retail $: 9.1 Bil
Pop per Station: 55,661
#1 Biller: WIBC $9,200,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F (AOR)	243/14.9	12.8	13.7	16.5	16.3	14.5	479/5105	2515/25.1	25.4	27.6	108	21.3	407	3510	WFBQ-F
2. WIBC (MOR)	214/13.1	14.7	13.1	13.0	14.6	13.5	231/2876	2484/24.8	26.7	26.1	77	10.1	192	1948	WIBC
3. WZPL-F (CHR)	199/12.2	9.5	10.0	8.0	6.9	9.9	259/3632	2476/24.7	21.7	21.7	73	11.1	211	2338	WZPL-F
4. WFMS-F (C)	169/10.3	11.3	13.7	11.9	10.8	11.8	243/2978	1970/19.7	21.0	22.1	104	13.9	266	2187	WFMS-F
5. WXTZ-F (EZ)	141/ 8.6	7.0	8.0	8.0	9.2	7.9	172/2148	1494/14.9	15.4	17.9	69	6.7	128	1346	WXTZ-F
6. WENS-F (AC)	138/ 8.4	8.6	6.7	7.4	7.5	7.8	161/2346	1837/18.3	18.0	19.5	120	5.5	104	1902	WENS-F
7. WTLC-F (B)	126/ 7.7	8.0	8.2	8.7	9.2	8.2	135/1455	1230/12.3	13.7	12.9	95	12.8	245	1854	WTLC-F
8. WTPI-F (AC)	72/ 4.4	4.3	4.0	4.4	3.5	4.3	83/1232	984/ 9.8	10.4	9.9	168	2.5	47	712	WTPI-F
9. WKLR-F (O)	71/ 4.3	5.0	5.2	4.1	4.1	4.7	118/1997	1360/13.6	13.7	15.7	160	5.9	112	1707	WKLR-F
10. WTUX (BB)	39/ 2.4	3.6	3.3	3.3	4.0	3.2	42/ 628	506/ 5.1	6.6	5.9	46	1.0	20	460	WTUX
11. WIRE (C)	30/ 1.8	2.2	2.2	2.4	1.9	2.2	36/ 590	488/ 4.9	8.9	6.7	100	0.8	15	407	WIRE
12. WNDE (O)	25/ 1.5	1.1	1.4	1.5	1.7	1.4	35/ 677	478/ 4.8	4.8	6.0	173	0.7	13	230	WNDE

12+ FM SHARE (METRO): 76.66% (1179 of 1538) (SPG 87: 73.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZPL-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>	1. WFBQ-F>	1. WIBC >	1. WFBQ-F	1. WFBQ-F>	1. WFBQ-F	1. WZPL-F>	1. WIBC >
2. WFBQ-F	2. WENS-F	2. WFMS-F	2. WFMS-F	2. WFMS-F	2. WXTZ-F>	2. WIBC >	2. WENS-F	2. WZPL-F	2. WIBC	2. WFMS-F
WTLC-F	3. WZPL-F	3. WENS-F<	3. WENS-F	3. WENS-F	3. WFMS-F>	3. WFMS-F	WXTZ-F	3. WENS-F	3. WTLC-F	WTLC-F
4. WENS-F	4. WFMS-F	4. WZPL-F	4. WZPL-F	WIBC	4. WENS-F	4. WZPL-F	4. WFMS	4. WFMS-F	4. WFBQ-F	4. WXTZ-F
5.	5. WTLC-F>	5. WTLC-F	5. WIBC	5. WZPL-F	5. WZPL-F	5. WXTZ-F	5. WIBC <	5. WIBC	5. WENS-F	5. WFBQ-F
	6. WKLR-F	6. WIBC	6. WTPI-F	6. WTPI-F<	6. WTLC-F	6. WTLC-F	6. WZPL-F	6. WXTZ-F	6. WFMS-F	6. WZPL-F
	7. WTPI-F	7. WKLR-F	7. WKLR-F	7. WTLC-F	7. WTUX	7. WENS-F	7. WTPI-F	7. WTLC-F	7. WXTZ-F	7. WENS-F
		8. WTPI-F	WTLC-F	8. WKLR-F						8. WKLR-F
				WXTZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WFBQ-F	1. WENS-F
2. WZPL-F	2. WENS-F>	2. WENS-F	2. WENS-F	2. WFMS-F<
3. WENS-F	3. WFMS-F	3. WTPI-F<	3. WZPL-F	3. WIBC
4. WTLC-F<	WZPL-F	4. WFMS-F	4. WFMS-F	4. WFBQ-F
5. WFMS-F	5. WTLC-F>	5. WTLC-F<	5. WTLC-F	5. WZPL-F
	6. WTPI-F	6. WZPL-F<	6. WIBC	6. WTPI-F
	7. WKLR-F	7. WKLR-F	7. WTPI-F	7. WTLC-F
				WXTZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>	1. WFBQ-F>>
2. WTLC-F<	2. WTLC-F	2. WKLR-F	2. WFMS-F	2. WFMS-F
3. WFMS-F>	3. WZPL-F	WZPL-F	3. WTLC-F<	3. WIBC
4. WZPL-F	4. WFMS-F	4. WTLC-F	4. WZPL-F	4. WKLR-F
5. WENS-F	5. WKLR-F	5. WENS-F	5. WKLR-F	5. WZPL-F
6. WIBC	6. WENS-F	WFMS-F<	6. WIBC <	6. WENS-F
		7. WTPI-F	7. WENS-F	WTLC-F
				8. WXTZ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		199 (1)	199 (1)	12.9	11.7
AOR/CLASSIC		243 (1)	243 (1)	15.8	17.4
AC/OLDIES/SOFT ROCK	25 (1)	288 (4)	313 (5)	20.4	13.8
MOR/VARIETY/FULL	234 (3)		234 (3)	15.2	16.4
COUNTRY	30 (1)	175 (2)	205 (3)	13.3	14.1
BLACK/URBAN		133 (2)	133 (2)	8.6	9.8
BTFL MUSIC/EZ		141 (1)	141 (1)	9.2	9.8
NEWS/TALK					
NOSTALGIA	39 (1)		39 (1)	2.5	4.3
RELIGION/GOSPEL	31 (2)		31 (2)	2.0	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	359 (8)	1179 (11)	1538 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRI	1500	Indianapolis	.7/1.6
WCBK-F	102.3	Martinsville	.4/1.1
WGRT	810	Indianapolis	1.2/2.0
WPZZ-F	95.9	Franklin	.4/1.8
WSVL	1520	Shelbyville	.4/1.3
WTTS-F	92.3	Bloomington	.4/3.1
WLW	700	Cincinnati	.9/2.3

MISCELLANEOUS COMMENTS WKLR-F reclassified as Oldies (May)... WIRE, WXTZ-F sold to ML from WIN for $16,000,000 (E)...

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS,DA)	, RELIGION	,$ 17.00	(---)			Gary Arnold
WGRT, 810, 250 W (DAYS)	, GOSPEL	SBN,$ 19.00	(---)	Universal		Perry Broadnax
WIBC, 1070, 50 KW/10 KW (DA-2)	, MOR	NBC,NBC-T,$140.00	(Durpetti)	Sconnix		Roy Cooper
WIRE, 1430, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 41.00	(Republic)	ML Partners		Ken Brown
WNDE, 1260, 5 KW (DA-N)	, OLDIES	US 2,$ 34.00	(Katz)	Great American		Chris Wheat
WNTS, 1590, 5 KW/500 W (DA-2)	, RELIGION	,$ 20.00	(---)			Jim Wilson
WTUX, 1310, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 45.00	(MMR)	Panache		Russ Dodge
WXLW, 950, 5 KW (DAYS,DA)	, RELIGION	,$ 13.00	(---)			Ed Sears
WENS-F, 97.1, 23 KW @ 739, AC		,$107.00	(Christal)	Emmis		Christine Woodward
WFBQ-F, 94.7, 52 KW @ 850, AOR		Source,$140.00	(Katz)	Great American		Chris Wheat
WFMS-F, 95.5, 13 KW @ 1000, COUNTRY		,$110.00	(Mc-Guild)	Susquehanna		Nancy Vaeth
WKLR-F, 93.1, 13 KW @ 990, OLDIES		,$ 60.00	(Durpetti)	Sconnix		Roy Cooper
WTLC-F, 105.7, 50 KW @ 445, BLACK		,$ 70.00	(MMR)	Panache		Al Hobbs
WTPI-F, 107.9, 22 KW @ 885, SOFT AC		APR,CBS-R,$ 50.00	(Eastman)			John Patton
WXTZ-F, 103.3, 18 KW @ 860, BTFL/EZ		,$ 75.00	(Republic)	ML Partners		Ken Brown
WZPL-F, 99.5, 10 KW @ 947, CHR		APR,$ 85.00	(HNWH)	Booth		Roger Ingram
WXIR-F, 98.3, 3 KW @ 296, RELIGION		,$ 15.00	(---)		(PLAINFIELD)	Gary Arnold
WATI-F, 107.1, 3 KW @ 300, COUNTRY		,$ 25.00	(Regional)	Universal	(DANVILLE)	Stephen Ross
WTTS-F, 92.3, 37 KW @ 1090, CONTEMP		,$ 30.00	(Republic)	Sarkes Tarzian	(BLOOMINGTON)	Geoff Vargo

American Radio Spring 1988, Copyright 1988

JACKSON, MS

Arbitron Rank/Pop (12+): 106/327,400

MSA Rank/Pop: 118/392,300
ADI # 86
Average Person Ratings: 17.0
Market TSL: 22.3 hours

Stations: 18/18
Diaries: 826/396:1/51.8%
Sample Target: 700
% Below Line: 0
% Not Listed: 11.8

1987 Revenue: $10,700,000
HH Inc.: $29,741
Retail $: 2.4 Bil
Pop per Station: 18,189
#1 Biller: WMSI-F $2,600,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WJMI-F (B)	99/17.8	---	18.1	---	16.7	----	194/1876	944/28.8	---	27.7	99	18.2		WJMI-F
2. WMSI-F (C)	79/14.2	---	14.3	---	13.3	----	200/2230	881/26.9	---	25.6	125	17.9		WMSI-F
3. WTYX-F (CHR)	49/ 8.8	---	9.2	---	11.6	----	100/1483	744/22.7	---	23.0	76	11.5		WTYX-F
4. WORD (R/G)	45/ 8.1	---	10.2	---	9.6	----	46/ 630	605/18.5	---	16.1	86	6.5		WOAD
5. WSLI-F (AC)	42/ 7.5	---	4.8	---	5.4	----	80/1207	613/18.7	---	14.8	111	6.1		WSLI-F
6. WSTZ-F (AOR)	38/ 6.8	---	6.8	---	2.9	----	45/ 514	390/11.9	---	13.3	113	7.0		WSTZ-F
7. WLIN-F (EZ)	33/ 5.9	---	5.5	---	6.7	----	53/ 744	452/13.8	---	13.7	73	6.7		WLIN-F
8. WKXI (B)	30/ 5.4	---	8.0	---	7.4	----	37/ 614	511/15.6	---	19.0	117	7.2		WKXI
9. WJDX (MOR)	17/ 3.1	---	3.8	---	2.5	----	21/ 391	292/ 8.9	---	10.7	129	1.4		WJDX
10. WCKO-F (?)	13/ 2.3	---	1.2	---	2.9	----	13/ 163	146/ 4.5	---	1.8	117	.5		WCKO-F

12+ FM SHARE (METRO): 73.90% (368 of 498) (SPG 87: 66.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WJMI-F	1. WJMI-F>>	1. WJMI-F>	1. WJMI-F	1. WJMI-F	1. WMSI-F>>	1. WMSI-F	1. WMSI-F	1. WJMI-F>	1. WJMI-F>>	1. WOAD >
2. WTYX-F>>	2. WSLI-F	2. WMSI-F>	2. WMSI-F>	WMSI-F>>	2. WOAD	2. WJMI-F>	2. WJMI-F	2. WMSI-F	2. WMSI-F	2. WJMI-F>>
3.	WSTZ-AF	3. WSLI-F	3. WSLI-F	3. WSLI-F	3. WLIN-F>	3. WOAD	3. WLIN-F	3. WTYX-F>	3. WSTZ-F<	3. WMSI-F
4.	4. WTYX-F	WSTZ-AF<	4. WSTZ-AF	4. WSTZ-AF	4. WJMI-F	4. WTYX-F<	WTYX-F<	4. WSLI-F	4. WTYX-F	4. WTYX-F
5.	5. WMSI-F	5. WTYX-F	5. WKXI	5. WOAD	5. WJDX	5. WSLI-F	5. WSLI-F	WSTZ-F	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WJMI-F>	1. WJMI-F>>	1. WJMI-F>	1. WJMI-F>	1. WMSI-F<
2. WSLI-F	2. WSLI-F	2. WSLI-F>	2. WMSI-F	2. WJMI-F>>
WTYX-F	3. WTYX-F>	3. WMSI-F	3. WSLI-F	3. WOAD
4. WSTZ-AF	4. WKXI	4. WTYX-F	4. WTYX-F	WSLI-F
5.	WMSI	5. WKXI	5. WKXI	5. WKXI
	WSTZ-AF			WTYX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WJMI-F	1. WJMI-F>	1. WJMI-F	1. WJMI-F	1. WJMI-F<
2. WTYX-F<	2. WSTZ-AF>	2. WSTZ-F>	2. WSTZ-AF	2. WMSI-F
3. WSTZ-AF	3. WTYX-F	3. WSLI-F	3. WMSI-F	3. WSTZ-AF>
4. WCKO-F	4. WMSI-F	4. WMSI-F	4. WTYX-F	4. WSLI-F
5. WMSI-F	WSLI-F	5. WCKO-F	5. WSLI-F	5. WTYX-F
				6. WKXI

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		49 (1)	49 (1)	9.8	17.3
AOR/CLASSIC		51 (2)	51 (2)	10.2	
AC/OLDIES/SOFT ROCK	9 (1)	57 (3)	66 (4)	13.3	11.3
MOR/VARIETY/FULL	17 (1)		17 (1)	3.4	4.1
COUNTRY		79 (1)	79 (1)	15.9	15.5
BLACK/URBAN	35 (2)	99 (1)	134 (3)	26.9	29.5
BTFL MUSIC/EZ		33 (1)	33 (1)	6.6	5.9
NEWS/TALK	12 (1)		12 (1)	2.4	
NOSTALGIA					
RELIGION/GOSPEL	55 (3)		55 (3)	11.0	16.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	130 (9)	368 (9)	498 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHJT-F	93.5	Clinton	.5/2.6
WJNT	1180	Pearl	2.2/5.3
WJXN	1450	Jackson	.5/3.3
WMGO	1370	Canton	1.3/1.8
WMJW-F	107.5	Magee	2.2/4.3
WOKJ	1550	Jackson	.9/7.4
WSLI	930	Jackson	1.6/7.2
WZRX	1590	Jackson	.4/ .8

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N)	, MOR	ABC-D,$ 21.00	(Torbet)	Sterling	Ken Windham
WKXI, 1300, 5 KW/1 KW	, BLACK	SBN,$ 23.00	(Banner)	Love	Bob O'Brien
WOAD, 1400, 1 KW	, GOSPEL/BLACK	NBN,$ 19.00	(Savalli)		
WOKJ, 1550, 50 KW/10 KW (DA-2)	, BLACK	NBN,$ 10.00	(Durpetti)	Holt	Carl Haynes
WSLI, 930, 5 KW (DA-N)	, AC (?)	CBS,$ NA	(Eastman)		
WJMI-F, 99.7, 100 KW @ 1060, BLAKC		ABC-F,$ 50.00	(Durpetti)	Holt	Carl Haynes
WLIN-F, 95.5, 100 KW @ 1060, BTFL/EZ		MBS,$ 26.00	(Christal)		Lew Hopper
WMSI-F, 102.9, 100 KW @ 1800, COUNTRY		ABC-E,$ 60.00	(Torbet)	Sterling	Ken Windham
WSLI-F, 96.3, 100 KW @ 1450, AC		,$ 33.00	(Eastman)		Bobbye Imbraglio
WTYX-F, 94.7, 100 KW @ 1168, CHR		ABC-C,$ 44.00	(Banner)	Love	Bob O'Brien
WSTZ-F, 106.7, 100 KW @ 1365, AOR		NBC,$ 35.00	(HNWH)	Lewis (VICKSBURG)	Carl Standel
WCKO-F, 98.7, 100 KW @ ?? , AOR (?)		ABC-R,$ NA	(---)	(VICKSBURG)	

American Radio Spring 1988, Copyright 1988

JACKSONVILLE

Arbitron Rank/Pop (12+): 52/726,100

MSA Rank/Pop: 59/861,000
ADI # 57
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 20/18
Diaries: 1012/717:1/48.0%
Sample Target: 1000
% Below Line: 1.8
% Not Listed: 16.9

1987 Revenue: $19,200,000
HH Inc.: $30,862
Retail $: 5.6 Bil
Pop per Station: 40,339
#1 Biller: WAPE A/F $3,800,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAPE A/F	(CHR)	222/18.7	16.1	20.5	21.8	16.5	19.3	253/2866	2270/31.3	34.5	30.2	78	22.6	265	2439	WAPE-F
2. WQIK-F	(C)	130/10.9	8.5	10.5	8.6	11.0	9.6	157/1678	1343/18.5	17.8	17.2	116	8.3	97	1222	WQIK-F
3. WAIV-F	(AC)	104/ 8.7	6.9	7.8	7.6	9.2	7.8	117/1803	1453/20.0	19.4	16.8	139	6.2	72	1274	WAIV-F
4. WFYV-F	(AOR)	89/ 7.5	7.8	9.6	7.9	9.2	8.2	103/1100	945/13.0	16.6	13.0	113	14.7	172	1664	WFYV-F
5. WCRJ-F	(C)	85/ 7.1	5.5	3.8	5.6	4.6	5.5	109/1078	902/12.4	9.3	8.6	110	6.2	73	898	WCRJ-F
6. WIVY-F	(AC)	74/ 6.2	7.9	6.7	4.8	5.2	6.4	77/1263	1183/16.3	19.0	16.3	118	7.7	90	1553	WIVY-F
7. WPDQ-F	(B)	69/ 5.8	3.9	4.0	2.5	2.9	2.6	69/ 827	824/11.3	7.6	5.6	86	9.7	114	900	WPDQ-F
8. WEJZ-F	(EZ)	40/ 3.4	6.4	4.0	3.3	2.3	4.3	46/ 767	661/ 9.1	9.9	9.3	115	1.2	14	549	WEJZ-F
9. WOKV	(N/T)	36/ 3.0	3.6	3.5	2.5	2.3	3.2	37/ 541	531/ 7.3	9.5	6.9	93	1.6	19	588	WOKV
10. WCGL	(R/G)	29/ 2.4	3.1	2.6	4.0	5.8	3.0	29/ 201	198/ 2.7	3.0	5.2	104	1.9	22	221	WCGL
11. WZAZ	(B)	28/ 2.3	2.6	3.4	3.3	3.3	2.9	28/ 355	355/ 4.9	6.4	5.4	143	3.4	40	397	WZAZ

12+ FM SHARE (METRO): 83.96% (832 of 991) (SPG 87: 78.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAPE-F+>>	1. WAPE-F+>>	1. WAPE-F+>>	1. WAPE-F+	1. WAPE-F+	1. WQIK-F	1. WAPE-F+	1. WAPE-F+>>	1. WAPE-F+>>	1. WAPE-F>>	1. WQIK-F
2. WPDQ-F>>	2. WFYV-F>	2. WAIV-F<	2. WAIV-F	2. WQIK-F	2. WAIV-F	2. WQIK-F>	2. WAIV-F	2. WQIK-F	2. WFYV-F<	2. WAPE-F>
3.	3. WAIV-F	3. WFYV-F	3. WQIK-F	3. WAIV-F>	3. WAPE-F+	3. WAIV-F	WQIK-F	3. WAIV-F	3. WPDQ-F	3. WPDQ-F<
4.	4. WIVY-F	4. WQIK-F	4. WFYV-F	4. WFYV-F	4. WCRJ-F	4. WCRJ-F	4. WIVY-F<	4. WFYV-F	4. WQIK-F	4. WFYV-F<
5.	5. WPDQ-F	5. WCRJ-F<	5. WCRJ-F	5. WCRJ-F	5.	5. WFYV-F	5. WCRJ-F	5. WCRJ-F	5. WAIV-F	5. WEJZ-F<
	WQIK-F	6. WIVY-F	WIVY-F	6. WIVY-F		6. WIVY-F				6. WAIV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAPE-F+>>	1. WAPE-F+>>	1. WAPE-F>	1. WAPE-F+>>	1. WAPE-F+
2. WFYV-F>	2. WIVY-F	2. WAIV-F<	2. WAIV-F	2. WAIV-F>
3. WPDQ-F<	3. WAIV-F<	3. WIVY-F>	3. WIVY-F	3. WQIK-F
4. WIVY-F	4. WFYV-F	4. WQIK-F	4. WQIK-F	4. WIVY-F>
5. WCRJ-F	5. WPDQ-F	5. WFYV-F	5. WFYV-F<	5. WCRJ-F
	6. WQIK-F		6. WCRJ-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAPE-F+>>	1. WFYV-F<	1. WFYV-F>	1. WAPE-F+<	1. WQIK-F
2. WFYV-F>	2. WAPE-F+>>	2. WAPE-F+	2. WFYV-F	2. WFYV-F
3. WCRJ-F	3. WQIK-F	3. WQIK-F	3. WQIK-F	3. WAPE-F+
4. WIVY-F	4. WCRJ-F	4. WPDQ-F<	4. WCRJ-F	4. WAIV-F
WPDQ-F	WPDQ-F	5. WAIV-F<	5. WAIV-F	5. WCRJ-F
	6. WAIV-F	6. WCRJ-F		

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	3 (1)	234 (2)	237 (3)	23.9	21.6
AOR/CLASSIC		89 (1)	89 (1)	9.0	12.6
AC/OLDIES/SOFT ROCK	16 (1)	185 (3)	201 (4)	20.3	22.5
MOR/VARIETY/FULL					0.6
COUNTRY	10 (1)	215 (2)	225 (3)	22.7	21.9
BLACK/URBAN	28 (1)	69 (1)	97 (2)	9.8	7.7
BTFL MUSIC/EZ		40 (1)	40 (1)	4.0	
NEWS/TALK	36 (1)		36 (1)	3.6	2.8
NOSTALGIA	7 (1)		7 (1)	0.7	8.1
RELIGION/GOSPEL	44 (3)		44 (3)	4.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	15 (1)		15 (1)	1.5	2.2
	159 (10)	832 (10)	991 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIX	1010	Jacksonville Beach	.3/1.1
WJAX	1220	Jacksonville	.6/1.9
WQIK	1320	Jacksonville	.8/1.8
WROS	1050	Jacksonville	.9/2.3
WRXJ	930	Jacksonville	1.3/2.6
WSVE	1280	Jacksonville	1.3/3.5
WNFI-F	99.9	Palatka	1.3/3.5
WOCL-F	105.9	DeLand	.6/1.2

MISCELLANEOUS COMMENTS WIVY-F sold by Gilmore to Taylor for $8,130,000 (Blackburn)... WEJZ-F sold by WIN to ML Partners for $8,000,000 (E)...

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS)	, GOSPEL	SBN,$ 20.00	(K & P)			Emily Timmons
WFYV, 1460, 5 KW (DA-N)	, AOR	,$ 18.00	(Mc-Guild)	Metroplex		Yulee Commander
WJAX, 1220, 1 KW/44 W	, NOSTALGIA	,$ 14.00	(---)	Jones College		Alan Munro
WOKV, 600, 5 KW (DA-N)	, NEWS/TALK	CBS,ABC-T,$ 33.00	(MMR)	EZ		Jeff Dorf
WZAZ, 1400, 1 KW	, BLACK	SBN,$ 25.00	(Roslin)			Mark Picus
WAIV-F, 96.9, 100 KW @ 935, AC		,$ 85.00	(MMR)	EZ		Jeff Dorf
WAPE-F, 95.1, 100 KW @ 860, CHR		,$100.00	(Christal)	Statewide		Mark Schwartz
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY		,$ 59.00	(Katz)	Hoker		Linda Byrd
WEJZ-F, 96.1, 100 KW @ 830, BTFL/EZ		,$ 53.00	(Christal)	ML Media		
WFYV-F, 104.5, 100 KW @ 700, AOR		NBC,$ 80.00	(Mc-Guild)	Metroplex		Yulee Commander
WIVY-F, 102.9, 100 KW @ 984, AC		APR,$ 74.00	(Torbet)	Taylor		Steve Avellone
WQIK-F, 99.1, 100 KW @ 1049, COUNTRY		ABC-E,$ 82.00	(Eastman)	Jacor		Bill Mizi
WPDQ-F, 92.7, 3 KW @ 300, BLACK		NBN,SBN,$ 32.00	(Republic)	Willis	(GREEN COVE)	Alan Miller

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JOHNSON CITY - KINGSPORT - BRISTOL

Arbitron Rank/Pop (12+): 90/377,400

MSA Rank/Pop: 106/452,000
ADI # 86
Average [illegible] Ratings: 14.4
Ma[illegible] 19.8

Stations: 21/19
Diaries: 766/493:1/58.5%
Sample Target: 770
% Below Line: 2.9
% Not Listed: 8.3

1987 Revenue: $9,100,000
HH Inc.: $26,658
Retail $: 2.6 Bil
Pop per Station: 19,863
#1 Biller: WQUT-F $1,800,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQUT-F	(CHR)	123/22.6	24.1	25.2	19.5	19.1	----	184/2037	1370/36.3	37.5	36.7	78	33.4	205	1428	WQUT-F
2. WXBQ-F	(C)	106/19.4	17.9	17.2	18.4	18.9	----	146/1928	1272/33.7	31.7	29.0	120	22.0	135	1306	WXBQ-F
3. WTFM-F	(AC)	93/17.1	11.9	14.1	13.2	13.4	----	112/1342	1088/28.8	22.0	26.1	145	10.9	67	767	WTFM-F
4. WJCW	(C)	39/ 7.2	9.9	7.6	7.7	5.6	----	41/ 579	559/14.8	14.9	14.8	72	1.1	7	200	WJCW
5. WUSJ A/F	(C)	19/ 3.5	3.7	5.8	1.8	3.1	----	20/ 308	293/ 7.8	7.6	7.5	94	1.1	7	138	WUSJ A/F
WZXY-F	(CHR)	19/ 3.5	3.2	3.4	3.9	5.4	----	19/ 294	294/ 7.8	8.0	7.3	74	4.2	26	412	WZXY-F
7. WKPT	(EZ)	17/ 3.1	2.2	1.7	1.4	3.0	----	17/ 251	246/ 6.5	6.3	5.0	84	2.3	14	235	WKPT
8. WOPI	(BB)	13/ 2.4	.5	1.0	1.8	1.6	----	14/ 137	132/ 3.5	2.4	2.9	54	.5	3	97	WOPI
9. WMEV-F	(C)	12/ 2.2	.9	.3	.4	---	----	38/ 326	136/ 3.6	2.4	1.8	105	2.0	12	151	WMEV-F
10. WIVK-F	(C)	12/ 2.2	2.6	.5	2.0	1.6	----	23/ 259	136/ 3.6	4.4	2.6	150	1.8	11	214	WIVK-F

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 77.20% (386 of 500) (SPG 87: 74.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQUT-F>>	1. WQUT-F>>	1. WQUT-F	1. WTFM-F	1. WTFM-F	1. WXBQ-F	1. WXBQ-F	1. WQUT-F<	1. WQUT-F	1. WQUT-F>>	1. WXBQ-F
2. WTFM-F>	2. WXBQ-F	2. WXBQ-F<	2. WXBQ-F>	2. WXBQ-F>	2. WTFM-F>	2. WTFM-F<	2. WXBQ-F	2. WXBQ-F	2. WXBQ-F	2. WQUT-F>
3. WZXY-F	3. WTFM-F>>	3. WTFM-F	3. WQUT-F	3. WQUT-F>	3. WJCW >	3. WQUT-D	3. WTFM-F>>	3. WTFM-F>>	3. WTFM-F>>	3. WJCW
4.	4. WZXY-F	4.	4.	4.	4. WQUT-F	4. WJCW	4.	4.	4.	4. WTFM-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUT-F>>	1. WQUT-F>>	1. WQUT-F>	1. WQUT-F	1. WXBQ-F<	1. WQUT-F>>	1. WQUT-F>>	1. WTFM-F	1. WTFM-F	1. WTFM-F
2. WXBQ-F>>	2. WXBQ-F>	2. WXBQ-F	2. WXBQ-F	2. WTFM-F<	2. WXBQ-F	2. WTFM-F<	2. WQUT-F<	2. WQUT-F	2. WXBQ-F>
3. WTFM-F	3. WTFM-F>	3. WTFM-F>>	3. WTFM-F>>	3. WQUT-F>>	3.	3. WXBQ-F>>	3. WXBQ-F>>	WXBQ-F>>	3. WQUT-F>>
WZXY-F	4. WZXY-F	4. WZXY-F	4.	4.	4.	4. WZXY-F	4.	4.	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		146 (3)	146 (3)	29.2	31.2
AOR/CLASSIC					0.6
AC/OLDIES/SOFT ROCK		96 (1)	93 (1)	18.6	19.3
MOR/VARIETY/FULL					1.1
COUNTRY	58 (5)	147 (4)	205 (9)	41.0	38.9
BLACK/URBAN					
BTFL MUSIC/EZ	19 (2)		19 (2)	3.8	1.8
NEWS/TALK					
NOSTALGIA	13 (1)		13 (1)	2.6	1.1
RELIGION/GOSPEL	24 (5)		24 (5)	4.8	5.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.9
	114 (13)	386 (8)	500 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBEJ	1240	Elizabethton	1.3/3.6
WDUF	1120	Duffield	.4/1.1
WEMB	1420	Erwin	1.3/1.6
WETB	790	Johnson City	.4/1.5
WGAT	1050	Gate City	.4/1.9
WMCH	1260	Church Hill	1.7/3.2
WPRQ	870	Colonial Heights	1.3/2.7
WRGS	1370	Rogersville	.6/2.1
WZAP	690	Bristol	.7/3.7
WKSF-F	99.9	Asheville	.7/2.4

RADIO STATIONS

WBEJ, 1240, 1 KW	, COUNTRY	,$ 9.00	(---)		(ELIZABETHTON)	
WFHG, 980, 5 KW/1 KW (DA-N)	, AC	,$ 14.00	(Mc-Guild)	Nininger	(BRISTOL, VA)	W. Nininger
WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	CBS,$ 27.00	(Katz)	Bloomington	(JOHNSON CITY)	Ken Maness
WKIN, 1320, 5 KW/500 W (DA-N)	, COUNTRY	,$ 13.00	(Torbet)	Bahakel	(KINGSPORT)	Wayne Grills
WKPT, 1400, 1 KW	, BTFL/EZ	ABC-E,$ 14.00	(Republic)		(KINGSPORT)	Dave Widener
WMCH, 1260, 1 KW (DAYS)	, GOSPEL	,$ 7.00	(---)		(CHURCH HILL)	Bettye Russell
WQUT-F, 101.5, 100 KW @ 1500, CHR/AOR		US 1,$ 50.00	(Katz)	Bloomington	(JOHNSON CITY)	Ken Maness
WTFM-F, 98.5, 100 KW @ 1260, AC		ABC-E,$ 37.00	(Republic)	Home News	(KINGSPORT)	George DeVault
WUSJ-F, 99.3, 3 KW @ -79, COUNTRY		NBC,CBS-R,$ 18.00	(Durpetti)		(ELIZABETHTON)	Norm Thomas
WXBQ-F, 96.9, 67 KW @ 2240, COUNTRY		ABC-I,$ 44.00	(Mc-Guild)	Nininger	(BRISTOL, VA)	W. Nininger
WZXY-F, 104.9, 1 KW @ 475, CHR		ABC-C,$ 20.00	(Torbet)	Bahakel	(KINGSPORT)	Wayne Grills

WIVK - See Knoxville

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JOHNSTOWN

Arbitron Rank/Pop (12+): 147/214,800

MSA Rank/Pop: 173/254,600
ADI # 85 (w/Altoona)
Average Person Ratings: 17.9
Market TSL: 24.0 hours

Stations: 29/15
Diaries: 610/352:1/58.5%
Sample Target: 610
% Below Line: 24.0
% Not Listed: 8.1

1987 Revenue: $4,400,000
HH Inc.: $24,607
Retail $: 1.07 Bil
Pop per Station: 14,320
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGLU-F (CHR)	49/12.8	---	3.9	---	2.6	----	59/702	545/25.4	---	15.7	87				WGLU-F
2. WKYE-F (AC)	46/12.0	---	16.1	---	12.9	----	59/832	592/27.6	---	24.8	128				WKYE-F
3. WJAC (MOR)	36/ 9.4	---	8.2	---	9.8	----	40/520	440/20.5	---	18.9	123				WJAC
4. WDVE-F (AOR)	18/ 4.7	---	4.9	---	7.0	----	23/390	223/10.4	---	13.3	134				WDVE-F
5. WCRO (C)	17/ 4.4	---	2.6	---	3.9	----	18/214	179/ 8.3	---	9.4	73				WCRO
6. WBXQ-F (CHR)	16/ 4.2	---	6.2	---	5.4	----	19/341	265/12.3	---	13.7	114				WBXQ-F
7. WNCC (MOR)	15/ 3.9	---	2.6	---	4.1	----	16/ 96	69/ 3.2	---	5.2	149				WNCC
WYSN-F (BB)	15/ 3.9	---	2.3	---	4.1	----	15/205	200/ 9.3	---	7.0	28				WYSN-F
9. WIYQ-F (C)	14/ 3.6	---	1.0	---	.8	----	17/316	217/10.1	---	6.0	117				WIYQ-F
10. WFRB (C)	12/ 3.1	---	.7	---	.8	----	13/ 85	61/ 2.8	---	1.8	35				WFRB
WJNL-F (AC)	12/ 3.1	---	6.2	---	3.6	----	12/282	249/11.6	---	17.3	84				WJNL-F

12+ FM SHARE (METRO): 66.29% (234 of 353) (SPG 87: 71.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGLU-F>>	1. WGLU-F	1. WKYE-F	1. WKYE-F	1. WKYE-F	1. WJAC >	1. WKYE-F	1. WKYE-F>	1. WGLU-F	1. WGLU-F>>	1. WVSC-F>
2. WBXQ-F>>	2. WKYE-F>	2. WGLU-F>>	2. WGLU-F	2. WJAC	2. WKYE-F>	2. WJAC	2. WGLU-F	2. WKYE-F	2. WJAC	2. WVSC
3.	3. WDVE-F>	3. WDVE-F	3. WJAC	3. WGLU-F>	3. WYSN-F	3. WGLU-F	3. WJAC >	3. WJAC >	3. WKYE-F	3. WGLU-F
4.	4. WBZZ-F	4. WJAC	4. WDVE-F	4. WDVE-F	4. WCRO	4. WJNL	4. WIYQ-F	4. WCRO	4. WDVE-F	WFRB-F
5.	5. WBXQ-F	5. WBXQ-F	5.	5. WNCC	5. WNCC	5. WVSC	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGLU-F	1. WGLU-F	1. WGLU-F	1. WKYE-F	1. WKYE-F	1. WGLU-F	1. WDVE-F	1. WDVE-F>	1. WKYE-F	1. WJAC >
2. WKYE-F	2. WKYE-F>>	2. WKYE-F>>	2. WGLU-F>>	2. WGLU-F>	2. WKYE-F	2. WKYE-F	2. WKYE-F	2. WDVE-F	2. WKYE-F
WBZZ-F	3. WBZZ-F	3.	3.	3. WFRB	3. WDVE-F	3. WGLU-F>>	3. WGLU-F	3. WGLU-F	WDVE-F
4. WBXQ-F	4. WBXQ-F	4.	4.	4. WJAC	4.	4. WBXQ-F	4. WBXQ-F	4. WJAC	4. WNCC
WJNL-F	WIYQ-F	5.	5.	5.	5.	WBZZ-F	WIYQ-F	5. WBXQ-F	5. WGLU-F
						WWSW-F			

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		79 (4)	79 (4)	22.4	11.8
AOR/CLASSIC		21 (2)	21 (2)	5.9	12.1
AC/OLDIES/SOFT ROCK		73 (6)	73 (6)	20.7	42.6
MOR/VARIETY/FULL	76 (6)		76 (6)	21.5	10.3
COUNTRY	43 (4)	29 (3)	72 (7)	20.4	15.8
BLACK/URBAN					
BTFL MUSIC/EZ		13 (2)	13 (2)	3.7	4.8
NEWS/TALK					
NOSTALGIA		15 (1)	15 (1)	4.2	2.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1	
	119 (10)	234 (19)	353 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADJ	1330	Somerset	1.0/4.0
WAMQ	1400	Loretto	.5/2.7
WJNL	1490	Johnstown	2.9/8.5
WVSC-F	97.7	Somerset	1.0/4.5
KDKA	1020	Pittsburgh	.5/3.4
WALY-F	103.9	Bellwood	.8/2.2
WBZZ-F	93.7	Pittsburgh	2.9/6.6
WDSY-F	107.9	Pittsburgh	1.0/4.1
WFBG-F	98.1	Altoona	1.6/6.3
WFRB-F	105.3	Frostburg	2.9/5.4
WLTJ-F	92.9	Pittsburgh	1.0/4.1
WMYG-F	96.9	Braddock	.8/2.2
WOWQ-F	102.1	DuBois	1.0/3.3
WSHH-F	99.7	Pittsburgh	1.8/5.1
WWSW-F	94.5	Pittsburgh	1.0/4.3
WYDD-F	104.7	Pittsburgh	.8/2.4

MISCELLANEOUS COMMENTS WCRO sold for $132,000... WCRO has been off air... WWZE-F changes calls to WYXN-F...

RADIO STATIONS

WAMQ, 1400, 1 KW	, COUNTRY	,$ 9.00	(Roslin)	(LORETTO)	Neil Hart
WBEM, 1350, 2.5 KW (DAYS)	, MOR	ABC-E,ABC-T,$ 12.00	(---)	(WINDBER)	David Wolf
WCRO, 1230, 1 KW (DA-1)	, COUNTRY	SMN,$ 13.00	(Republic)		
WJAC, 850, 10 KW (DA-1)	, OLDIES/MOR	NBC,$ 30.00	(Mc-Guild)		Sandy Neri
WJNL, 1490, 1 KW	, MOR	CBS,$ 14.00	(Roslin)		
WNCC, 950, 500 W (DAYS)	, MOR	ABC-E,$ 8.00	(Savalli)	(BARNESBORO)	Bill Bland
WVSC, 990, 10 KW (DAYS)	, COUNTRY	ABC-I,$ 9.00	(Regional)	(SOMERSET)	Richard Adams
WBXQ-F, 94.3, 200 W @ 925, CHR		ABC-F,$ 35.00	(Roslin)	(CRESSON)	Neil Harrt
WGLU-F, 92.1, 166 W @ 1042, CHR		ABC-R,$ 17.00	(Republic)		Ralph Lovette
WJNL-F, 96.5, 50 KW @ 100, AC		CBS-R,$ 20.00	(Roslin)		
WKYE-F, 95.5, 57 KW @ 1060, AC		US 1,$ 44.00	(Mc-Guild)		Sandy Neri
WVSC-F, 97.7, 3 KW @ 300, AC		ABC-I,$ 9.00	(Regional)	(SOMERSET)	Richard Adams
WYSN-F, 101.7, 570 W @ 570, NOSTALGIA		CNN,$ 10.00	(K & P)	(CENTRAL CITY)	John Kohut

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KALAMAZOO

Arbitron Rank/Pop (12+): 163/181,700

MSA Rank/Pop: 191/218,000
ADI # 39 (w/Grand Rapids)
Average Person Ratings: 13.9
Market TSL: 18.5 hours

Stations: 18/9
Diaries: 653/278:1/52.0%
Sample Target: 610
% Below Line: 20.9
% Not Listed: 7.9

1987 Revenue: $7,100,000
HH Inc.: $35,744
Retail $: 1.67 Bil
Pop per Station: 20,189
#1 Biller: WKFR-F $2,200,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKFR-F (CHR)	72/28.5	20.4	15.6	14.6	14.8	----	106/1243	789/43.4	35.2	37.6	89				WKFR-F
2. WKZO (MOR)	32/12.6	13.1	12.9	10.4	13.4	----	45/ 677	455/25.0	32.9	29.4	81				WKZO
3. WNWN-F (C)	26/10.3	11.3	13.7	10.1	11.0	----	49/ 617	355/19.5	19.5	19.0	99				WNWN-F
4. WQLR-F (EZ)	24/ 9.5	9.1	9.1	10.1	8.5	----	45/ 524	316/17.4	16.5	18.0	77				WQLR-F
5. WJFM-F (O)	15/ 5.9	5.1	7.2	8.6	10.2	----	30/ 498	259/14.3	15.5	18.4	173				WJFM-F
6. WOOD-F (EZ)	10/ 4.0	4.7	3.8	7.1	4.6	----	33/ 495	153/ 8.4	11.7	10.7	73				WOOD-F
7. WKMI (AC)	9/ 3.6	4.0	2.7	1.9	4.2	----	10/ 193	177/ 9.7	11.4	11.5	142				WKMI
WHEZ (O)	9/ 3.6	2.5	1.5	4.5	3.2	----	12/ 111	93/ 5.1	2.5	2.7	161				WHEZ
9. WLAV-F (AOR)	8/ 3.2	3.3	4.2	3.7	5.7	----	23/ 330	155/ 8.5	11.4	13.2	91				WLAV-F
10. WGRD-F (CHR)	7/ 2.8	4.4	3.8	3.7	3.5	----	22/ 445	244/13.4	17.4	17.8	54				WGRD-F
11. WQSN (C)	4/ 1.6	2.5	3.4	1.1	2.1	----	4/ 84	79/ 4.3	4.2	3.6	138				WQSN
WKLQ-F (CHR)	4/ 1.6	4.7	4.9	5.2	3.5	----	32/ 421	174/ 9.6	13.0	11.0	44				WKLQ-F
WIBM-F (AC)	4/ 1.6	2.2	1.9	3.0	1.4	----	10/ 137	95/ 5.2	5.2	6.5	94				WIBM-F
14.															
15.															

12+ FM SHARE (METRO): 75.11% (175 of 233) (SPG 87: 73.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKFR-F>>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKZO >	1. WKFR-F<	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F
2.	2. WNWN-F	2. WNWN-F	2. WJFM-F	2. WKZO	2. WQLR-F	2. WKZO >>	2. WQLR-F	2. WNWN-F	2. WKZO >>	2. WKZO
3.	WJFM-F	3. WJFM-F	3. WNWN-F	WNWN-F	3. WKFR-F	3. WQLR-F	3. WNWN-F	3. WKZO	3.	3.
4.	4. WLAV-F	4. WKZO	4. WKZO	WJFM-F>	4. WNWN-F>	4. WNWN-F	4. WKZO	4. WQLR-F	4.	4.
5.	5. WGRD-F	5. WHEZ	5. WHEZ	5. WQLR-F	5.	5.	5. WJFM-F	5.	5.	5.
		WQLR-F	WQLR-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>
2.	2. WJFM-F	2.	2. WJFM-F	2. WJFM-F>
3.	3. WNWN-F>	3.	3. WNWN-F>	3. WNWN-F
4.	4.	4.	4.	4. WKZO
5.	5.	5.	5.	WQLR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>	1. WKFR-F>>
2. WJFM-F	2. WNWN-F	2. WHEZ	2. WNWN-F	2. WKZO
WLAV-F	WLAV-F	WJFM-F>>	3. WLAV-F	3. WNWN-F
4.	4. WGRD-F	4.	4. WHEZ	4. WHEZ
5.	5.	5.	WKZO	5.
			WQLR-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		83 (3)	83 (3)	35.6	27.1
AOR/CLASSIC		9 (2)	9 (2)	3.9	4.7
AC/OLDIES/SOFT ROCK	18 (2)	20 (3)	38 (5)	16.3	15.2
MOR/VARIETY/FULL	33 (2)		33 (2)	14.2	15.7
COUNTRY	4 (1)	26 (1)	30 (2)	12.9	19.1
BLACK/URBAN					
BTFL MUSIC/EZ		34 (2)	34 (2)	14.6	14.4
NEWS/TALK					
NOSTALGIA					1.7
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	2.6	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	58 (6)	175 (12)	233 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKPR	1420	Kalamazoo	1.2/2.4
WQXC-F	100.9	Otsego	.4/2.3
WBCK	930	Battle Creek	.4/1.4
WFRN-F	104.7	Elkhart	1.2/1.7
WJXQ-F	106.1	Jackson	.4/3.1

RADIO STATIONS

WHEZ, 1560, 4 KW (DAYS,DA)	, OLDIES	,$ 12.00	(Christal)			Gary Mallernee
WKMI, 1360, 5 KW/1 KW (DA-N)	, AC	ABC-D,$ 20.00	(Eastman)			Bob Miller
WKPR, 1420, 1 KW (DAYS,DA)	, RELIGION	,$ 8.00	(---)	Kuiper		
WKZO, 590, 5 KW (DA-N)	, MOR	CBS,MBS,$ 40.00	(Mc-Guild)			Stan Smart
WQSN, 1470, 500 W/1 KW (DA-1)	, COUNTRY	,$ 10.00	(Banner)	Fairfield		Fred Bohn
WKFR-F, 103.3, 50 KW @ 500, CHR		,$ 50.00	(Eastman)		(BATTLE CREEK)	Dave Hicks
WNWN-F, 98.5, 50 KW @ 500, COUNTRY		ABC-E,$ 35.00	(Christal)		(COLDWATER)	Gary Mallernee
WQLR-F, 106.5, 33 KW @ 600, BTFL/EZ		,$ 29.00	(Banner)	Fairfield		Fred Bohn

Other ranked stations - See Grand Rapids or Jackson

American Radio Spring 1988, Copyright 1988

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,264,500

MSA Rank/Pop: 28/1,540,000
ADI # 28
Average Person Ratings: 17.1
Market TSL: 22.8 hours

Stations: 22/21
Diaries: 1359/930:1/54.2%
Sample Target: 1360
% Below Line: 0.4
% Not Listed: 6.8

1987 Revenue: $39,200,000
HH Inc.: $36,363
Retail $: 11.7 Bil
Pop per Station: 60,214
#1 Biller: WDAF $4,900,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	278/12.9	12.6	12.8	8.0	14.3	11.6	451/4743	2717/21.5	21.7	23.5	98	13.5	333	3125	WDAF
2. KYYS-F	(AOR)	196/ 9.1	9.4	9.2	8.3	10.4	9.0	286/3335	2338/18.5	18.0	17.9	93	9.0	222	2792	KYYS-F
3. KFKF A/F	(C)	171/ 7.9	9.5	7.2	5.5	6.3	7.5	187/2524	2207/17.5	15.0	16.3	105	7.4	183	2290	KFKF A/F
4. KBEQ-F	(CHR)	170/ 7.9	9.5	9.8	8.8	9.3	9.0	232/3791	2986/23.6	24.2	23.5	66	12.2	302	3804	KBEQ-F
5. KMBZ	(MOR)	144/ 6.7	3.3	5.0	8.1	7.0	5.8	155/2541	2295/18.1	14.1	17.8	70	5.3	130	2088	KMBZ
6. KPRS-F	(B)	128/ 5.9	6.7	7.6	5.6	4.6	6.5	137/1304	1116/ 8.8	9.8	9.1	115	11.0	272	2020	KPRS-F
7. KCPW-F	(CHR)	124/ 5.7	5.1	3.4	5.6	5.9	5.0	147/2539	1992/15.8	13.6	15.8	109	5.9	145	2024	KCPW-F
8. KCMO	(N/T)	119/ 5.5	7.0	7.6	8.2	5.0	7.1	186/2533	1714/13.6	19.0	12.9	95	4.6	114	1388	KCMO
9. KMBR-F	(EZ)	116/ 5.4	7.2	7.1	6.0	7.3	6.4	150/1908	1443/11.4	12.9	15.5	98	2.8	70	952	KMBR-F
10. KCFX-F	(AOR)	114/ 5.3	5.2	3.9	5.3	4.4	4.9	150/2205	1605/12.7	11.4	11.5	126	5.7	141	1904	KCFX-F
11. KLSI-F	(AC)	100/ 4.6	4.2	3.3	4.6	3.9	4.2	110/1664	1468/11.6	10.6	11.4	163	4.2	104	1203	KLSI-F
12. KUDL-F	(AC)	69/ 3.2	4.0	3.1	3.9	3.2	3.6	77/1340	1154/ 9.1	9.7	10.1	138	3.1	76	1205	KUDL-F
13. WHB	(O)	59/ 2.7	2.4	3.4	2.7	1.9	2.8	101/1721	1101/ 8.7	10.6	7.4	156	3.4	85	1233	WHB
14. KPRT	(G/R)	53/ 2.5	.7	1.6	1.3	.7	1.5	53/ 419	419/ 3.3	3.0	2.3	136	.6	16	397	KPRT
15. KJLA	(BB)	51/ 2.4	2.1	2.6	3.0	2.8	2.5	55/ 867	817/ 6.5	5.8	6.5	25	1.1	28	778	KJLA
16. KCWV-F	(J/NA)	28/ 1.3	1.5	1.2	2.4	1.9	1.6	35/ 600	512/ 4.0	4.8	6.2	154	2.1	51	893	KCWV-F
17. KXTR-F	(CL)	25/ 1.2	1.6	1.6	1.9	2.0	1.6	30/ 603	488/ 3.9	4.9	5.6	58	.9	22	379	KXTR-F
18. KLTY-F	(AC)	24/ 1.1	.6	.9	.8	.8	0.9	27/ 563	527/ 4.2	4.2	3.4	100	1.3	32	601	KLTY-F
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 62.61% (1259 of 2011) (SPG 87: 63.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBEQ-F>>	1. KYYS-F>	1. KYYS-F>	1. WDAF	1. WDAF >	1. WDAF >>	1. WDAF >>	1. WDAF >	1. WDAF	1. KMBZ >>	1. WDAF
2. KYYS-F>	2. KCFX-F	2. KFKF-F+	2. KYYS-F	2. KYYS-F<	2. KMBZ	2. KYYS-F	2. KYYS-F	2. KYYS-F	2. KPRS-F<	2. KPRS-F
3. KFKF-F+	3. KCPW-F	3. WDAF <	3. KFKF-F+<	3. KFKF-F+	3. KMBR-F	3. KFKF-F+	3. KFKF-F+	3. KFKF-F+	3. KBEQ-F	3. KBEQ-F
4. KPRS-F	4. KFKF-F+<	4. KCFX-F<	4. KLSI-F	4. KLSI-F	4. KCMO	4. KBEQ-F	4. KCFX-F	4. KBEQ-F	4. KYYS-F	KMBZ-F
5. KCPW-F	5. KBEQ-F	5. KCPW-F<	5. KCFX-F	5. KPRS-F<	5. KFKF-F+	KCMO	5. KCMO	5. KCPW-F	5. KCPW-F<	5. KYYS-F
6.	KPKS-F	6. KPRS-F	KPRS-F	6. KCFX-F	6.	6. KLSI-F<	6. KMBR-F	6. KPRS-F	6. KFKF-F+	6. KCMO
7.	7. KLSI-F	7. KBEQ-F	7. KCPW-F	7. KCPW-F	7.	7. KCPW-F	7. KBEQ-F	7. KCFX-F	7. WDAF	7. KFKF-F
8.	8.	8. KLSI-F	8.	8.	8.	8.	8.	KMBR-F	8.	8. KMBR-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KYYS-F	1. KYYS-F	1. KCPW-F<	1. KFKF-F+	1. WDAF >
2. KBEQ-F	2. KCPW-F<	2. KPRS-F<	2. WDAF	2. KLSI-F<
3. KCPW-F	3. KPRS-F	3. KFKF-F+<	3. KCPW-F	3. KFKF-F+
KPRS-F	4. KFKF-F+	4. KLSI-F	KPRS-F<	4. KCPW-F
5. KFKF-F+	5. KBEQ-F	5. KYYS-F	5. KLSI-F	KPRS-F
6. KCFX-F	6. KLSI-F	6. WDAF	6. KBEQ-F>	6. KMBR-F
KUDL-F	7. KUDL-F	7. KUDL-F	KYYS-F	KUDL-F
8.	8. KCFX-F	8. KBEQ-F	8. KUDL-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KYYS-F>>	1. KYYS-F>	1. KYYS-F	1. KYYS-F>	1. KYYS-F
2. KCFX-F	2. KCFX-F>>	2. KCFX-F>>	2. KCFX-F	2. WDAF
3. KCPW-F	3. KCPW-F	3. KCPW-F	3. KFKF-F+	3. KCFX-F
4. KFKF-F+<	4. KBEQ-F	4. KLSI-F	4. WDAF	4. KCMO
5. KBEQ-F	5. KFKF-F+	5. KBEQ-F	5. KCPW-F	KFKF-F+
6.	6.	WDAF	6. KPRS-F	6. KPRS-F
7.	7.	7. KFKF-F+	7. KBEQ-F	7. KMBZ-F
8.	8.	KPRS-F	KCMO	8.
9.	9.	9.	9. KMBZ-F	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		294 (2)	294 (2)	14.6	9.8
AOR/CLASSIC		310 (2)	310 (2)	15.4	15.6
AC/OLDIES/SOFT ROCK	59 (1)	193 (3)	252 (4)	12.5	12.4
MOR/VARIETY/FULL	144 (1)		144 (1)	7.2	
COUNTRY	292 (3)	165 (1)	457 (4)	22.7	22.0
BLACK/URBAN		128 (1)	128 (1)	6.4	11.6
BTFL MUSIC/EZ		116 (1)	116 (1)	5.8	7.7
NEWS/TALK	119 (1)		119 (1)	5.9	12.6
NOSTALGIA	51 (1)		51 (1)	2.5	3.0
RELIGION/GOSPEL	87 (3)		87 (3)	4.3	3.1
SPANISH					
CLASSICAL		25 (1)	25 (1)	1.2	2.1
JAZZ/NEW AGE		28 (1)	28 (1)	1.4	
UNKNOWN/OTHERS					
	752 (10)	1259 (12)	2011 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCCV	1510	Independence	.9/2.2
KCNW	1380	Fairway	.6/2.1
KFEQ	680	St. Joseph	.4/1.1

RADIO STATIONS

AM STATIONS

KCCV, 1510, 10 KW (DAYS)	, RELIGION	,$ 18.00	(---)	Bott	(INDEPENDENCE)	Richard Bott
KCMO, 810, 50 KW/5 KW (DA-N)	, TALK/NEWS	MBS,ABC-I,$ 80.00	(Mc-Guild)	Gannett		Don Troutt
KFKF, 1340, 1 KW	, COUNTRY	,$ NA	(HNWH)	Sconnix		Dan Wastler
KJLA, 1190, 5 KW/250 W (DA-N)	, NOSTALGIA	MBS,$ 35.00	(Roslin)			Sandra Suffian
KMBZ, 980, 5 KW (DA-2)	, MOR/TALK	NBC,$ 70.00	(Durpetti)	Bonneville		Paul Leonard
KPRT, 1590, 1 KW	, GOSPEL	MBS,$ 22.00	(Republic)			Prim Carter
WDAF, 610, 5 KW	, COUNTRY	ABC-E,$110.00	(Katz)	Great American		Mike Costello
WHB , 710, 10 KW/5 KW (DA-2)	, OLDIES	APR,$ 53.00	(Christal)	Shamrock		Bob Zuroweste
KCNW, 1380, 2.5 KW	, RELIGION	,$ 20.00	(---)	Universal		

FM STATIONS

KBEQ, 104.3, 100 KW @ 984, CHR		ABC-C,$ 86.00	(Banner)	Noble		Dave Small
KCFX, 100.7, 100 KW @ 846, CLASSIC ROCK		US 1,$ 50.00	(MMR)	Hoker		Bill Newman
KCPW, 94.9, 100 KW @ 1057, CHR		,$ 55.00	(Mc-Guild)	Gannett		Don Troutt
KFKF, 94.1, 100 KW @ 987, COUNTRY		,$ 71.00	(HNWH)	Sconnix		Dan Wastler
KLSI, 93.3, 100 KW @ 1056, AC		CNN,$ 62.00	(Eastman)	Sandusky		Steve Dinkel
KMBR, 99.7, 100 KW @ 950, BTFL/EZ		,$ 70.00	(Durpetti)	Bonnveille		Paul Leonard
KPRS, 103.3, 100 KW @ 450, BLACK		NBN,$ 52.00	(Republic)			Prim Carter
KUDL, 98.1, 100 KW @ 550, AC		APR,$ 67.00	(Christal)	Shamrock		Bob Zuroweste
KXTR, 96.5, 100 KW @ 1100, CLASSICAL		US 2,$ 39.00	(CMBS)			
KXXR, 106.5, 100 KW @ 850, AC		,$ 35.00	(Torbet)	Olympic		Bill Hazen
KYYS, 102.1, 100 KW @ 1013, AOR		Source,$ 85.00	(Katz)	Great American		Herndon Hasty
KCWV, 98.9, 100 KW @ 990, JAZZ/NEW AGE		SMN,$ 40.00	(CBS)	Ragan Henry	(LEAVENWORTH, KS)	Art Samuel

CALL LETTER CHANGES

KLTY: Changes to KXXR (April)

FORMAT CHANGES

STATION SALES

American Radio Spring 1988, Copyright 1988

KNOXVILLE

Arbitron Rank/Pop (12+): 68/507,200

MSA Rank/Pop: 84/605,000
ADI # 61
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 17/17
Diaries: 962/527:1/48.7%
Sample Target: 890
% Below Line: 0
% Not Listed: 6.5

1987 Revenue: $12,700,000
HH Inc.: $27,698
Retail $: 4.9 Bil
Pop per Station: 29,835
#1 Biller: WIVK A/F $4,600,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIVK A/F	(C)	307/35.5	35.6	34.9	34.2	37.1	35.1	442/4030	2261/44.6	48.1	46.6	115	36.1	342	2460	WIVK A/F
2. WIMZ A/F	(AOR)	142/16.4	10.9	11.9	13.6	15.5	13.2	198/2298	1464/28.9	24.9	29.0	112	16.2	153	1623	WIMZ A/F
3. WEZK	(EZ)	104/12.0	11.9	10.7	11.8	10.2	11.6	144/1453	1012/20.0	20.0	18.9	88	7.5	71	932	WEZK-F
4. WMYU	(AC)	75/ 8.7	11.1	13.7	14.5	8.0	12.0	125/1854	1261/24.9	30.5	24.0	140	11.3	107	1431	WMYU-F
5. WOKI	(CHR)	62/ 7.2	9.3	6.1	6.4	7.9	7.3	177/2584	955/18.8	16.9	20.5	39	9.8	93	1117	WOKI-F
6. WTNZ A/F	(CHR)	42/ 4.9	3.9	4.9	4.1	4.4	4.5	44/ 584	524/10.3	9.6	7.4	27	4.9	46	691	WTNZ A/F
7. WGAP	(C)	18/ 2.1	1.3	1.3	1.6	1.3	1.6	19/ 227	221/ 4.4	3.6	3.3	33	1.3	12	285	WGAP
8.																
9.																
10.																

12+ FM SHARE (METRO): 84.55% (684 of 809) (SPG 87: 82.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1.WOKI-F>>	1.WIMZ-F+	1.WIVK-F+>>	1.WIVK-F+>>	1.WIVK-F+>>	1.WIVK-F+>>	1.WIVK-F+>>	1.WIVK-F+>>	1.WIVK-F+>>	1. WIVK-F>	1.WIVK-F>>
2.WIMZ-F+>>	2.WIVK-F+>>	2.WIMZ-F+>>	2.WIMZ-F+>	2.WIMZ-F+>	2.WEZK-F>>	2.WIMZ-F+>	2.WEZK-F	2.WIMZ-F+>	2. WIMZ-F+>	2.WOKI-F
3.WIVK-F+	3.WMYU-F	3.WMYU-F>	3.WMYU-F>>	3.WMYU-F	3.	3.WEZK-F	3.WIMZ-F+>	3.WEZK-F	3. WOKI-F	3.WEZK-F
WTNZ-F+	4.WOKI-F	4.WEZK-F	4.WEZK-F	4.WEZK-F	4.	4.WMYU-F	4.WMYU-F>	4.WMYU-F	4. WEZK-F	WIMZ-F
5.	5.WTNZ-F+	WOKI-F	5.	5.	5.	5.WOKI-F	5.WOKI-F	5.WOKI-F	5. WTNZ-F+	5.
								6.WTNZ-F+	6. WMYU-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WOKI-F	1. WIMZ-F+	1. WIMZ-F+	1. WIVK-F+>>	1. WIVK-F+>>	1. WIMZ-F+>	1. WIMZ-F+	1. WIMZ-F+<	1. WIVK-F+>	1. WIVK-F+>>
2. WIVK-F+<	2. WIVK-F+>	2. WIVK-F+	2. WIMZ-F+	2. WMYU-F	2. WTNZ-F+<2.	WIVK-F+>>	2. WIVK-F+>>	2. WIMZ-F+>>	2. WIMZ-F+>>
3. WIMZ-F+>3.	WMYU-F	3. WMYU-F>>3.	WMYU-F>	3. WIMZ-F+	3. WIVK-F+>3.	WTNZ-F+	3. WEZK-F	3. WMYU-F	3. WEZK-F
4. WEZK-F	4. WOKI-F>	4.	4. WEZK-F	4. WEZK-F	4. WOKI-F<	4. WMYU-F	4. WMYU-F	4. WTNZ-F+	4. WMYU-F
WTNZ-F+	5.	5.	5. WOKI-F	5.	5. WMYU-F	5. WOKI-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	5 (1)	99 (2)	104 (3)	12.9	10.1
AOR/CLASSIC	8 (1)	134 (1)	142 (2)	17.6	16.5
AC/OLDIES/SOFT ROCK		85 (2)	85 (2)	10.5	9.4
MOR/VARIETY/FULL					
COUNTRY	80 (4)	262 (1)	342 (5)	42.3	45.3
BLACK/URBAN	6 (1)		6 (1)	0.7	2.8
BTFL MUSIC/EZ		104 (1)	104 (1)	12.9	10.9
NEWS/TALK					
NOSTALGIA					0.5
RELIGION/GOSPEL	19 (2)		19 (2)	2.3	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	7 (1)		7 (1)	0.9	
	125 (10)	684 (7)	809 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBZW	1040	Powell	.8/1.6
WKNF-F	94.3	Oak Ridge	1.2/2.7
WKXV	900	Knoxville	.8/2.4
WLIQ	1340	Knoxville	.7/2.3
WRJZ	620	Knoxville	1.4/6.1
WSEV	930	Sevierville	.8/1.3
WYSH	1380	Clinton	1.2/2.1

MISCELLANEOUS COMMENTS WBZW (Powell) sold for $225,000... WTNZ-F (Clinton) sold by REBS for $800,000... WNOX sold by REBS to Dick for $450,000... WIVK donated by Dick to University of Tennessee... WIVK deal did not close until after rating period...

RADIO STATIONS

WTNZ, 990, 10 KW (DA-2)	, COUNTRY	,$ 17.00	(---)			Bob Coker
WRJZ, 620, 5 KW (DA-N)	, RELIGION	ABC-D,$ 12.00	(---)			Dave Jones

WIVK (50 KW, DAYS,DA, 850) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WEZK-F, 97.5, 100 KW @ 1250, BTFL/EZ	,$ 59.00	(Christal)	South Central		Steve Bowman
WIMZ-F, 103.5, 100 KW @ 1723, AOR	Source,$ 64.00	(Banner)	Stoner		Kerry Lambert
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC-E,$100.00	(Katz)	Dick		Bobby Denton
WMYU-F, 102.1, 100 KW @ 1000, AC	US 1,$ 65.00	(Eastman)	Jacor	(SEVIERVILLE)	Jim Ridings
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC-F,$ 44.00	(HNWH)		(OAK RIDGE)	
WTNZ-F, 95.3, 3 KW @ 300, CHR	US 2,$ 16.00	(Eastman)		(CLINTON)	

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LAFAYETTE, LA

Arbitron Rank/Pop (12+): 167/177,400

MSA Rank/Pop: 188/224,300
ADI # 112
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 19/12
Diaries: 622/285:1/52.4%
Sample Target: 550
% Below Line: 19.7
% Not Listed: 6.9

1987 Revenue: $6,300,000
HH Inc.: $31,663
Retail $: 1.74 Bil
Pop per Station: 14,783
#1 Biller: KSMB-F $1,750,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSMB-F (CHR)	59/19.3	---	26.7	---	23.2	----	176/1879	657/37.0	---	38.2	98				KSMB-F
2. KFXZ-F (B)	46/15.1	---	14.7	---	9.7	----	82/ 772	426/24.0	---	20.6	83				KFXZ-F
3. KTDY-F (AC)	27/ 8.9	---	7.7	---	6.3	----	34/ 610	354/20.0	---	20.7	148				KTDY-F
KDEA-F (EZ)	27/ 8.9	---	5.7	---	5.6	----	50/ 541	248/14.0	---	14.3	56				KDEA-F
5. WYNK-F (C)	27/ 8.9	---	2.0	---	3.8	----	71/ 811	271/15.3	---	4.2	134				WYNK-F
6. KJCB (B)	25/ 8.2	---	7.7	---	8.2	----	54/ 436	260/14.7	---	17.1	100				KJCB
7. WGGZ-F (CHR)	14/ 4.6	---	4.7	---	3.8	----	37/ 651	248/14.0	---	14.6	54				WGGZ-F
8. KXKW (C)	11/ 3.6	---	4.0	---	7.5	----	16/ 253	161/ 9.1	---	10.8	69				KXKW
9. WCKW-F (AOR)	9/ 3.0	---	---	---	---	----	17/ 228	110/ 6.2	---	---	127				WCKW-F
KMDL-F (C)	9/ 3.0	---	3.3	---	4.1	----	30/ 526	189/10.7	---	8.2	83				KMDL-F
11. KPEL (N/T)	8/ 2.6	---	4.3	---	1.3	----	10/ 196	158/ 8.9	---	10.8	146				KPEL
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 30.99% (230 of 284) (SPG 87: 76.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KSMB-F	1. KSMB-F>	1. KSMB-F>	1. KSMB-F>	1. KSMB-F>	1. KDEA-F>>	1. KSMB-F>>	1. KSMB-F>>	1. KSMB-F>	1. KFXZ-F>	1. KFXZ-F
2. KDEA-F>>	2. KFXZ-F>>	2. KFXZ-F>	2. KTDY-F	2. KTDY-F<	2. WYNK-AF	2. KJCB <	2. KDEA-F	2. KFXZ-F>>	2. KSMB-F>	KJCB
3.	3. KTDY-F	3. KTDY-F	3. KFXZ-F	3. KFXZ-F	3. KJCB	3. KFXZ-F	3. KTDY-F	3. KTDY-F<	3. KJCB	WYNK-F
4.	4. WYNK-AF	4. WYNK-AF	4. WYNK-AF	WYNK-AF	4. KTDY-F	4. KTDY-F	4. KFXZ-F	4. KDEA-F	4. WYNK-F	4. KSMB-F
5.	5.	5.	5.	5.	5. KFXZ-F	5.	WYNK-F	5.	5. KDEA-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSMB-F>	1. KSMB-F>>	1. KSMB-F>	1. KSMB-F>>	1. KSMB-F	1. KFXZ-F	1. KSMB-F<	1. KSMB-F>	1. KFXZ-F	1. KSMB-F
2. KTDY-F<	2. KFXZ-F	2. KTDY-F<	2. KTDY-F<	2. WYNK-AF	2. KSMB-F>	2. KFXZ-F>>	2. KFXZ-F>	KSMB-F>>	2. KFXZ-F>
3. KFXZ-F	3. KTDY-F>	3. KFXZ-F	3. KFXZ-F<	3. KTDY-F>	3. WGGZ-F	3.	3. KTDY-F	3. KTDY-F	3. KTDY-F
4.	4. WYNK-AF	4. KJCB	4. WYNK-AF	4. KFXZ-F	4.	4.	4.	4. WYNK-AF	4. KJCB
5.	5.	WYNK-F	5.	5. KJCB	5.	5.	5.	5.	WYNK-AF

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		76 (3)	76 (3)	26.8	34.2
AOR/CLASSIC	2 (1)	9 (1)	11 (2)	3.9	
AC/OLDIES/SOFT ROCK		28 (2)	28 (2)	9.9	13.5
MOR/VARIETY/FULL					
COUNTRY	15 (3)	39 (3)	54 (6)	19.0	15.6
BLACK/URBAN	25 (1)	46 (1)	71 (2)	25.0	24.7
BTFL MUSIC/EZ		27 (1)	27 (1)	9.5	6.2
NEWS/TALK	8 (1)		8 (1)	2.8	4.7
NOSTALGIA					
RELIGION/GOSPEL		5 (1)	5 (1)	1.8	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	4 (1)		4 (1)	1.4	
	54 (7)	230 (12)	284 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAJN-F	102.9	Crowley	1.6/6.0
KRKR	1330	Lafayette	.7/4.6
KROF	960	Abbeville	.7/2.8
KROF-F	104.9	Abbeville	1.0/7.9
KANE	1240	New Iberia	1.3/3.4
KZMZ-F	96.9	Alexandria	1.0/3.8
WQXY-F	100.7	Baton Rouge	.3/2.5
WYNK	1380	Baton Rouge	.7/ .4

MISCELLANEOUS COMMENTS KPEL, KTDY-F sold for $3,500,000 (MVP)...

RADIO STATIONS

KJCB, 770, 1 KW	, BLACK	SBN,ABC-D,$ 19.00	(---)		
KPEL, 1420, 1 KW/750 W (DA-N)	, TALK	CBS,ABC-I,$ 17.00	(Christal)		
KRKR, 1330, 5 KW/1 KW (DA-N)	, CLASSIC ROCK	Source,$ 15.00	(Mc-Guild)		
KXKW, 1520, 10 KW (DA-1)	, COUNTRY	CNN,$ 20.00	(Banner)		Clark White
KDEA-F, 99.1, 100 KW @ 1039, BTFL/EZ		,$ 21.00	(Roslin)	(NEW IBERIA)	Don Bonin
KFXZ-F, 106.3, 3 KW @ 300, BLACK		ABC-F,$ 30.00	(HNWH)		Shane Kollet
KSMB-F, 94.5, 100 KW @ 1150, CHR		,$ 50.00	(Banner)		Louis Cohen
KTDY-F, 99.9, 100 KW @ 984, AC		,$ 35.00	(Christal)		
KROF-F, 104.9, 3 KW @ 304, COUNTRY		,$ 12.00	(---)	(ABBEVILLE)	Garland Bernard
KMDL-F, 97.7, 3 KW @ 300, COUNTRY		,$ 15.00	(Mc-Guild)	(KAPLAN)	Ernie Alexander

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LAKELAND

Arbitron Rank/Pop (12+): 113/318,200

MSA Rank/Pop: 119/384,000
Tampa ADI
Average Person Ratings: 15.5
Market TSL: 21.5 hours

Stations: 22/7
Diaries: 713/446:1/46.3%
Sample Target: 680
% Below Line: 53.6
% Not Listed: 15.6

1987 Revenue: $5,900,000
HH Inc.: $26,914
Retail $: 2.2 Bil
Pop per Station: 45,457
#1 Biller: WPCV-F $2,200,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPCV-F (C)	68/13.8	---	11.7	---	12.4	----	71/708	619/19.5	---	21.5	137				WPCV-F
2. WEZY-F (EZ)	59/11.9	---	13.8	---	12.2	----	67/575	471/14.8	---	16.7	45				WEZY-F
3. WRBQ-F (CHR)	48/ 9.7	---	11.5	---	10.5	----	52/690	604/19.0	---	20.5	114				WRBQ-F
4. WFLZ-F (AC)	39/ 7.9	---	3.8	---	5.0	----	47/451	356/11.2	---	7.9	135				WFLZ-F
5. WCAT-F (CHR)	35/ 7.1	---	9.0	---	6.4	----	37/570	554/17.4	---	18.9	52				WCAT-F
6. WYNF-F (AOR)	33/ 6.7	---	9.8	---	8.0	----	56/484	392/12.3	---	13.9	85				WYNF-F
7. WJHM-F (B/U)	20/ 4.0	---	---	---	---	----	20/191	191/ 6.0	---	---	83				WJHM-F
8. WBJW-F (CHR)	17/ 3.4	---	4.6	---	1.7	----	19/331	300/ 9.4	---	13.2	97				WBJW-F
9. WQYK-F (C)	13/ 2.6	---	.8	---	1.2	----	13/177	161/ 5.1	---	4.7	96				WQYK-F
10. WWKA-F (C)	12/ 2.4	---	2.1	---	1.6	----	12/135	125/ 3.9	---	4.8	154				WWKA-F
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 88.73% (370 of 417) (SPG 87: 85.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WCAT-F>	1. WRBQ-F+>	1. WPCV-F	1. WPCV-F>	1. WPCV-F>	1. WEZY-F	1. WPCV-F	1. WEZY-F	1. WPCV-F	1. WCAT-F	1. WPCV-F
2. WJHM-F	2. WPCV-F	2. WRBQ-F+>	2. WRBQ-F+	2. WRBQ-F+<	2. WPCV-F>	2. WEZY-F<	2. WPCV-F	2. WRBQ-F>	2. WPCV-F	2. WEZY-F>
3. WYNF-F	WYNF-F	3. WFLZ-F	3. WFLZ-F	3. WFLZ-F	3. WFLZ-F>	3. WRBQ-F	3. WFLZ-F	3. WEZY-F	3. WRBQ-F	3. WCAT-F
4. WBJW-F	4. WCAT-F	4. WYNF-F	4. WYNF-F	4.	4.	4. WFLZ-F	4. WRBQ-F	4. WFLZ-F<	4. WJHM-F	4. WYNF-F
5. WRBQ-F+	5.	5. WCAT-F	5.	5.	5.	5. WCAT-F	5. WYNF-F	5. WCAT-F	5. WEZY-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WFLZ-F	1. WRBQ-F+	1. WRBQ-F+>	1. WPCV-F	1. WPCV-F	1. WRBQ-F+	1. WRBQ-F+>	1. WRBQ-F+<	1. WPCV-F>	1. WPCV-F>>
2. WCAT-F	2. WPCV-F	2. WPCV-F	2. WFLZ-F	2. WFLZ-F	2. WYNF-F	2. WYNF-F	2. WPCV-F>	WRBQ-F+	2. WRBQ-F+>
3. WPCV-F	WFLZ-F	WYNF-F	3. WRBQ-F+	3. WRBQ-F+	3. WCAT-F	3. WPCV-F	3. WYNF-F	3. WYNF-F	3. WFLZ-F
4. WJHM-F	4. WCAT-F	4.	4. WCAT-F	4. WEZY-F	4.	4. WCAT-F	4.	4. WCAT-F	4. WYNF-F
WRBQ-F+	5. WYNF-F	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		100 (3)	100 (3)	24.6	29.9
AOR/CLASSIC		35 (2)	35 (2)	8.6	13.7
AC/OLDIES/SOFT ROCK		59 (4)	59 (4)	14.5	8.2
MOR/VARIETY/FULL					1.2
COUNTRY	10 (1)	93 (3)	103 (4)	25.3	19.7
BLACK/URBAN		20 (1)	20 (1)	4.9	4.0
BTFL MUSIC/EZ		63 (2)	63 (2)	15.5	17.5
NEWS/TALK	5 (2)		5 (2)	1.2	
NOSTALGIA	17 (3)		17 (3)	4.2	3.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	1.2	2.2
	37 (7)	370 (15)	407 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAR	1460	Bartow	.6/1.8
WLKF	1430	Lakeland	.6/2.5
WONN	1230	Lakeland	2.2/5.9
WSIR	1490	Winter Haven	.6/2.0
WTWB	1570	Auburndale	1.0/1.4
WDIZ-F	100.3	Orlando	.4/2.8
WJYO-F	107.7	Mount Dora	.4/2.0
WOCL-F	105.9	DeLand	1.8/3.5
WSSP-F	104.1	Cocoa Beach	.8/1.8
WSTF-F	101.1	Cocoa Beach	1.8/6.9
WSUN	620	St. Petersburg	2.0/4.0
WWNZ	740	Orlando	.4/1.2

MISCELLANEOUS COMMENTS WSIR sold for $250,000...
WVFM changes to WEZY (January)...

RADIO STATIONS

WLKF, 1430, 5 KW/1 KW (DA-1)	, TALK	NBC-T,ABC-E,$ 13.00	(Banner)	Root	Bud Kurtz
WONN, 1230, 1 KW	, NOSTALGIA	NBC,$ 17.00	(Torbet)	Hall	Art Rowbotham
WGTO, 540, 50 KW/1 KW (DA-1)	, COUNTRY	,$ 14.00	(---)		
WWAB, 1330, 1 KW (DAYS,DA)	, BLACK	,$ 12.00	(---)		Hugh Hughes
WEZY-F, 94.1, 100 KW @ 500,	BTFL/EZ	,$ 47.00	(Banner)	Root	Bud Kurtz
WPCV-F, 97.5, 100 KW @ 986,	COUNTRY	NBC,$ 56.00	(Torbet)	Hall	Arthur Rowbotham

Other ranked stations - See Tampa or Orlando

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LANCASTER

Arbitron Rank/Pop (12+): 108/323,500

MSA Rank/Pop: 115/392,000
ADI # 45 (w/York & Harrisburg)
Average Person Ratings: 15.0
Market TSL: 20.3 hours

Stations: 19/6
Diaries: 739/438:1/57.0%
Sample Target: 700
% Below Line: 38.1
% Not Listed: 15.8

1987 Revenue: $5,300,000
HH Inc.: $32,938
Retail $: 2.64 Bil
Pop per Station: 53,917
#1 Biller: WLAN-F $1,600,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNCE-F (EZ)	63/13.0	12.6	14.0	15.1	14.2	----	120/1333	741/22.9	20.8	19.4	70	8.2	43	593	WNCE-F
2. WLAN-F (CHR)	55/11.3	15.3	13.8	12.7	11.8	----	69/1264	951/29.4	30.3	30.1	81	17.6	92	1182	WLAN-F
3. WARM-F (AC)	48/ 9.9	8.4	10.7	10.5	6.8	----	108/1336	612/18.9	18.1	21.0	140	8.4	44	604	WARM-F
4. WRKZ-F (C)	46/ 9.5	6.3	6.9	5.6	9.3	----	124/1278	479/14.8	12.7	13.8	96	7.3	38	514	WRKZ-F
5. WIOV-F (C)	45/ 9.3	7.9	9.7	7.9	9.3	----	56/ 772	538/16.6	14.1	17.4	132	7.1	37	534	WIOV-F
6. WDAC-F (R/G)	44/ 9.1	8.1	7.1	8.3	6.6	----	55/ 587	446/13.8	13.9	12.7	74	5.9	31	373	WDAC-F
7. WHTF-F (AOR)	32/ 6.6	5.7	4.7	5.4	6.6	----	63/ 732	313/ 9.4	13.3	9.2	108	10.3	54	492	WHTF-F
8. WQXA-F (CHR)	14/ 2.9	4.1	3.4	2.2	2.5	----	68/1304	345/10.7	12.0	12.5	97	4.0	21	493	WQXA-F
9. WLPA (BB)	13/ 2.7	1.8	2.0	2.0	1.6	----	13/ 186	186/ 5.7	6.1	6.0	59	1.3	7	168	WLPA
10. WRFY-F (CHR)	12/ 2.5	1.6	2.8	3.0	1.8	----	15/ 241	171/ 5.3	7.9	7.8	80	1.3	7	132	WRFY-F
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 93.89% (384 of 409) (SPG 87: 91.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WLAN-F>>	1. WLAN-F	1. WARM-F	1. WARM-F>	1. WARM-F	1. WNCE-F>	1. WNCE-F	1. WNCE-F	1. WNCE-F<	1. WLAN-F	1. WRKZ-F
2.	WHTF-F	2. WLAN-F	2. WIOV-F	2. WIOV-F>	2. WRKZ-F	2. WLAN-F	2. WARM-F	2. WLAN-F	2. WDAC-F>	2. WIOV-F
3.	3. WARM-F>>	3. WHTF-F	3. WLAN-F	3. WLAN-F	3. WIOV-F	3. WARM-F	3. WRKZ-F	3. WARM-F	3. WNCE-F	WNCE-F
4.	4. WIOV-F	4. WIOV-F	4. WHTF-F	WNCE-F	4. WDAC-F	4. WDAC-F	4. WIOV-F	4. WDAC-F	4. WRKZ-F	4. WLAN-F
5.	5. WDAC-F	5. WRKZ-F	5.	WRKZ-F	5. WARM-F	WIOV-F	5. WLAN-F	5. WIOV-F<	5. WARM-F	5.
						6. WRKZ-F	WHTF-F	6. WRKZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLAN-F<	1. WARM-F>>	1. WARM-F>	1. WARM-F>	1. WARM-F>	1. WHTF-F	1. WHTF-F>>	1. WHTF-F>>	1. WHTF-F>	1. WHTF-F
2. WARM-F>	2. WLAN-F>	2. WLAN-F	2. WLAN-F	2. WIOV-F	2. WLAN-F>	2. WLAN-F>>	2. WLAN-F<	2. WLAN-F	2. WIOV-F
3. WDAC-F	3. WDAC-F	3. WIOV-F	3. WIOU-F	3. WNCE-F	3. WARM-F	3. WARM-F	3. WIOV-F	3. WARM-F	3. WLAN-F
4.	4. WIOV-F	4. WDAC-F	4. WDAC-F	4. WLAN-F	4.	4. WRKZ-F	4. WARM-F	WRKZ-F	WRKZ-F
5.	5.	5.	5. WNCE-F	WRKZ-F	5.	5. WIOV-F	5.	5. WIOV-F	5. WARM-F
			WRKZ-F	6. WDAC-F					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		87 (4)	87 (4)	21.3	24.4
AOR/CLASSIC		38 (2)	38 (2)	9.3	8.7
AC/OLDIES/SOFT ROCK		61 (5)	61 (5)	14.9	13.5
MOR/VARIETY/FULL	4 (1)		4 (1)	1.0	4.1
COUNTRY		91 (2)	91 (2)	22.2	18.7
BLACK/URBAN					0.7
BTFL MUSIC/EZ		63 (1)	63 (1)	15.4	15.8
NEWS/TALK	4 (1)		4 (1)	1.0	1.4
NOSTALGIA	13 (1)		13 (1)	3.2	3.4
RELIGION/GOSPEL		44 (1)	44 (1)	10.8	8.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC	4 (1)		4 (1)	1.0	
UNKNOWN/OTHERS					0.7
	25 (4)	384 (15)	409 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLAN	1390	Lancaster	.8/2.8
WCTX-F	92.1	Palmyra	.4/2.7
WIMZ-F	99.3	Harrisburg	.6/1.7
WSBA	910	York	.8/3.7
WYCR-F	98.5	York	1.2/5.9
KYW	1060	Philadelphia	.8/5.2
WMGK-F	102.9	Philadelphia	.8/2.0
WMMR-F	93.3	Philadelphia	1.2/3.6
WOGL-F	98.1	Philadelphia	.8/3.4

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2)	, NOSTALGIA/JAZZ	CBS,MBS,$ 10.00	(HNWH)	Peoples	Sam Altdoeffer
WLPA, 1490, 1 KW	, NOSTALGIA	NBC,$ 12.00	(Torbet)	Hall	Bill Baldwin
WDAC-F, 94.5, 50 KW @ 500, RELIGION		,$ 25.00	(Savalli)		Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY		ABC-E,$ 30.00	(HNWH)	Brill	Jack Weinlein
WLAN-F, 96.9, 50 KW @ 500, CHR		ABC-R,ABC-F,$ 45.00	(HNWH)	Peoples	Sam Altdoeffer
WNCE-F, 101.3, 50 KW @ 500, BTFL/EZ		NBC,$ 36.00	(Torbet)	Hall	Bill Baldwin

WRFY - See Reading

Other ranked stations - See York or Harrisburg

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LANSING

Arbitron Rank/Pop (12+): 99/353,100

MSA Rank/Pop: 110/430,000
ADI # 105
Average Person Ratings: 15.9
Market TSL: 21.3 hours

Stations: 20/15
Diaries: 859/411:1/53.6%
Sample Target: 780
% Below Line: 9.1
% Not Listed: 13.4

1987 Revenue: $12,000,000
HH Inc.: $35,080
Retail $: 3.0 Bil
Pop per Station: 23,540
#1 Biller: WVIC A/F $3,200,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVIC A/F	(CHR)	123/22.0	19.5	20.0	19.0	27.1	20.1	167/1812	1292/36.6	37.6	47.3	80	23.6	172	1452	WVIC A/F
2. WITL-F	(C)	87/15.5	15.2	15.1	13.8	13.8	14.9	148/1570	922/26.1	24.6	21.3	105	14.5	106	911	WITL-F
3. WJIM-F	(EZ)	36/ 6.4	8.5	7.6	8.2	6.6	7.7	51/ 629	455/12.9	14.6	13.1	111	5.9	43	409	WJIM-F
4. WFMK-F	(AC)	33/ 5.9	8.3	5.1	5.9	8.1	6.3	50/ 810	484/13.7	16.5	18.7	137	5.5	40	600	WFMK-F
5. WLNZ-F	(CHR)	30/ 5.3	4.9	3.0	4.4	3.9	4.4	38/ 568	447/12.7	8.3	12.3	43	8.0	58	727	WLNZ-F
6. WJXQ-F	(AOR)	29/ 5.2	4.6	4.7	4.5	3.5	4.8	57/ 998	428/12.1	13.4	15.9	56	6.3	46	768	WJXQ-F
WIBM-F	(O)	29/ 5.2	4.1	5.8	5.8	5.2	5.2	55/ 952	508/14.4	12.9	15.0	142	5.2	38	612	WIBM-F
8. WJR	(MOR)	25/ 4.5	4.1	6.7	8.0	4.4	5.8	105/1524	458/13.0	14.9	13.1	87	4.3	31	540	WJR
9. WMMQ-F	(AOR)	23/ 4.1	4.2	4.6	5.8	5.4	4.7	27/ 488	396/11.2	15.6	17.7	134	4.3	31	519	WMMQ-F
10. WILS-F	(AC)	14/ 2.5	4.4	4.4	2.8	3.9	3.5	16/ 333	295/ 8.4	12.6	12.0	156	2.7	20	389	WILS-F
11. WILS	(B)	12/ 2.1	2.5	3.3	.5	.3	2.1	16/ 190	154/ 4.4	7.7	3.4	110	4.1	30	439	WILS
12. WIOG-F	(CHR)	11/ 2.0	.5	.9	1.6	.8	1.3	53/ 653	137/ 3.9	3.4	3.1	95	1.2	9	196	WIOG-F

12+ FM SHARE (METRO): 88.07% (428 of 486) (SPG 87: 90.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVIC-F+>>	1. WVIC-F+>>	1. WVIC-F+>>	1. WVIC-F+	1. WVIC-F+	1. WITL-F>>	1. WVIC-F>	1. WVIC-F+	1. WVIC-F+>>	1. WVIC-F+>>	1. WITL-F>>
2. WCNZ-F>>	2. WJXQ-F	2. WITL-F>	2. WITL-F>	2. WITL-F>>	2. WJIM-F>	2. WITL-F>>	2. WITL-F>>	2. WITL-F>>	2. WITL-F>	2. WVIC-F>
3. WJXQ-F+	3. WIBM-F	3. WFMK-F	3. WFMK-F	3. WFMK-F	3. WJR	3. WJIM-F	3. WJIM-F	3. WFMK-F	3. WMMQ-F	3. WJR
WXLA	WLNZ-F	4. WIBM-F	4. WIBM-F	4. WIBM-F	4. WVIC-F+	4. WJR	4. WFMK-F	4. WIBM-F	4. WJXQ-F	4. WJIM-F
5. WITL-F	5. WFMK-F	5. WJXQ-F	5. WMMQ-F	5. WJIM-F	5. WFMK-F	5. WFMK-F	WIBM-F	5. WJIM-F	5.	WJXQ-F
	WITL-F		6. WJIM-F					6. WJXQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WVIC-F+>>	1. WVIC-F+>>	1. WVIC-F+>	1. WVIC-F+>>	1. WVIC-F+
2. WLNZ-F<	2. WFMK-F	2. WFMK-F	2. WITL-F	2. WITL-F>
3. WITL-F	3. WITL-F	3. WIBM-F<	3. WFMK-F>	3. WFMK-F
4. WFMK-F	4. WLNZ-F	4. WITL-F	4. WIBM-F	4. WJIM-F
5.	5. WIBM-F	5.	WLNZ-F	5. WIBM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WVIC-F+>>	1. WVIC-F+>>	1. WVIC-F+>>	1. WVIC-F+>>	1. WVIC-F+<
2. WJXQ-F>>	2. WJXQ-F>	2. WMMQ-F<	2. WITL-F	2. WITL-F>>
3. WLNZ-F	3. WIBM-F	3. WIBM-F<	3. WJXQ-F	3. WIBM-F
4.	4. WMMQ-F	4. WJXQ-F	4. WIBM-F	WMMQ-F
5.	5. WLNZ-F	5. WIOG-F	5. WMMQ-F	5. WJR
	WIOG-F			

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	2 (1)	162 (3)	164 (4)	33.7	34.9
AOR/CLASSIC		55 (3)	55 (3)	11.3	12.7
AC/OLDIES/SOFT ROCK		76 (3)	76 (3)	15.6	19.0
MOR/VARIETY/FULL	25 (1)		25 (1)	5.1	5.6
COUNTRY	3 (1)	93 (2)	96 (3)	19.8	16.2
BLACK/URBAN	19 ( )		19 (2)	3.9	1.9
BTFL MUSIC/EZ	7 ( )	42 (2)	49 (3)	10.1	8.4
NEWS/TALK					
NOSTALGIA					0.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	0.9
	58 (7)	428 (13)	486 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WITL	1010	Lansing	.5/3.7
WJIM	1240	Lansing	1.2/3.1
WNLF	1390	Charlotte	.4/1.1
WXLA	1180	Dimondale	1.2/2.0
WCUZ-F	101.3	Grand Rapids	1.1/1.4
WOOD-F	105.7	Grand Rapids	1.1/3.1
WRIF-F	101.1	Detroit	.5/2.8

MISCELLANEOUS COMMENTS WLNZ-F now programs CHR...

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2)	, BLACK	CBS,$ 14.00	(Banner)			
WJIM, 1240, 1 KW	, BTFL	NBC,$ 13.00	(Torbet)	Leicinger		
WXLA, 1180, 1 KW (DAYS,DA)	, BLACK	,$ 14.00	(Patt)			Bob Williams
WFMK-F, 99.1, 28 KW @ 600,	AC	,$ 41.00	(Republic)	Liggett		Dave Johnson
WIBM-F, 94.1, 50 KW @ 500,	OLDIES	US 2,$ 30.00	(Christal)		(JACKSON)	
WILS-F, 101.7, 3 KW @ 180,	AC	CBS,$ 28.00	(Banner)			
WITL-F, 100.7, 27 KW @ 680,	COUNTRY	ABC-E,$ 51.00	(Mc-Guild)	Midwest Family		Chuck Mefford
WJIM-F, 97.5, 28 KW @ 440,	BTFL/EZ	NBC,$ 30.00	(Torbet)	Leicinger		
WJXQ-F, 106.1, 50 KW @ 500,	AOR	ABC-C,$ 26.00	(Christal)		(JACKSON)	
WLNZ-F, 92.1, 3 KW @ 300,	CHR	,$ 22.00	(MMR)		(ST. JOHN'S)	Ron Shannon
WMMQ-F, 92.7, 1.5 KW @ 466,	CLASSIC AOR	Source,$ 29.00	(HNWH)		(CHARLOTTE)	Bob Ottaway
WVIC-F, 94.9, 49 KW @ 500,	CHR	,$ 68.00	(Katz)	Goodrich		Jeff Scarpelli

WJR - See Detroit WIOG-F - See Saginaw

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LAS VEGAS

Arbitron Rank/Pop (12+): 74/479,900

MSA Rank/Pop: 85/575,000
ADI # 94
Average Person Ratings: 17.7
Market TSL: 23.5 hours

Stations: 20/20
Diaries: 920/522:1/46.6%
Sample Target: 820
% Below Line: 0
% Not Listed: 15.4

1987 Revenue: $17,600,000
HH Inc.: $30,679
Retail $: 4.7 Bil
Pop per Station: 23,995
#1 Biller: KLUC-F/KRSR $2,500,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXTZ-F	(EZ)	94/11.0	13.1	9.6	13.0	12.4	11.7	100/ 853	781/16.3	16.7	16.9	81	4.8	48	577	KXTZ-F
2. KFMS A/F	(C)	93/10.9	10.9	9.5	10.2	7.9	10.4	99/ 877	800/16.7	17.3	14.5	106	11.0	102	732	KFMS A/F
3. KLUC-F	(CHR)	90/10.6	10.7	11.3	12.3	11.2	11.2	90/1349	1299/27.1	23.8	25.5	74	12.5	125	1278	KLUC-F
4. KYRK-F	(U/CHR)	68/ 8.0	5.3	8.2	4.8	6.1	6.6	69/1117	1092/22.8	20.7	15.9	70	9.8	98	1150	KYRK-F
5. KKLZ-F	(AOR)	60/ 7.1	8.6	4.7	5.7	3.6	6.5	62/ 709	676/14.1	11.7	8.9	120	10.5	105	632	KKLZ-F
6. KMZQ-F	(AC)	52/ 6.1	4.9	6.0	8.1	10.1	6.3	52/ 673	662/13.8	11.4	17.4	149	5.1	51	429	KMZQ-F
7. KORK	(BB)	44/ 5.2	2.7	5.9	4.0	4.6	4.5	45/ 416	398/ 8.3	8.5	6.1	56	2.9	29	230	KORK
8. KOMP-F	(AOR)	41/ 4.8	4.4	7.1	9.1	8.5	6.4	44/ 683	630/13.1	12.2	18.9	121	8.2	82	752	KOMP-F
9. KLSQ-F	(O)	23/ 3.3	3.4	3.3	2.2	3.2	3.1	28/ 425	415/ 8.6	8.1	9.2	124	2.1	21	327	KLSQ-F
10. KRLV-F	(AC)	26/ 3.1	3.5	1.7	---	---	2.1	26/ 326	323/ 6.7	4.8	---	152	1.5	15	342	KRLV-F
11. KENO	(O)	20/ 2.4	1.8	2.2	1.6	1.4	2.0	20/ 363	363/ 7.6	5.2	5.5	113	1.9	19	286	KENO
12. KDWN	(T)	18/ 2.1	3.7	3.9	2.7	3.1	3.1	19/ 368	348/ 7.3	6.6	9.6	48	2.6	26	363	KDWN
13. KMTW	(B)	17/ 2.0	1.4	.4	1.2	1.2	1.3	17/ 267	267/ 5.6	3.4	3.4	155	2.0	20	229	KMTW
KNUU	(T)	17/ 2.0	3.0	3.3	2.9	1.3	2.8	17/ 350	350/ 7.3	8.1	6.9	95	1.4	14	201	KNUU
15. KEYV-F	(J/NA)	15/ 1.8	3.9	2.4	2.5	3.1	2.7	15/ 235	235/ 4.9	5.5	7.0	150	2.4	24	272	KEYV-F
KRRI-F	(O)	15/ 1.8	2.1	1.8	2.5	1.9	2.1	15/ 313	313/ 6.5	7.2	5.7	161	2.1	21	288	KRII-F

12+ FM SHARE (METRO): 80.14% (577 of 720) (SPG 87: 82.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KFMS-AF	1. KFMS-AF	1. KXTZ-F>	1. KFMS-AF	1. KXTZ-F	1. KLUC-F	1. KLUC-F	1. KXTZ-F
KYRK-F>>	2. KKLZ-F	2. KFMS-AF	2. KKLZ-F<	2. KMZQ-F<	2. KFMX-AF>	2. KLUC-F<	2. KFMS-AF	2. KFMS-AF<	2. KYRK-F	2. KFMS-F>
3.	3. KOMP-F	3. KKLZ-F	3. KMZQ-F	3. KXTZ-F<	3. KORK >	3. KXTZ-F	3. KLUC-F	3. KXTZ-F	3. KXTZ-F	3. KLUC-F
4.	4. KYRK-F	4. KMZQ-F	4. KLUC-F	4. KKLZ-F	4.	4. KKLZ-F	4. KKLZ-F<	4. KYRK-F	4. KFMS-F	4. KNUU
5.	5. KFMS-AF	5. KYRK-F	5. KXTZ-F	5. KLUC-F	5.	5. KYRK-F	5. KMZQ-F	5. KMZQ-F	5. KKLZ-F	KYRK-F
							6. KYRK-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KLUC-F	1. KLUC-F	1. KMZQ-F	1. KLUC-F	1. KFMS-AF
2. KYRK-F>>	2. KMZQ-F	2. KLUC-F>	2. KMZQ-F<	KXTZ-F
3. KLSQ-F	3. KYRK-F>	3. KYRK-F	3. KFMS-AF	3. KMZQ-F
4. KMZQ-F	4. KLSQ-F	4. KFMS-AF	KYRK-F	4. KLUC-F
KOMP-F	KOMP-F	KOMP-F	5. KXTZ-F	5. KYRK-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLUC-F<	1. KKLZ-F>	1. KKLZ-F>	1. KKLZ-F>	1. KKLZ-F
2. KKLZ-F	2. KLUC-F	2. KFMS-AF<	2. KFMS-AF	2. KFMS-AF>
3. KOMP-F	3. KOMP-F	3. KOMP-F<	3. KLUC-F	3. KMZQ-F
4. KYRK-F	4. KFMS-AF	4. KLUC-F>>	4. KOMP-F	4. KOMP-F
5.	5. KYRK-F	5. KYRK-F	5. KMZQ-F	5. KLUC-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		158 (2)	158 (2)	21.9	13.8
AOR/CLASSIC	7 (1)	101 (2)	108 (3)	15.0	14.9
AC/OLDIES/SOFT ROCK	20 (1)	121 (4)	141 (5)	19.6	22.5
MOR/VARIETY/FULL					
COUNTRY	5 (1)	88 (1)	93 (2)	12.9	9.5
BLACK/URBAN	17 (1)		17 (1)	2.4	7.5
BTFL MUSIC/EZ		94 (1)	94 (1)	13.1	15.2
NEWS/TALK	44 (3)		44 (3)	6.1	5.4
NOSTALGIA	44 (1)		44 (1)	6.1	5.7
RELIGION/GOSPEL					0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		15 (1)	15 (1)	2.1	
UNKNOWN/OTHERS	6 (1)		6 (1)	0.8	
	143 (9)	577 (11)	720 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLAV	1230	Las Vegas	.7/1.5
KROL	870	Laughlin	1.1/2.3
KRSR	1140	North Las Vegas	.8/2.9

MISCELLANEOUS COMMENTS KLSQ-F sold by SRO to Southwest for $2,750,000 (Fischer)... KLVV-F (Pahrump) sold to EZ for $2,000,000 (Ansbacher)...

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	,$ 22.00	(Roslin)		Claire Reis
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	,$ 17.00	(Christal)	Lotus	Tony Bonnici
KRSR, 1140, 10 KW/2.5 KW (DA-N)	, CHR/AOR	,$ 16.00	(Mc-Guild)	Nationwide	Keith Gerst
KNUU, 970, 5 KW/500 W (DA-2)	, TALK	CBS,MBS,$ 15.00	(---)		Dough Trenner
KORK, 920, 5 KW/500 W (DA-N)	, NOSTALGIA	ABC-I,$ 25.00	(MMR)	Anchor	Don Hodges
KMTW, 1340, 1 KW	, BLACK	SMN,$ 16.00	(Banner)	Medina	Craig Hodgson
KEYV-F, 93.1, 50 KW @ 103,	JAZZ/NEW AGE	,$ 30.00	(HNWH)		Len Howard
KFMS-F, 101.9, 100 KW @ 1110,	COUNTRY	,$ 47.00	(Katz)		Al Cohen
KKLZ-F, 96.3, 100 KW @ 1170,	CLASSIC AOR	,$ 34.00	(Banner)	Medina	Craig Hodgson
KLSQ-F, 95.5, 100 KW @ 1120,	OLDIES	,$ 27.00	(Torbet)		Rosanne Berkey
KLUC-F, 98.5, 100 KW @ 1180,	CHR	ABC-C,$ 61.00	(Mc-Guild)	Nationwide	Keith Gerst
KMZQ-F, 100.5, 98 KW @ 1180,	AC	,$ 44.00	(Republic)	Olympic	Larry Shipp
KOMP-F, 92.3, 100 KW @ 1520,	AOR	,$ 40.00	(Christal)	Lotus	Tony Bonnici
KRRI-F, 105.5, 120 W @ 1477,	OLDIES	MBS,$ 21.00	(Torbet)		Art Kevin
KXTZ-F, 94.1, 100 KW @ 1210,	BTFL/EZ	,$ 45.00	(Durpetti)	Parker	Tom Hamm
KYRK-F, 97.1, 50 KW @ 1950,	CHR/URBAN	ABC-E,$ 35.00	(MMR)	Anchor	Don Hodges
KRLV-F, 106.3, 100 KW @ 1155,	SOFT AC	,$ 26.00	(Eastman)		Lorraine Arms

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LEXINGTON

Arbitron Rank/Pop (12+): 127/277,200

MSA Rank/Pop: 139/335,000
ADI # 76
Average Person Ratings: 14.5
Market TSL: 19.3 hours

Stations: 17/17
Diaries: 746/372:1/52.4%
Sample Target: 660
% Below Line: 3.5
% Not Listed: 10.2

1987 Revenue: $10,700,000
HH Inc.: $31,229
Retail $: 2.4 Bil
Pop per Station: 19,800
#1 Biller: WVLK-F $2,400,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F (C)	62/15.4	16.5	13.0	17.2	16.5	----	224/2442	802/28.9	30.3	26.9	103	13.7	63	728	WVLK-F
2. WKQQ-F (AOR)	60/14.9	13.0	9.9	10.9	14.4	----	122/1276	699/25.2	24.4	23.6	104	20.7	95	755	WKQQ-F
3. WLAP-F (CHR)	56/13.9	15.5	14.2	9.7	14.0	----	140/1867	859/31.0	30.3	28.8	88	14.3	66	878	WLAP-F
4. WVLK (MOR)	40/ 9.9	8.8	9.9	10.0	9.3	----	46/ 733	579/20.9	20.9	21.1	119	6.5	30	545	WVLK
5. WFMI-F (CHR)	32/ 7.9	9.5	10.6	13.2	8.4	----	43/ 759	543/19.6	23.3	24.4	46	13.7	63	753	WFMI-F
6. WCOZ-F (AC)	22/ 5.5	4.3	4.8	6.0	6.0	----	23/ 379	319/11.5	12.3	10.1	156	3.0	14	241	WCOZ-F
7. WMGB-F (AC)	15/ 3.7	3.8	5.0	2.7	1.4	----	17/ 405	309/11.1	12.7	12.2	122	4.8	22	354	WMGB-F
8. WLAP (MOR)	13/ 3.2	3.3	3.6	5.0	4.2	----	15/ 431	319/11.5	11.6	10.2	128	2.6	12	250	WLAP
9. WBBE (BB)	11/ 2.7	3.0	3.4	3.2	3.0	----	20/ 214	151/ 5.4	4.7	3.6	52	1.1	5	118	WBBE
WCGW (R/G)	11/ 2.7	2.0	1.2	.7	---	----	15/ 163	94/ 3.4	2.3	3.1	100	2.0	9	83	WCGW
11. WLXG (O)	10/ 2.5	2.5	3.6	4.0	4.4	----	15/ 360	276/10.0	7.5	9.6	164	1.5	7	172	WLXG
12. WHAS (MOR)	7/ 1.7	1.3	.7	1.7	2.8	----	55/ 923	200/ 7.2	4.5	4.8	82	1.3	6	108	WHAS
WJMM-F (R/G)	7/ 1.7	2.8	2.9	2.2	1.9	----	9/ 223	174/ 6.3	6.8	7.5	135	1.1	5	138	WJMM-F
14.															
15.															

12+ FM SHARE (METRO): 70.99% (257 of 362) (SPG 87: 68.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFMI-F>>	1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WVLK-F<	1. WVLK-F	1. WVLK-F<	1. WVLK-F<	1. WKQQ-F	1. WKQQ-F<	1. WVLK
2. WKQQ-F	2. WLAP-F>>	2. WLAP-F	2. WVLK-F	2. WKQQ-F	2. WVLK >>	2. WVLK	2. WLAP-F	2. WVLK-F	2. WFMI-F>	WVLK-F
WLAP-F	3. WVLK-F	3. WVLK-F>	3. WLAP-F	3. WLAP-F	3.	3. WLAP-F<	3. WKQQ-F>	3. WLAP-F>>	3. WVLK-F	3. WLAP-F
4.	4. WFMI-F	4. WVLK	4. WVLK	4. WVLK	4.	4. WKQQ-F	4. WVLK	4. WVLK	4. WLAP-F	4. WFMI-F
5.	5.	5. WFMI-F	5. WCOZ-F	5. WCOZ-F	5.	5.	5.	5. WFMI-F	WVLK	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WLAP-F>>	1. WLAP-F>>	1. WLAP-F	1. WLAP-F>	1. WVLK-F
2. WFMI-F	2. WKQQ-F	2. WKQQ-F	2. WVLK-F	2. WLAP-F
WVLK-F	3. WVLK-F	3. WVLK-F	3. WKQQ-F>	3. WVLK
4. WKQQ-F	4. WFMI-F	4. WCOZ-F	4.	4. WCOZ-F
5.	5.	WVLK	5.	WKQQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKQQ-F>	1. WKQQ-F>>	1. WKQQ-F>>	1. WKQQ-F>>	1. WKQQ-F>
2. WLAP-F<	2. WLAP-F>	2. WLAP-F	2. WVLK-F	2. WVLK-F
3. WFMI-F	3. WVLK-F	3. WCOZ-F	3. WLAP-F	3. WVLK
4. WVLK-F	4. WFMI-F	WVLK-F	4. WVLK	4. WLAP-F
5.	5.	5. WVLK	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		91 (3)	91 (3)	25.1	28.3
AOR/CLASSIC		60 (1)	60 (1)	16.6	11.3
AC/OLDIES/SOFT ROCK	10 (1)	37 (2)	47 (3)	13.0	15.4
MOR/VARIETY/FULL	64 (4)		64 (4)	17.7	18.1
COUNTRY	6 (1)	62 (1)	68 (2)	18.8	15.7
BLACK/URBAN					
BTFL MUSIC/EZ	3 (1)		3 (1)	0.8	1.1
NEWS/TALK					
NOSTALGIA	11 (1)		11 (1)	3.0	3.8
RELIGION/GOSPEL	11 (1)	7 (1)	18 (2)	5.0	5.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.4
	105 (9)	257 (8)	362 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHRS	1380	Winchester	.7/1.7
WNVL	1250	Nicholasville	1.5/3.0
WLW	700	Cincinnati	1.0/3.2
WOKI-F	100.3	Oak Ridge	.7/4.4

RADIO STATIONS

WBEE, 1580, 10 KW/45 W (DA-1) , NOSTALGIA	,$ 15.00	(Republic)	Audubon	(GEORGETOWN)	
WLAP, 630, 5 KW/1 KW (DA-2) , MOR	CBS,US 2,$ 27.00	(Mc-Guild)	Trumper		Dan Dorsett
WLXG, 1300, 2.5 KW/1 KW (DA-N) , OLDIES	NBC,$ 17.00	(HNWH)	Martin		David Curtis
WVLK, 590, 5 KW/1 KW (DA-2) , MOR	ABC-I,$ 40.00	(Katz)	Bluegrass		Ralph Hacker
WCOZ-F, 96.7, 3 KW @ 300, SOFT AC	NBC,$ 19.00	(HNWH)	Martin	(PARIS)	David Curtis
WFMI-F, 100.1, 1 KW @ 460, CHR	ABC-F,$ 35.00	(Roslin)	Cromwell	(WINCHESTER)	Larry Trimmer
WKQQ-F, 98.1, 100 KW @ 551, AOR	,$ 54.00	(Christal)	Village		Keith Yarber
WLAP-F, 94.5, 100 KW @ 660, CHR	US 1,$ 50.00	(Mc-Guild)	Trumper		Dan Dorsett
WVLK-F, 92.9, 100 KW @ 854, COUNTRY	,$ 60.00	(Katz)	Bluegrass		Ralph Hacker
WMGB-F, 103.1, 3 KW @ 300, AC	,$ 23.00	(Republic)	Audubon	(GEORGETOWN)	
WJMM-F, 106.3, 3 KW @ 316, RELIGION	,$ 16.00	(---)	Mortenson	(VERSAILLES)	Ed Wright

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LINCOLN

Arbitron Rank/Pop (12+): 168/177,300

MSA Rank/Pop: 201/207,200
ADI # 89
Average Person Ratings: 15.9
Market TSL: 21.3 hours

Stations: 16/11
Diaries: 571/311:1/58.4%
Sample Target: 550
% Below Line: 9.6
% Not Listed: 8.5

1987 Revenue: $7,000,000
HH Inc.: $36,788
Retail $: 1.24 Bil
Pop per Station: 16,118
#1 Biller: KFOR $1,700,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFOR	(MOR)	36/12.8	---	10.1	---	8.3	----	40/544	444/25.0	---	24.1	91				KFOR
2. KFRX-F	(CHR)	33/11.7	---	14.7	---	17.4	----	50/713	468/26.4	---	33.0	71				KFRX-F
3. KTGL-F	(AOR)	32/11.3	---	---	---	---	----	40/471	350/19.7	---	---	104				KTGL-F
4. KLDZ-F	(O)	29/10.3	---	11.4	---	1.1	----	30/408	362/20.4	---	25.0	148				KLDZ-F
5. KFMQ-F	(AOR)	27/ 9.6	---	15.3	---	13.4	----	28/419	379/21.4	---	28.7	94				KFMQ-F
6. KHAT A/F	(AC)	24/ 8.5	---	7.5	---	10.2	----	26/290	235/13.3	---	15.8	121				KHAT A/F
7. KZKX-F	(C)	19/ 6.7	---	4.9	---	7.6	----	25/312	214/12.1	---	7.7	113				KZKX-F
8. KLIN-F	(EZ)	18/ 6.4	---	9.4	---	11.6	----	28/453	318/17.9	---	15.4	75				KLIN-F
9. KFAB	(MOR)	12/ 4.3	---	3.9	---	2.5	----	54/857	244/13.8	---	10.8	65				KFAB
10. KLIN	(MOR)	11/ 3.9	---	5.2	---	5.4	----	11/247	209/11.8	---	13.2	87				KLIN
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 72.87% (188 of 258) (SPG 87: 73.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KFRX-F>>	1. KTGL-F	1. KTGL-F	1. KLDZ-F	1. KLDZ-F	1. KFOR >>	1. KFOR >	1. KLDZ-F	1. KTGL-F	1. KFRX-F	1. KTGL-F
2.	2. KFMQ-F	2. KFMQ-F	2. KTGL-F	2. KFOR	2. KLDZ-F	2. KFRX-F	2. KTGL-F	2. KFMQ-F	2. KFMQ-F	2. KFAB
3.	3. KFRX-F	KFRX-F	3. KHAT-AF	KTGL-F	KLIN-F	3. KLDZ-F	3. KFOR	3. KFRX-F	3. KTGL-F	3. KFMQ-F
4.	4. KHAT-AF	4. KLDZ-F	4. KFOR	4. KHAT-AF	4.	4. KLIN-F	4. KHAT-AF	<4. KFOR	4. KFOR	KLDZ-F
5.	5.	5. KHAT-AF	5. KFMQ-F	5. KFMQ-F	5.	5.	5. KFRX-F	KLDZ-F	5.	5. KFRX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KFRX-F	1. KFRX-F	1. KHAT-AF	1. KFRX-F	1. KLDZ-F	1. KTGL-F>	1. KFMQ-F>	1. KFMQ-F>	1. KFMQ-F	1. KTGL-F>
2. KTGL-F>	2. KHAT-AF	2. KLDZ-F	2. KHAT-AF	2. KHAT-AF>	2. KFMQ-F	2. KTGL-F>>	2. KTGL-F<	2. KTGL-F>	2. KFMQ-F
3. KHAT-AF	3. KTGL-F>	3. KFRX-F	3. KLDZ-F	3. KFOR	KZKX-F	3. KHAT-AF	3. KFOR	3. KLDZ-F>	3. KFOR
4.	4. KLDZ-F	4. KTGL-F	4. KTGL-F	KFRX-F	4.	4. KZKX-F	KHAT-AF	4.	KLDZ-F
5.	5.	KZKX-F	5.	5. KZKX-F	5.	5.	KLDZ-F	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		37 (2)	37 (2)	14.3	16.5
AOR/CLASSIC		66 (3)	66 (3)	25.6	21.1
AC/OLDIES/SOFT ROCK	6 (1)	48 (3)	54 (4)	20.9	26.3
MOR/VARIETY/FULL	59 (3)		59 (3)	22.9	20.7
COUNTRY	3 (1)	19 (1)	22 (2)	8.5	5.3
BLACK/URBAN					
BTFL MUSIC/EZ		18 (1)	18 (1)	7.0	10.2
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC	2 (1)		2 (1)	0.8	
UNKNOWN/OTHERS					
	70 (6)	188 (10)	258 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLMS	1480	Lincoln	.7/2.8
KEFM-F	96.1	Omaha	.4/4.1
KEZO-F	92.3	Omaha	2.5/9.6
KGOR-F	99.9	Omaha	1.4/4.9
WOW	94.1	Omaha	1.1/5.3

MISCELLANEOUS COMMENTS KHAT A/F sold by TM to Marathon for $_____... KLMS, KFMQ-F sold by Woodward to Midwest for $2,800,000 (Frank Boyle)...

RADIO STATIONS

KFOR, 1240, 1 KW	, MOR	ABC-I,$ 29.00	(Mc-Guild)	Summit		Roger Larson
KLIN, 1400, 1 KW	, MOR	MBS,$ 17.00	(Torbet)			Norton Warner
KLMS, 1480, 5 KW/1 KW (DA-2)	, JAZZ/NEW AGE	CBS,$ 14.00	(Eastman)	Midwest		Dennis Ryan
KFMQ-F, 101.9, 100 KW @ 275, AOR		Source,$ 33.00	(Eastman)	Midwest		Dennis Ryan
KFRX-F, 102.7, 100 KW @ 500, CHR		,$ 33.00	(Mc-Guild)	Summit		Roger Larson
KHAT-F, 106.3, 3 KW @ 145, AC		US 1,$ 23.00	(Durpetti)	Marathon		Dan Charleston
KLDZ-F, 95.3, 3 KW @ 150, OLDIES		,$ 22.00	(Katz)			Harley Lampman
KLIN-F, 107.3, 100 KW @ 550, BTFL/EZ		MBS,$ 21.00	(Torbet)			Charlie Michaels
KTGL-F, 92.9, 100 KW @ 809, CLASSIC AOR		,$ 16.00	(K & P)		(BEATRICE)	Mark O'Brien
KZKX-F, 96.9, 100 KW @ 610, COUNTRY		ABC-D,$ 17.00	(Republic)		(SEWARD)	Don Cavaleri

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LITTLE ROCK

Arbitron Rank/Pop (12+): 82/415,300

MSA Rank/Pop: 97/512,000
ADI # 55
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 19/19
Diaries: 787/528:1/51.3%
Sample Target: 800
% Below Line: 0
% Not Listed: 8.4

1987 Revenue: $12,000,000
HH Inc.: $32,274
Retail $: 3.4 Bil
Pop per Station: 21,858
#1 Biller: KSSN-F $3,000,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	140/20.3	20.6	15.5	15.9	17.7	----	292/2827	1260/30.3	29.5	26.1	133	14.7	108	1202	KSSN-F
2. KKYK-F (CHR)	80/11.6	10.5	8.4	9.6	11.7	----	159/2349	1229/29.6	27.0	26.8	95	11.1	81	1375	KKYK-F
3. KEZQ-F (EZ)	77/11.2	8.8	10.8	12.0	10.4	----	121/1227	757/18.2	16.5	17.7	98	7.4	54	614	KEZQ-F
4. KIPR-F (B/U)	52/ 7.5	3.2	2.5	1.7	.9	----	84/ 843	492/11.8	6.8	7.2	80	10.1	74	737	KIPR-F
5. KZOU-F (CHR)	47/ 6.8	9.1	11.2	12.3	10.3	----	100/1487	747/18.0	22.4	23.0	53	9.4	69	997	KZOU-F
6. KHLT-F (AC)	44/ 6.4	6.9	5.5	4.9	5.3	----	76/1090	688/16.6	16.2	15.3	153	7.5	55	701	KHLT-F
7. KARN (N/T)	43/ 6.2	6.8	6.1	6.5	7.5	----	53/ 744	598/14.4	15.3	12.8	48	6.3	46	523	KARN
8. KMJX-F (AOR)	39/ 5.7	4.9	9.0	4.8	8.7	----	52/ 706	542/13.1	10.0	14.9	111	11.2	82	880	KMJX-F
9. KWTD-F (B)	22/ 3.2	6.0	6.1	5.1	3.2	----	22/ 213	213/ 5.1	9.5	10.7	38	3.0	22	301	KWTD-F
10. KZLR-F (AOR)	20/ 2.9	2.1	2.1	---	---	----	33/ 590	401/ 9.7	5.5	4.9	166	3.4	25	347	KZLR-F
11. KEZQ (EZ)	13/ 1.9	.9	.6	.6	1.2	----	15/ 154	90/ 2.2	3.5	3.2	63	.7	5	75	KEZQ
12. KOKY (B)	12/ 1.7	3.2	5.2	8.0	6.3	----	12/ 220	220/ 5.3	9.0	12.3	35	4.9	36	399	KOKY

12+ FM SHARE (METRO): 83.99% (530 of 631) (SPG 87: 78.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZOU-F	1. KSSN-F<	1. KSSN-F>	1. KSSN-F>>	1. KSSN-F>>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F>	1. KSSN-F	1. KIPR-F
2. KKYK-F>	2. KKYK-F	2. KKYK-F>	2. KKYK-F	2. KEZQ-F	2. KEZQ-F>	2. KKYK-F	2. KEZQ-F>>	2. KKYK-F	2. KKYK-F	2. KARN
3. KIPR-F	3. KIPR-F	3. KIPR-F	3. KHLT-F	KKYK-F	3. KARN >	3. KEZQ-F	3. KKYK-F	3. KEZQ-F	3. KARN	KSSN-F
4. KWTD-F	4. KMJX-F>	4. KHLT-F	4. KEZQ-F	4. KHLT-F	4. KHLT-F	4. KARN	4. KHLT-F	4. KIPR-F	4. KIPR-F	4. KMJX-F
5.	5. KZOU-F	KMJX-F	5. KMJX-F<	5. KMJX-F<	5. KKYK-F	KHLT-F	5. KIPR-F	5. KZOU-F<	5. KMJX-F	5.
			6. KIPR-F	6. KIPR-F				6. KHLT-F	KWTD-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKYK-F>	1. KKYK-F	1. KSSN-F	1. KSSN-F	1. KSSN-F>>
2. KMJX-F	2. KSSN-F>>	2. KKYK-F>	2. KKYK-F>	2. KKYK-F
KSSN-F	3. KMJX-F	3. KHLT-F	3. KHLT-F	3. KHLT-F
4.	4. KHLT-F	4. KIPR-F	4. KEZQ-F	4. KEZQ-F>
5.	KZOU-F	KZOU-F	KMJX-F	5.
	6. KIPR-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KIPR-F>>	1. KIPR-F	1. KSSN-F	1. KSSN-F>>	1. KSSN-F>>
2. KKYK-<	2. KSSN-F	2. KIPR-F	2. KIPR-F	2. KEZQ-F
KZOU-F	3. KKYK-F	KZLR-F+	3. KKYK-F	3. KMJX-F
4. KMJX-F	4. KMJX-F	4. KKYK-F	KMJX-F>	4. KIPR-F
KSSN-F	5. KZLR-F+	KMJX-F	5. KZLR-F+	KKYK-F
				6. KZLR-F+

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		127 (2)	127 (2)	20.1	21.6
AOR/CLASSIC		59 (2)	59 (2)	9.4	12.2
AC/OLDIES/SOFT ROCK		53 (2)	53 (2)	8.4	6.5
MOR/VARIETY/FULL	6 (2)		6 (2)	1.0	
COUNTRY		140 (1)	140 (1)	22.2	23.2
BLACK/URBAN	12 (1)	74 (2)	86 (3)	13.6	12.3
BTFL MUSIC/EZ	13 (1)	77 (1)	90 (2)	14.3	12.5
NEWS/TALK	43 (1)		43 (1)	6.8	6.7
NOSTALGIA					
RELIGION/GOSPEL	22 (3)		22 (3)	3.5	4.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	5 (1)		5 (1)	0.8	0.8
	101 (9)	530 (10)	631 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAAY	1090	Little Rock	.6/3.6
KCHB	1500	Jacksonville	.7/2.6
KCON	1230	Conway	.4/2.4
KHLT	1010	Little Rock	.4/2.7
KITA	1440	Little Rock	1.3/4.8
KMTL	760	Sherwood	1.3/2.6
KQLV-F	102.3	Sheridan	1.3/2.8

MISCELLANEOUS COMMENTS KSSN-F sold by Barnstable to Southern Skies for $10,000,000... KKYK-F sold to Shepard for $6,500,000 (Americom)... KLRA changes to KHLT and format from Country to MOR/TALK... KFXE changes to KIPR (December 1987)... KAUL-F changes calls to KQLV-F...

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, TALK/NEWS	CBS,$ 39.00	(Banner)		Neal Gladner
KHLT, 1010, 10 KW/5 KW (DA-N)	, MOR/TALK	NBC,$ 20.00	(Mc-Guild)	Signal	Terrell Metheny
KOKY, 1250, 2.5 KW/500 W (DA-2)	, BLACK	,$ 22.00	(Christal)	Encore	Hal Smith
KEZQ-F, 100.3, 44 KW @ 1369,	BTFL/EZ	US 2,$ 37.00	(MMR)		Wally Tucker
KHLT-F, 94.1, 100 KW @ 1275,	AC	,$ 42.00	(Mc-Guild)	Signal	Terrell Metheny
KKYK-F, 103.7, 100 KW @ 1510,	CHR	,$ 53.00	(Banner)	Shepard	
KMJX-F, 105.1, 100 KW @ 1054,	AOR	ABC-R,$ 40.00	(HNWH)	Coastal	Dick Booth
KSSN-F, 95.7, 100 KW @ 1664,	COUNTRY	ABC-E,$ 80.00	(Katz)	Southern Skies	Jerry Atchly
KZLR-F, 94.9, 100 KW @ 1843,	AOR/CHR	,$ 26.00	(Durpetti)	Southern Starr (PINE BLUFF)	Steve McNamara
KZOU-F, 98.5, 100 KW @ 1286,	CHR	,$ 45.00	(Christal)	Encore	Hal Smith
KIPR-F, 92.3, 100 KW @ 938,	BLACK/URBAN	,$ 24.00	(Banner)	(PINE BLUFF)	Cal Arnold
KWTD-F, 106.3, 3 KW @ 290,	BLACK	MBS,$ 27.00	(Roslin)	(LONOKE)	Thessia Dunn

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LOS ANGELES

Arbitron Rank/Pop (12+): 2/8,604,700

MSA Rank/Pop: 2/11,300,000
ADI # 2
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 46/46
Diaries: 4200/2103:1/42.9%
Sample Target: 3440
% Below Line: 0
% Not Listed: 8.0

1987 Revenue: $293,600,000
HH Inc.: $37,900
Retail $: 80.0 Bil
Pop per Station: 191,996
#1 Biller: KIIS A/F $29,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KPWR-F	(U/CHR)	1221/7.4	7.1	7.5	6.6	7.0	7.2	1313/18095	16383/18.6	17.7	17.1	70	10.8	1658	21159	KPWR-F
2. KIIS A/F	(CHR)	1062/6.5	6.8	7.2	6.5	7.4	6.8	1284/21281	17663/20.0	22.3	21.6	105	8.7	1337	19500	KIIS A/F
3. KABC	(T)	1015/6.2	5.8	5.5	5.8	5.2	5.8	1093/12979	11747/13.3	10.7	12.7	63	6.0	918	9196	KABC
4. KOST-F	(AC)	749/4.6	5.3	4.5	4.9	4.3	4.8	872/13386	11361/12.9	13.2	12.8	115	4.4	680	9545	KOST-F
5. KLOS-F	(AOR)	699/4.3	3.6	3.8	3.0	2.9	3.7	890/12410	9633/10.9	9.6	8.7	107	4.6	701	9556	KLOS-F
6. KTNQ	(SP)	686/4.2	3.0	3.0	2.3	3.1	3.1	705/ 5692	5487/ 6.2	4.6	5.0	119	1.8	282	3851	KTNQ
7. KJOI-F	(EZ)	683/4.2	3.9	4.3	4.5	4.9	4.2	713/ 8980	8482/ 9.6	9.3	9.4	52	2.1	324	3887	KJOI-F
8. KRTH-F	(O)	606/3.7	3.3	3.7	3.3	3.8	3.5	794/13126	10528/11.9	12.2	11.4	154	3.6	553	7380	KRTH-F
9. KROQ-F	(AOR)	558/3.4	3.4	3.7	4.3	4.1	3.7	630/ 9679	8678/ 9.8	9.6	10.8	53	4.8	739	8799	KROQ-F
10. KBIG-F	(AC)	555/3.4	3.3	4.0	4.3	3.7	3.8	669/ 9375	7750/ 8.8	11.2	10.2	126	2.6	398	5002	KBIG-F
11. KLVE-F	(SP)	511/3.1	2.8	2.5	2.8	3.0	2.8	530/ 5522	5162/ 5.8	5.1	5.8	119	1.2	190	3556	KLVE-F
12. KNX	(N)	473/2.9	3.0	3.2	2.8	3.0	3.0	639/12576	9818/11.1	11.9	10.9	83	2.4	362	8097	KNX
13. KFWB	(N)	451/2.7	3.3	4.2	2.6	3.0	3.2	475/10818	10282/11.6	15.3	12.1	70	2.6	395	8142	KFWB
14. KLSX-F	(AOR)	436/2.7	3.0	3.6	3.0	3.3	3.1	485/ 8486	7805/ 8.8	9.5	8.6	144	4.0	612	6483	KLSX-F
15. KIQQ-F	(AC)	401/2.4	2.5	2.8	2.7	2.9	2.6	445/ 6832	6155/ 7.0	8.7	8.2	121	1.7	267	4140	KIQQ-F
16. KMPC	(BB)	394/2.4	2.7	2.5	2.8	2.8	2.6	450/ 6791	5887/ 6.7	6.7	8.0	50	2.5	376	3795	KMPC
17. KZLA-F	(C)	342/2.1	2.4	2.1	2.5	1.9	2.3	392/ 4713	4095/ 4.6	5.8	4.8	124	2.9	447	[illegible]41	KZLA-F
18. KWKW	(SP)	316/1.9	1.8	1.0	1.2	1.6	1.5	318/ 2993	2975/ 3.4	1.9	3.1	126	1.5	223	2050	KWKW
19. KTWV-F	(J/NA)	278/1.7	2.4	2.3	2.7	2.5	2.3	329/ 6993	5888/ 6.7	6.8	7.5	153	1.8	272	5074	KTWV-F
20. KJLH-F	(B/U)	265/1.6	2.3	1.8	2.2	2.0	2.0	280/ 5016	4790/ 5.4	4.4	5.6	88	2.3	359	4150	KJLH-F
21. KLAC	(C)	256/1.6	1.2	1.4	1.0	1.4	1.3	300/ 5988	5146/ 5.8	3.9	5.2	100	1.1	173	2378	KLAC
22. KDAY	(B/U)	248/1.5	1.7	1.5	1.5	1.8	1.6	250/ 3744	3673/ 4.2	4.3	4.9	33	2.0	312	3428	KDAY
23. KFAC-F	(CL)	233/1.4	1.4	1.6	1.7	1.2	1.5	265/ 5049	4489/ 5.1	4.8	4.3	93	1.1	171	3569	KFAC-F
24. KFI	(T)	229/1.4	1.2	1.3	1.4	1.2	1.3	343/ 6597	4608/ 5.2	4.7	4.9	100	1.4	211	3072	KFI
25. KSKQ	(SP)	224/1.4	.9	.9	.7	.5	1.0	224/ 2302	2289/ 2.6	1.9	1.8	157	.3	41	1151	KSKQ
26. KMX-F	(AOR)	214/1.3	1.9	1.3	1.6	.9	1.5	250/ 5921	4828/ 5.5	4.9	4.0	146	1.5	232	3289	KNX-F
27. KRLA	(O)	209/1.3	1.3	1.1	1.2	1.5	1.2	240/ 4352	3825/ 4.3	4.4	4.4	115	.8	123	2306	KRLA
28. KALI	(SP)	190/1.2	1.1	.8	1.2	.9	1.1	190/ 2354	2354/ 2.7	2.1	2.6	108	.2	27	695	KALI
29. KNAC-F	(AOR)	174/1.1	1.1	1.1	.9	1.4	1.1	202/ 3221	2917/ 3.3	2.6	2.4	45	2.7	416	3197	KNAC-F
30. KSKQ-F	(SP)	172/1.0	.8	.5	.4	.6	.7	178/ 2063	2003/ 2.3	1.9	2.8	110	.4	62	1030	KSKQ-F
31. KKGO-F	(J)	165/1.0	1.2	1.0	1.0	1.1	1.1	188/ 3715	3348/ 3.8	3.4	3.2	120	1.4	207	2341	KKGO-F

12+ FM SHARE (METRO): 65.19% (9867 of 15135) (SPG 87: 67.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPWR-F>	1. KPWR-F	1. KIIS-AF	1. KIIS-AF>	1. KIIS-AF	1. KABC >	1. KIIS-AF	1. KIIS-AF	1. KPWR-F>	1. KPWR-F<	1. KABC >
2. KROQ-F<	2. KIIS-AF<	KPWR-F>	2. KRTH-F	2. KRTH-F	2. KJOI-F>	2. KABC >	KPWR-F	2. KIIS-AF>	2. KABC	2. KNX
3. KIIS-AF<	3. KLOS-F>	3. KLOS-F	3. KPWR-F	3. KOST-F<	3. KFWB <	3. KPWR-F	3. KJOI-F	3. KLOS-F	3. KOST-F	3. KFWB >
4. KDAY	4. KOST-F	4. KOST-F	4. KOST-F<	4. KPWR-F	4. KNX <	4. KTNQ	4. KABC	4. KJOI-F	4. KIIS-AF	4. KPWR-F
5.	5. KROQ-F	5. KRTH-F	5. KTNQ	5. KTNQ	5. KMPC	5. KLOS-F	KBIG-F	5. KOST-F	5. KROQ-F	5. KOST-F
6.	6. KTNQ	6. KTNQ	6. KLOS-F	6. KLOS-F	6. KBIG-F	6. KFWB	6. KOST-F	6. KABC	6. KTNQ	6. KJOI-F
7.	7. KLSX-F	7. KLVE-F<	7. KBIG-F	7. KBIG-F	7. KTNQ <	KOST-F<	7. KLOS-F	7. KROQ-F	7. KLVE-F	7. KLSX-F
8.	8. KLVE-F	8. KLSX-F	8. KLSX-F	8. KABC	8. KOST-F<	8. KNX	8. KRTH-F	KRTH-F	8. KNX	8. KRTH-F
9.	9. KRTH-F>	9. KBIG-F	9. KLVE-F	KLSX-F	9. KRTH-F<	9. KRTH-F	9. KTNQ	KTNQ	9. KLOS-F	KTNQ
10.	10. KBIG-F	10. KROQ-F	10. KABC	10. KLVE-F	10. KIIS-AF	10. KJOI-F	10. KIQQ-F	10. KBIG-F	10. KJOI-F	10. KIIS-F
							KLSX-F		KRTH-F	
							KLVE-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KPWR-F>	1. KIIS-AF<	1. KIIS-AF>	1. KIIS-AF	1. KIIS-AF
2. KIIS-AF>	2. KPWR-F>	2. KOST-F	2. KPWR-F	2. KOST-F>
3. KOST-F	3. KOST-F>	3. KPWR-F	3. KOST-F>	3. KBIG-F
4. KROQ-F>	4. KLOS-F	4. KLOS-F	4. KBIG-F	4. KPWR-F<
5. KLOS-F	5. KROQ-F<	5. KTNQ	5. KLVE-F<	5. KRTH-F
6. KJLH-F<	6. KLVE-F	KRTH-F	6. KRTH-F	6. KLVE-F
7. KLVE-F	7. KTNQ	7. KLVE-F	7. KLOS-F	7. KTNQ
8. KTNQ	8. KRTH-F	8. KLSX-F	KTNQ	8. KIQQ-F
9. KRTH-F	9. KBIG-F	9. KNX-F	9. KROQ-F	9. KABC
10. KALI	10. KLSX-F	10. KTWV-F	10. KIQQ-F	KJOI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPWR-F<	1. KLOS-F	1. KLOS-F	1. KLOS-F	1. KRTH-F
2. KLOS-F>	2. KPWR-F>	2. KPWR-F	2. KPWR-F	2. KLOS-F<
3. KROQ-F	3. KIIS-F	3. KLSX-F	3. KIIS-AF	3. KTNQ
4. KIIS-AF>	4. KLSX-F	4. KTNQ	4. KRTH-F<	4. KIIS-AF<
5. KLVE-F	5. KROQ-F	5. KRTH-F	5. KTNQ	5. KLSX-F<
6. KLSX-F	KTNQ >	6. KIIS-AF	6. KLSX-F>	6. KPWR-F
7. KNAC-F	7. KLVE-F	7. KLVE-F	7. KROQ-F<	7. KABC
8. KTNQ	8. KRTH-F	8. KROQ-F	8. KLVE-F<	8. KOST-F
9. KOST-F	9. KOST-F>	9. KOST-F	9. KOST-F<	9. KBIG-F
10. KDAY <	10. KNAC-F	10. KABC	10. KABC	10. KNX
11. KRTH-F		KNX-F		

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	66 (1)	996 (1)	1062 (2)	7.0	8.5
AOR/CLASSIC		2169 (6)	2169 (6)	14.3	12.6
AC/OLDIES/SOFT ROCK	570 (3)	2311 (4)	2881 (7)	19.0	21.8
MOR/VARIETY/FULL					
COUNTRY	256 (1)	389 (2)	645 (3)	4.3	3.6
BLACK/URBAN	379 (2)	1641 (3)	2020 (5)	13.3	13.9
BTFL MUSIC/EZ		683 (1)	683 (1)	4.5	5.3
NEWS/TALK	1992 (4)		1992 (4)	13.2	12.7
NOSTALGIA	394 (1)		394 (1)	2.6	3.1
RELIGION/GOSPEL	51 (1)	211 (3)	262 (4)	1.7	1.6
SPANISH	1416 (4)	683 (2)	2099 (6)	13.9	9.8
CLASSICAL		233 (1)	233 (1)	1.5	1.4
JAZZ/NEW AGE		443 (2)	443 (2)	2.9	5.7
UNKNOWN/OTHERS	144 (2)	108 (2)	252 (4)	1.7	
	5268 (19)	9867 (27)	15135 (46)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KACE-F	103.9	Inglewood	.9/3.1
KBRT	740	Avalon	.3/1.1
KEZY-F	95.9	Anaheim	.3/1.6
KFSG-F	96.3	Los Angeles	.3/1.5
KGFJ	1230	Los Angeles	.8/1.8
KGIL	1260	San Fernando	.3/ .8
KGRB	900	West Covina	.4/1.0
KIEV	870	Glendale	.5/2.5
KIKF-F	94.3	Garden Grove	.3/ .7
KKLA-F	99.5	Los Angeles	.5/1.9
KMAX-F	107.1	Arcadia	.3/1.2
KMPC-F	101.9	Glendale	.5/2.9
KRTH	930	Los Angeles	.8/3.6
KYMS-F	106.3	Santa Ana	.5/1.3

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-T,ABC-I,$400.00	(Katz)	Cap Cities/ABC		George Green
KALI, 1430, 5 KW (DA-2)	, HISPANIC	,$ 78.00	(MMR)	United	(SAN GABRIEL)	Raul Ortal
KBRT, 740, 10 KW (DAYS,DA)	, RELIGION	,$ 50.00	(---)		(AVALON)	Jim Graves
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN,$100.00	(Roslin)	Heritage	(SANTA MONICA)	Ed Kerby
KFI , 640, 50 KW	, TALK	MBS,$160.00	(Christal)	Cox		Howard Neal
KFWB, 980, 5 KW	, NEWS	UPI,NBC,$300.00	(Group W)	Westinghouse		Chris Claus
KGFJ, 1230, 1 KW	, BLACK OLDIES	SMN,SBN,$ 70.00	(Roslin)			Bill Shearer
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC-D,$125.00	(Eastman)	Malrite		Norm Epstein
KMPC, 710, 50 KW/10 KW (DA-N)	, NOSTALGIA	,$275.00	(Durpetti)	Golden West		Bill Ward
KNX , 1070, 50 KW	, NEWS	CBS,$330.00	(CBS)	CBS		George Nicholaw
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	,$110.00	(MMR)	Greater Media		Bob Moore
KRTH, 930, 5 KW (DA-N)	, OLDIES	US 1,$ NA	(Republic)	RKO		Pat Norman
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	,$ 90.00	(SBS)	Spanish Broadcasting		
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	,$160.00	(Caballero)	Heftel		Ken Wolt
KWKW, 1300, 5 KW/1 KW (DA-2)	, HISPANIC	,$ 90.00	(Lotus)	Lotus		Jose Cabrera

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, BLACK		APR,$ 70.00	(K & P)	All Pro	(INGLEWOOD)	Jim Maddox
KBIG, 104.3, 105 KW @ 2890, BTFL/EZ		,$270.00	(CBS)	Bonneville		Kari Winston
KFAC, 92.3, 43 KW @ 2835, CLASSICAL		,$200.00	(Mc-Guild)			Louise Heifetz
KFSG, 96.3, 54 KW @ 480, RELGION		APR,$ 40.00	(---)			Alan Bowles
KIIS, 102.7, 8 KW @ 2790, CHR		,$550.00	(Mc-Guild)	Gannett		Lynn Anderson-Powell
KGIL, 94.3, 3 KW @ -180, AC		,$ 45.00	(HNWH)	Buckley	(SAN FERNANDO)	Dick McGeary
KIQQ, 100.3, 5 KW @ 3060, SOFT AC		Trans,$205.00	(HNWH)	Outlet		Tom Mosher
KJLH, 102.3, 3 KW @ 300, BLACK		,$119.00	(Roslin)		(COMPTON)	Carl Farley
KJOI, 98.7, 75 KW @ 1180, BTFL/EZ		,$280.00	(Banner)	Legacy to Command		Bob Griffith
KKGO, 105.1, 18 KW @ 2900, JAZZ		APR,$110.00	(CMBS)			Saul Levine
KLOS, 95.5, 63 KW @ 3129, AOR		ABC-R,$310.00	(Katz)	Cap Cities/ABC		Bill Sommers
KLSX, 97.1, 55 KW @ 770, CLASSIC AOR		,$300.00	(MMR)	Greater Media		Bob Moore
KLVE, 107.5, 30 KW @ 2800, HISPANIC		,$160.00	(Caballero)	Heftel		Ken Wolt
KMAX, 107.1, 3 KW @ ?? , ETHNIC/RELIGION		,$ 40.00	(---)		(ARCADIA)	Darby Cunningham
KMPC, 101.9, .7 KW @ 2848, AOR		,$100.00	(Durpetti)	Golden West	(GLENDALE)	Bill Ward
KNX , 93.1, 28 KW @ 3496, AOR		CBS-R,$145.00	(CBS)	CBS		Charlie Seraphin
KNAC, 105.5, 2 KW @ 400, AOR		ABC-F,$110.00	(---)			Gary Price
KOST, 103.5, 13 KW @ 3100, AC		,$390.00	(Christal)	Cox		Howard Neal
KPWR, 105.9, 72 KW @ 770, CHR/URBAN		,$415.00	(HNWH)	Emmis		Phil Newmark
KRTH, 101.1, 51 KW @ 3130, OLDIES		US 2,$355.00	(Republic)	RKO		Pat Norman
KROQ, 106.7, 6 KW @ 1388, AOR		,$340.00	(Torbet)	Infinity		Tony Berardini
KSKQ, 97.9, 79 KW @ 420, HISPANIC		,$ 75.00	(SBS)	Spanish Broadcasting		
KTWV, 94.7, 58 KW @ 2952, JAZZ/NEW AGE		SMN,Source,$250.00	(Banner)	Metropolitan to Legacy		Allan Chlowitz
KZLA, 93.9, 49 KW @ 720, COUNTRY		,$225.00	(Eatsman)	Malrite		Norm Epstein

CALL LETTER CHANGES

KNOB-F: Changes to KSKQ-F (February)

FORMAT CHANGES

KSKQ-F: From Soft AC to Hispanic (February)
KFI: From MOR/AC to Talk

STATION SALES

KTWV-F: From Metropolitan to Sillerman for $_____

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LOUISVILLE

Arbitron Rank/Pop (12+): 47/795,800

MSA Rank/Pop: 48/971,000
ADI # 47
Average Person Ratings: 15.9
Market TSL: 21.3 hours

Stations: 17/17
Diaries: 1242/641:1/53.1%
Sample Target: 1200
% Below Line: 0
% Not Listed: 7.3

1987 Revenue: $22,300,000
HH Inc.: $30,919
Retail $: 6.2 Bil
Pop per Station: 46,812
#1 Biller: WHAS $6,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F (C)	203/16.1	16.7	14.3	16.6	15.4	15.9	270/3061	2160/27.1	22.8	24.2	127	16.9	229	2368	WAMZ-F
2. WHAS (MOR)	195/15.4	17.7	16.1	13.0	16.2	15.6	269/3592	2559/32.2	32.3	33.1	103	14.2	192	2224	WHAS
3. WDJX-F (CHR)	138/10.9	9.1	9.3	9.5	9.1	9.7	203/2720	1877/23.6	20.7	22.6	72	12.0	163	1911	WDJX-F
4. WQMF-F (AOR)	112/ 8.9	9.2	8.8	8.8	7.9	8.9	152/1912	1416/17.8	20.7	18.6	88	10.8	147	1831	WQMF-F
5. WVEZ-F (AC)	87/ 6.9	6.1	8.5	9.0	7.5	7.6	104/1581	1338/16.8	17.7	15.2	138	5.6	76	1355	WVEZ-F
6. WRKA-F (AC)	83/ 6.6	5.1	7.9	5.3	8.1	6.5	86/1456	1413/17.8	16.5	20.3	152	6.6	89	1291	WRKA-F
7. WJYL-F (B)	75/ 5.9	4.7	4.1	6.1	5.7	5.2	86/ 960	844/10.6	8.2	10.1	92	8.9	121	1120	WJYL-F
8. WLRS-F (CHR)	73/ 5.8	5.3	6.3	5.9	6.5	5.8	76/1611	1503/18.9	20.7	18.6	81	6.6	90	1861	WLRS-F
9. WAVG (MOR)	56/ 4.4	5.8	3.8	4.9	4.5	4.7	57/ 898	812/10.2	12.2	11.3	52	3.3	45	893	WAVG
10. WLOU (B)	41/ 3.2	4.0	4.5	3.2	4.4	3.7	41/ 626	602/ 7.6	7.6	8.3	88	6.3	86	778	WLOU
11. WXVW (BB)	32/ 2.5	2.4	2.6	3.2	2.5	2.7	32/ 403	398/ 5.0	5.0	5.1	24	1.3	18	273	WXVW
12. WCII (O)	22/ 1.7	1.5	2.5	1.2	.3	1.7	23/ 502	465/ 5.8	6.0	3.0	135	.7	10	261	WCII
13. WVEZ (AC)	16/ 1.3	1.5	.9	2.1	1.0	1.5	20/ 346	294/ 3.7	4.8	6.1	31	5.6	76	1355	WVEZ

12+ FM SHARE (METRO): 66.64% (781 of 1172) (SPG 87: 65.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDJX-F>>	1. WQMF-F>	1. WAMZ-F>	1. WAMZ-F>	1. WAMZ-F>	1. WHAS	1. WHAS >	1. WAMZ-F	1. WAMZ-F	1. WDJX-F	1. WAVG >
2. WLRS-F	2. WAMZ-F	2. WHAS	2. WHAS	2. WHAS >	2. WAMZ-F>>	2. WAMZ-F	2. WHAS >	2. WHAS	2. WAMZ-F	2. WAMZ-F
3. WJYL-F	3. WDJX-F	3. WQMF-F	3. WRKA-F	3. WRKA-F	3. WVEZ-F<	3. WQMF-F	3. WVEZ-F	3. WDJX-F	3. WQMF-F	3. WVEZ-F
4. WQMF-F>	4. WRKA-F	4. WDJX-F	4. WVEZ-F	4. WVEZ-F	4. WAVG	4. WDJX-F>	4. WDJX-F	4. WVEZ-F	4. WHAS	4. WHAS
5.	5. WHAS	5. WRKA-F	5. WDJX-F	5. WDJX-F	5.	5. WVEZ-F	5. WQMF-F	5. WQMF-F	5. WJYL-F	5. WQMF-F
		6. WVEZ-F	WQMF-F	WQMF-F		6. WRKA-F			6. WLRS-F<	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDJX-F	1. WAMZ-F<	1. WRKA-F	1. WAMZ-F>	1. WAMZ-F>
2. WAMZ-F	2. WDJX-F	2. WAMZ-F	2. WDJX-F	2. WHAS
3. WLRS-F	3. WRKA-F>	3. WVEZ-F	3. WRKA-F<	3. WRKA-F
4. WQMF-F	4. WVEZ-F	4. WDJX-F	4. WHAS <	WVEZ-F>
5. WJYL-F	5. WLRS-F	WHAS	5. WVEZ-F	5. WDJX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQMF-F>>	1. WQMF-F>>	1. WQMF-F>	1. WQMF-F	1. WAMZ-F
2. WAMZ-F	2. WAMZ-F	2. WHAS	2. WAMZ-F	2. WHAS
WDJX-F<	3. WHAS	3. WAMZ-F	3. WHAS >	3. WQMF-F>
4. WJYL-F	4. WDJX-F	4. WRKA-F	4. WDJX-F	4. WRKA-F
5. WLOU	5. WJYL-F	5. WDJX-F	5. WRKA-F	5. WDJX-F
		6. WVEZ-F		6. WVEZ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		211 (2)	211 (2)	18.0	16.6
AOR/CLASSIC		112 (1)	112 (1)	9.6	8.5
AC/OLDIES/SOFT ROCK	38 (2)	170 (2)	208 (4)	17.8	16.9
MOR/VARIETY/FULL	251 (2)		251 (2)	21.4	22.0
COUNTRY	11 (1)	203 (1)	214 (2)	18.3	17.6
BLACK/URBAN	41 (1)	75 (1)	116 (2)	9.9	11.4
BTFL MUSIC/EZ					1.1
NEWS/TALK					
NOSTALGIA	32 (1)		32 (1)	2.7	2.6
RELIGION/GOSPEL	18 (2)	10 (1)	28 (3)	2.4	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	391 (9)	781 (8)	1172 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIA	900	Louisville	.6/1.9
WTMT	620	Louisville	.9/3.3
WXLN-F	103.9	Louisville	.8/3.1

MISCELLANEOUS COMMENTS WAKY changes calls to WVEZ and format from Country to Soft AC (February)... WAVG, WLRS-F sold by Henson to Radio One for $4,500,000 (Blackburn)... WCCI, WDJX-F sold by Great Trails to Stoner for $5,500,000...

RADIO STATIONS

WAVG, 970, 5 KW (DA-2)	, MOR	NBC,US 2,$ 34.00	(MMR)	Henson to Radio One	Ed Henson
WCII, 1080, 10 KW/1 KW (DA-2)	, OLDIES	SMN,$ 22.00	(Republic)	Great Trails to Stoner	Jack Davis
WHAS, 840, 50 KW	, MOR	ABC-I,$120.00	(Christal)	Clear Channel	Bob Scherer
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN,$ 29.00	(MMR)	Johnson	Mildred Staton
WTMT, 620, 500 W (DA-2)	, COUNTRY	,$ 13.00	(---)		Lee Stinson
WXVW, 1450, 1 KW	, NOSTALGIA	SMN,$ 26.00	(K & P)		Charles Jenkins
WAMZ-F, 97.5, 100 KW @ 505,	COUNTRY	,$ 90.00	(Christal)	Clear Channel	Bob Scherer
WDJX-F, 99.7, 24 KW @ 720,	CHR	ABC-F,$ 50.00	(Republic)	Great Trails to Stoner	Jack Davis
WJYL-F, 101.7, 3 KW @ 300,	BLACK	,$ 32.00	(Banner)	Media Capital	
WLRS-F, 102.3, 3 KW @ 300,	CHR	ABC-R,$ 44.00	(MMR)	Henson to Radio One	Louisa Henson
WQMF-F, 95.7, 34 KW @ 580,	AOR	Source,$ 54.00	(Eastman)		John Page Otting
WRKA-F, 103.1, 3 KW @ 300,	AC	,$ 51.00	(Banner)	Capitol-Johnson	
WVEZ-F, 106.9, 24 KW @ 670,	SOFT AC	,$ 47.00	(Katz)	Federal	Jack Hogan
WXLN-F, 103.9, 3 KW @ 300,	RELIGION	ABC-C,$ 16.00	(---)		Richard Lee

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LUBBOCK

Arbitron Rank/Pop (12+): 165/179,700

MSA Rank/Pop: 188/222,000
ADI # 149
Average Person Ratings: 14.9
Market TSL: 20.3 hours

Stations: 16/13
Diaries: 647/278:1/48.3%
Sample Target: 550
% Below Line: 3.4
% Not Listed: 3.7

1987 Revenue: $7,000,000
HH Inc.: $30,358
Retail $: 1.66 Bil
Pop per Station: 13,823
#1 Biller: KRLB A/F $1,800,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRLB-F (CHR)	82/30.7	30.3	32.3	26.5	26.5	----	133/1334	814/45.3	45.7	50.2	102	33.3	103	930	KRLB-F
2. KLLL-F (C)	45/16.9	14.6	16.7	17.7	17.4	----	78/ 877	474/26.4	26.1	28.3	117	16.5	51	504	KLLL-F
3. KZII-F (AOR)	32/12.0	3.1	6.1	3.4	8.2	----	47/ 683	465/25.9	12.9	15.6	98	8.1	25	365	KZII-F
4. KFMX-F (AOR)	29/10.9	12.5	10.9	9.5	8.5	----	44/ 494	329/18.3	22.5	18.1	61	15.2	47	460	KFMX-F
5. KFYO (C)	14/ 5.2	4.9	4.4	5.1	7.0	----	30/ 425	206/11.5	15.1	12.2	56	2.6	8	129	KFYO
6. KTEZ-F (AC)	13/ 4.9	8.4	7.5	7.8	5.2	----	18/ 366	258/14.4	16.9	17.0	149	3.6	11	168	KTEZ-F
7. KKIK-F (AC)	12/ 4.5	4.9	5.4	7.1	7.6	----	22/ 318	191/10.6	14.6	11.7	80	3.6	11	196	KKIK-F
8. KXTQ (SP)	7/ 2.6	.7	2.0	2.0	2.7	----	15/ 172	98/ 5.5	4.1	7.8	138	1.3	4	26	KXTQ
9.															
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 87.16% (224 of 257) (SPG 87: 85.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRLB-F>	1. KRLB-F>>	1. KRLB-F>>	1. KRLB-F>	1. KRLB-F>	1. KLLL-F>	1. KRLB-F>>	1. KRLB-F>>	1. KRLB-F>>	1. KRLB-F>>	1. KLLL-F
2. KZII-F>>	2. KFMX-F	2. KLLL-F	2. KLLL-F>	2. KLLL-F>	2. KRLB-F	2. KLLL-F>>	2. KLLL-F>	2. KLLL-F	2. KZII-F>	KRLB-F
3. KFMX-F	3. KZII-F	3. KFMX-F	3. KZII-F>	3. KZII-F	3. KFYO	3. KFMX-F	3. KZII-F	3. KZII-F	3. KFMX-F	3.
4.	4. KLLL-F	4. KZII-F	4.	4.	4.	4. KZII-F	4. KFMX-F	4. KFMX-F	4. KLLL-F	4.
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRLB-F>>	1. KRLB-F>>	1. KRLB-F>>	1. KRLB-F>>	1. KRLB-F>	1. KFMX-F	1. KRLB-F	1. KRLB-F>>	1. KRLB-F>>	1. KRLB-F>
2. KZII-F<	2. KZII-F	2. KZII-F	2. KLLL-F	2. KLLL-F>	2. KRLB-F>>	2. KFMX-F>>	2. KZII-F<	2. KFMX-F	2. KLLL-F>
3. KLLL-F<	3. KLLL-F>	3. KLLL-F	3. KZII-F>	3. KZII-F	3. KLLL-F	3. KZII-F	3. KFMX-F	3. KLLL-F	3. KZII-F
4. KFMX-F	4. KFMX-F	4.	4.	4. KTEZ-F	4.	4. KLLL-F	4. KLLL-F	4. KZII-F	4. KFMX-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	31.9	34.7
AOR/CLASSIC		61 (2)	61 (2)	23.7	18.2
AC/OLDIES/SOFT ROCK		25 (2)	25 (2)	9.7	13.9
MOR/VARIETY/FULL					2.2
COUNTRY	19 (2)	45 (1)	64 (3)	24.9	24.1
BLACK/URBAN					
BTFL MUSIC/EZ		3 (1)	3 (1)	1.2	
NEWS/TALK	1 (1)		1 (1)	0.4	
NOSTALGIA	5 (2)		5 (2)	1.9	2.2
RELIGION/GOSPEL		3 (1)	3 (1)	1.2	1.1
SPANISH	8 (2)		8 (2)	3.1	3.6
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		5 (1)	5 (1)	1.9	
	33 (7)	224 (9)	257 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCAS	1050	Slaton	1.1/1.9
KEND	1590	Lubbock	1.9/4.0
KJAK-F	92.9	Slaton	1.1/5.3
KJBX	590	Lubbock	.7/3.4
KTLK	1460	Lubbock	.4/2.3
KGNC	710	Amarillo	.4/1.5
KLSC-F	104.7	Lamesa	1.9/5.6
KVOQ-F	98.3	Lorenzo	1.1/2.6

MISCELLANEOUS COMMENTS KEND, KLLL-F sold by Thrash to Pinnacle for $_____...

RADIO STATIONS

KCAS, 1050, 250 W (DAYS)	, NOSTALGIA	SMN,$ 7.00	(Target)		(SLATON)	Jerome Orr
KEND, 1590, 1 KW (DA-2)	, COUNTRY	MBS,$ 10.00	(Eastman)	Pinnacle		Scott Harris
KFYO, 790, 5 KW/1 KW (DA-2)	, COUNTRY	CBS,$ 18.00	(Torbet)	Seaton		
KLFB, 1420, 500 W (DA-2)	, HISPANIC	,$ 14.00	(Caballero)			Walt Ledesma
KFMX-F, 94.5, 100 KW @ 850,	AOR	Source,$ 32.00	(Katz)			Scott Parsons
KKIK-F, 93.7, 100 KW @ 740,	AC	,$ 29.00	(Banner)	Bakke		Jeff Gibson
KLLL-F, 96.3, 100 KW @ 850,	COUNTRY	MBS,$ 36.00	(Eastman)	Pinnacle		Scott Harris
KRLB-F, 99.5, 100 KW @ 817,	CHR	ABC-I,$ 46.00	(Christal)	Dowe		Dean Minnick
KTEZ-F, 101.1, 100 KW @ 750,	SOFT AC	Trans,$ 26.00	(HNWH)	Lotus		Rich Rectanus
KZII-F, 102.5, 100 KW @ 850,	CLASSIC	,$ 25.00	(Torbet)	Seaton		
KJAK-F, 92.9, 3 KW @ 335,	RELIGION	,$ 9.00	(---)		(SLATON)	Woody VanDyke

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MACON

Arbitron Rank/Pop (12+): 140/230,900

MSA Rank/Pop: 154/286,200
ADI # 131
Average Person Ratings: 17.2
Market TSL: 23.8 hours

Stations: 16/14
Diaries: 697/331:1/49.7%
Sample Target: 600
% Below Line: 2.3
% Not Listed: 6.5

1987 Revenue: $7,100,000
HH Inc.: $32,064
Retail $: 1.86 Bil
Pop per Station: 16,943
#1 Biller: WAYS-F $2,100,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WDEN A/F	(C)	83/20.9	---	14.9	---	13.3	----	155/1287	636/27.5	---	21.9	126				WDEN A/F
2. WAYS-F	(CHR)	70/17.6	---	27.6	---	18.8	----	142/1622	904/39.2	---	46.2	95				WAYS-F
3. WPGA-F	(B)	44/11.1	---	9.7	---	12.3	----	63/ 722	487/21.1	---	18.5	87				WPGA-F
4. WPEZ-F	(AC)	33/ 8.3	---	6.1	---	10.2	----	40/ 517	359/15.5	---	16.5	157				WPEZ-F
5. WFXM-F	(B)	32/ 8.1	---	1.8	---	1.6	----	41/ 498	328/14.2	---	6.6	63				WFXM-F
6. WDDO	(B)	30/ 7.6	---	5.5	---	5.2	----	30/ 253	246/10.7	---	12.3	67				WDDO
7. WMAZ	(MOR)	21/ 5.3	---	6.4	---	7.6	----	28/ 375	284/12.3	---	12.7	43				WMAZ
8. WIBB	(B)	17/ 4.3	---	11.3	---	8.6	----	22/ 273	224/ 9.7	---	13.0	74				WIBB
9. WQBZ-F	(AOR)	12/ 3.0	---	2.0	---	1.3	----	13/ 172	138/ 6.0	---	7.6	107				WQBZ-F
10. WXKO	(R/G)	11/ 2.8	---	1.5	---	1.0	----	16/ 136	94/ 4.1	---	3.1	82				WXKO
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.82% (285 of 371) (SPG 87: 71.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WFXM-F	1. WAYS-F>	1. WAYS-F<	1. WDEN-AF>	1. WDEN-AF>>	1. WDEN-AF>>	1. WDEN-AF>>	1. WDEN-F<	1. WDEN-F	1. WDEN-F	1. WDDO >
2. WAYS-F<	2. WQBZ-F	2. WDEN-AF>	2. WAYS-F>	2. WAYS-F>	2. WAYS-F>	2. WDDO	2. WAYS-F>>	2. WAYS-F>>	2. WAYS-F<	2. WAYS-F
3. WPGA-F	3. WDEN-AF	3. WPGA-F	3. WPEZ-F	3. WPEZ-F>	3. WPEZ-F>	3. WMAZ	3.	3. WPEZ-F	3. WPGA-F	3. WDEN-F
4.	4. WFXM-F	4. WPEZ-F	4. WPGA-F	4. WPGA-F	4. WPGA-F	4. WAYS-F	4.	WPGA-F	4. WDEN-F	4. WFXM-F
5.	WPEZ-F	5.	5.	5.	5.	5. WPEZ-F	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAYS-F	1. WAYS-F>	1. WAYS-F	1. WAYS-F<	1. WDEN-AF>>
2. WPGA-F>	2. WPGA-F>	2. WDEN-AF	2. WDEN-AF	2. WAYS-F
3. WFXM-F	3. WFXM-F	WPGA-F	3. WPGA-F	WPEZ-F
4.	4. WPEZ-F	4. WPEZ-F	4. WPEZ-F	4. WPGA-F
5.	5. WDEN-AF	5.	5.	5. WDDO

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAYS-F>>	1. WAYS-F>	1. WDEN-AF<	1. WAYS-F	1. WDEN-AF
2. WPGA-F	2. WDEN-AF	2. WAYS-F	2. WDEN-AF>	2. WAYS-F>
3.	3. WPGA-F	3. WPEZ-F	3. WPGA-F	3. WPEZ-F
4.	4. WQBZ-F	WPGA-F	4. WPEZ-F	4. WPGA-F
5.	5. WPEZ-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	18.9	31.8
AOR/CLASSIC		14 (2)	14 (2)	3.8	1.4
AC/OLDIES/SOFT ROCK		33 (1)	33 (1)	8.9	6.6
MOR/VARIETY/FULL	21 (1)		21 (1)	5.7	6.8
COUNTRY	5 (1)	78 (1)	83 (2)	22.4	15.9
BLACK/URBAN	47 (2)	76 (2)	123 (4)	33.2	32.3
GTFL MUSIC/EZ					2.2
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	11 (1)	7 (1)	18 (2)	4.9	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)	7 (2)	9 (3)	2.4	0.5
	86 (6)	285 (10)	371 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNEX	1400	Macon	.5/1.9
WQXM-F	107.1	Gordon	.8/4.0
WPPR-F	101.7	Warner Robins	1.0/3.9
WKLS-F	96.1	Atlanta	.5/2.1
WVFJ-F	93.3	Manchester	1.8/3.8

MISCELLANEOUS COMMENTS WIBB-F changes calls to WFXM-F (October)...

RADIO STATIONS

WDDO, 1240, 1 KW	, BLACK	NBN,$ 15.00	(Christal)		Wayne Sawyer
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN,$ 23.00	(Republic)	Davis	
WMAZ, 940, 50 KW/10 KW (DA-2)	, MOR	ABC-I,$ 31.00	(Katz)	Multimedia	Fred Newton
WAYS-F, 99.1, 100 KW @ 660,	CHR	ABC-F,$ 70.00	(Katz)	Multimedia	Fred Newton
WDEN-F, 105.3, 105 KW @ 800,	COUNTRY	MBS,$ 48.00	(Mc-Guild)		Doug Grimm
WFXM-F, 100.1, 3 KW @ 300,	BLACK	SBN,$ 13.00	(Republic)	Davis (FORSYTH)	
WPEZ-F, 107.9, 100 KW @ 690,	SOFT AC	APR,$ 29.00	(Christal)		Wayne Sawyer
WPGA-F, 100.9, 2.3 KW @ 354,	BLACK	ABC-C,$ 22.00	(HNWH)	(PERRY)	Lowell Register
WQBZ-F, 106.3, 3 KW @ 300,	AOR (?)	,$ 12.00	(---)	(FORT VALLEY)	Don Williams

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MADISON

Arbitron Rank/Pop (12+): 121/293,100

MSA Rank/Pop: 133/2,700,000
ADI # 106
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 16/13
Diaries: 664/441:1/59.8%
Sample Target: 670
% Below Line: 2.7
% Not Listed: 17.4

1987 Revenue: $11,600,000
HH Inc.: $33,865
Retail $: 2.7 Bil
Pop per Station: 22,546
#1 Biller: WZEE-F $2,100,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZEE-F (CHR)	88/18.4	15.9	16.2	13.0	15.5	----	165/2152	1102/37.6	33.2	36.6	80	20.4	109	1270	WZEE-F
2. WIBA-F (AOR)	59/12.3	11.7	11.6	9.9	13.8	----	108/1483	876/29.9	30.2	30.2	80	15.1	81	973	WIBA-F
3. WIBA (MOR)	44/ 9.2	8.7	7.3	8.6	9.2	----	49/ 767	636/21.7	21.8	23.9	80	5.6	30	487	WIBA
4. WTSO (C)	38/ 7.9	9.1	8.2	10.1	7.5	----	62/ 829	459/15.7	19.5	15.2	65	7.5	40	476	WTSO
WMGN-F (AC)	38/ 7.9	12.2	8.9	7.9	6.9	----	60/1028	575/19.6	22.4	21.5	133	8.6	46	620	WMGN-F
6. WMAD-F (AOR)	28/ 5.9	5.4	5.9	6.4	2.7	----	30/ 500	449/15.3	14.5	18.4	119	6.5	35	568	WMAD-F
7. WHIT (O)	23/ 4.8	2.6	4.6	2.9	2.9	----	28/ 275	217/ 7.4	6.3	8.2	179	2.6	14	186	WHIT
8. WWQM-F (C)	19/ 4.0	4.9	5.7	5.9	5.7	----	24/ 427	325/11.1	9.7	11.7	128	4.7	25	384	WWQM-F
WMLI-F (AC)	19/ 4.0	1.4	.9	1.5	.8	----	26/ 400	288/ 9.8	6.1	4.0	138	1.7	9	115	WMLI-F
10. WTDY (MOR)	9/ 1.9	2.6	2.5	3.1	5.2	----	9/ 211	201/ 6.9	7.4	6.7	121	2.8	15	242	WTDY
11. WILV-F (EZ)	7/ 1.5	3.0	2.3	2.2	3.1	----	27/ 445	162/ 5.5	7.1	7.5	53	3.0	16	291	WILV-F
12. WMAD (BB)	5/ 1.0	2.3	.9	2.9	2.9	----	8/ 148	114/ 3.9	2.1	4.0	40	---	---	26	WMAD
WSJY-F (EZ)	5/ 1.0	1.9	2.7	2.6	2.7	----	27/ 484	116/ 4.0	5.3	6.3	0	2.1	11	179	WSJY-F

12+ FM SHARE (METRO): 66.58% (263 of 395) (SPG 87: 67.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZEE-F>>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WIBA	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WZEE-F>	1. WIBA-F>>
2. WIBA-F>>	2. WIBA-F>	2. WIBA-F>	2. WMGN-F	2. WMGN	2. WTSO	>>2. WIBA	2. WIBA-F	2. WIBA-F	2. WIBA	2. WIBA
3.	3. WMGN-F	3. WMGN-F	3. WIBA-F	3. WIBA-F	3.	3. WTSO	3. WTSO <	3. WMGN-F	3. WIBA-F>>	WTSO
4.	4. WMAD-F>	4. WMAD-F	4. WHIT	4. WHIT	4.	4. WIBA-F	4. WMGN-F	4. WMAD-F	4.	4.
5.	5.	5. WHIT	5. WIBA	5. WIBA	5.	5. WMGN-F	5. WMAD-F	5. WTSO <	5.	5.
				6. WMAD-F				6. WIBA		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZEE-F>>	1. WZEE-F>>	1. WZEE-F<	1. WZEE-F>>	1. WZEE-F	1. WIBA-F	1. WIBA-F	1. WMAD-F<	1. WIBA-F<	1. WZEE-F<
2. WIBA-F	2. WMGN-F>	2. WMGN-F>>	2. WMGN-F	2. WMGN-F>>	2. WZEE-F	2. WZEE-F	2. WIBA-F	2. WZEE-F	2. WIBA-F<
3. WMGN-F	3. WIBA-F>>	3.	3. WIBA-F>	3. WIBA-F	3. WMAD-F>	3. WMAD-F>>	WZEE-F	3. WMAD-F>	3. WHIT
4. WTSO	4.	4.	4. WMLI-F	4. WMLI-F	4.	4. WHIT >	4. WHIT >	4. WHIT	4. WMAD-F
5.	5.	5.	5. WTSO	5. WHIT	5.	5.	5.	5. WIBA	5. WIBA
				WIBA					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		88 (1)	88 (1)	22.3	20.2
AOR/CLASSIC		87 (2)	87 (2)	22.0	14.5
AC/OLDIES/SOFT ROCK	23 (1)	57 (2)	80 (3)	20.3	25.4
MOR/VARIETY/FULL	53 (2)		53 (2)	13.4	14.5
COUNTRY	38 (1)	19 (1)	57 (2)	14.4	17.4
BLACK/URBAN					
BTFL MUSIC/EZ		12 (2)	12 (2)	3.0	6.3
NEWS/TALK	5 (2)		5 (2)	1.3	0.6
NOSTALGIA	5 (1)		5 (1)	1.3	1.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	8 (1)		8 (1)	2.0	
	132 (8)	263 (8)	395 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBM	780	Chicago	.6/2.1
WGN	720	Chicago	.4/3.8
WIBU	1240	Poynette	1.7/4.2

MISCELLANEOUS COMMENTS WHIT, WWQM-F sold by McKenna to Media Capital for $2,600,000 (Blackburn)...

RADIO STATIONS

WHIT, 1550, 5 KW (DAYS)	, OLDIES	ABC-E,$ 22.00	(Eastman)	Media Capital	Stan Kitson
WIBA, 1310, 5 KW (DA-2)	, MOR	CBS,$ 42.00	(Durpetti)	Leicinger	Lee Leicinger
WMAD, 1190, 1 KW (DAYS,DA)	, NOSTALGIA	ABC-D,$ 16.00	(Torbet)		Nancy McMahon
WTDY, 1480, 5 KW (DA-2)	, NEWS/TALK/AOR	NBC,$ 24.00	(Mc-Guild)	Midwest Family	Bill Vancil
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY	APR,$ 39.00	(Banner)	Midcontinent	Roger Russell
WIBA-F, 101.5, 50 KW @ 450, AOR		CBS-R,$ 45.00	(Durpetti)	Leicinger	Lee Leicinger
WILV-F, 94.9, 37 KW @ 1600, BTFL/EZ		ABC-I,$ 20.00	(Roslin)	(BARABOO)	
WMAD-F, 92.1, 3 KW @ 312, CLASSIC ROCK		,$ 25.00	(Torbet)		John McMahon
WMGN-F, 98.1, 38 KW @ 580, AC		,$ 44.00	(Mc-Guild)	Midwest Family	Bill Vancil
WSJY-F, 107.3, 50 KW @ 500, BTFL/EZ		ABC-I,$ 17.00	(---)	(FORT ATKINSON)	Vern Falk
WWQM-F, 106.3, 3 KW @ 300, COUNTRY		ABC-E,$ 27.00	(Eastman)	Media Capital	John Sundvig
WZEE-F, 104.1, 6 KW @ 1120, CHR		,$ 47.00	(Banner)	Midcontinent	Roger Russell
WMLI-F, 96.3, 6 KW @ ?? , AC		,$ NA	(K & P)	(SAUK CITY)	

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MANCHESTER

Arbitron Rank/Pop (12+): 181/154,700

MSA Rank/Pop: 246/146,100
Boston ADI
Average Person Ratings: 16.9
Market TSL: 21.8 hours

Stations: 24/5
Diaries: 561/276:1/46.0%
Sample Target: 550
% Below Line: 55.6
% Not Listed: 7.3

1987 Revenue: $7,000,000
HH Inc.: $40,191
Retail $: 2.0 Bil
Pop per Station: 30,940
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZID-F (EZ)	45/17.2	---	10.9	---	15.0	----	106/ 915	345/22.3	---	20.1	76				WZID-F
2. WGIR-F (A)	26/ 9.9	---	13.8	---	12.1	----	76/1029	438/28.3	---	28.6	74				WGIR-F
3. WGIR (N/T)	21/ 8.0	---	7.1	---	6.1	----	34/ 419	283/18.3	---	19.4	55				WGIR
4. WHOB-F (CHR)	15/ 5.7	---	---	---	---	----	35/ 521	231/14.9	---	---	89				WHOB-F
WSSH-F (AC)	15/ 5.7	---	9.2	---	10.1	----	39/ 767	212/13.7	---	21.4	154				WSSH-F
6. WFEA (AC)	14/ 5.3	---	2.9	---	5.3	----	14/ 209	203/13.1	---	9.8	125				WFEA
7. WBCN-F (A)	12/ 4.6	---	5.0	---	4.5	----	23/ 358	121/ 7.8	---	11.1	96				WBCN-F
WZOU-F (R)	12/ 4.6	---	7.1	---	2.8	----	30/ 550	260/16.8	---	17.1	63				WZOU-F
WODS-F (O)	12/ 4.6	---	.8	---	2.8	----	31/ 545	211/13.6	---	4.3	159				WODS-F
10. WOKQ-F (C)	11/ 4.2	---	5.4	---	5.7	----	30/ 495	148/ 9.6	---	12.9	86				WOKQ-F

12+ FM SHARE (METRO): 79.83% (194 of 243) (SPG 87: 80.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOU-F>	1. WGIR-F>	1. WGIR-F>	1. WZID-F	1. WZID-F>	1. WZID-F>>	1. WZID-F>	1. WZID-F>>	1. WZID-F>	1. WGIR-F>	1. WGIR-F>
2. WAAF-F>	2. WHOB-F	2. WZID-F	2. WSSH-F	2. WSSH-F	2. WGIR >	2. WGIR >	2. WGIR-F	2. WGIR-F	2. WZID-F	2. WGIR
3. WGIR-F>	3. WBCN-F	3. WSSH-F	3. WGIR-F	3. WGIR-F	3. WFEA	3. WFEA	3. WSSH-F	3. WHOB-F	3. WGIR	WAAF-F
4. WHOB-F>	4. WSSH-F	4. WHOB-F	WODS-F	WODS-F	4. WOKQ-F	4. WGIR-F	4. WFEA	4. WSSH-F	4. WHOB-F	4. WFEA
5.	5.	5. WODS-F	5. WFEA	5. WFEA	5.	5.	5. WGIR-F	5. WGIR	5. WSSH-F	5.
							WOKQ-F	WBCN-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGIR-F>	1. WGIR-F>	1. WGIR-F	1. WGIR-F	1. WZID-F>	1. WGIR-F>	1. WGIR-F>	1. WBCN-F	1. WGIR-F>	1. WZID-F
2. WBCN-F	2. WHOB-F>	WHOB-F	2. WZID-F	2. WODS-F	2. WAAF-F	2. WBCN-F	2. WGIR-F	2. WSSH-F	2. WGIR-F
WHOB-F	3. WBCN-F	WSSH-F	3. WHOB-F	WSSH-F	3.	3. WHOB-F	WSSH-F	3. WZID-F	WSSH-F
4.	4. WSSH-F	WXLO-F	4. WODS-F	4. WFEA	4.	WSSH-F	4. WZID-F	WBCN-F	4. WBCN-F
5.	WXLO-F	5.	WSSH-F	5.	5.	WHOB-F	WCGY-F	5.	5.
							WHOB-F		

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		29 (3)	29 (3)	11.9	11.3
AOR/CLASSIC		56 (5)	56 (5)	23.0	23.5
AC/OLDIES/SOFT ROCK	14 (1)	46 (6)	60 (7)	24.7	26.7
MOR/VARIETY/FULL	5 (1)		5 (1)	2.1	1.8
COUNTRY		14 (2)	14 (2)	5.8	7.2
BLACK/URBAN					
BTFL MUSIC/EZ		49 (3)	49 (3)	20.2	13.1
NEWS/TALK	28 (2)		28 (2)	11.5	10.9
NOSTALGIA	2 (1)		2 (1)	0.8	4.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					0.5
JAZZ/NEW AGE/ECLECTIC					0.9
UNKNOWN/OTHERS					
	49 (5)	194 (19)	243 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKBR	1250	Manchester	.8/6.4
WHOM-F	94.9	Mount Washington	1.1/3.2
WJYY-F	105.5	Concord	2.3/5.9
WLYT-F	92.5	Haverhill	1.9/5.2
WXLO-F	104.5	Fitchburg	1.9/7.6

See Boston for more information about the following:

WAAF-F	3.4/6.7	WROR-F	1.1/6.8
WBOS-F	1.1/4.6	WXKS-F	.8/5.6
WBZ	1.9/5.0	WZLX-F	1.1/3.3
WCGY-F	2.3/6.5	WRKO	2.7/5.8
WJIB-F	.4/2.5		

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, AC	ABC-E,$ 20.00	(Katz)	Sunshine		Jon Van Hoogenstyn
WGIR, 610, 5 KW/1 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,$ 30.00	(Banner)	Knight		Judy Glousky
WKBR, 1250, 5 KW (DA-2)	, NOSTALGIA (?)	CBS,$ 20.00	(K & P)			Rudy Nelson
WGIR-F, 101.1, 10 KW @ 920, AOR/CHR		,$ 45.00	(Banner)	Knight		Judy Glousky
WJYY-F, 105.5, 1.6 KW @ 456, AC		,$ NA	(HNWH)	Empire		
WZID-F, 95.7, 10 KW @ 930, BTFL/EZ		,$ 34.00	(Katz)	Sunshine		
WHOB-F, 106.3, 3 KW @ 300, CONTEMP		,$ 18.00	(Kadetsky)		(NASHUA)	

Other ranked stations - See Boston or Portsmouth

MISCELLANEOUS COMMENTS WJYY-F (Concord) sold to Empire for $3,750,000 (Americom)...

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McALLEN - BROWNSVILLE

Arbitron Rank/Pop (12+): 76/467,600

MSA Rank/Pop: McAllen - 125/371,500
ADI # 115 Brownsville - 168/259,900
Average Person Ratings: 19.4
Market TSL: 25.8 hours

Stations: 21/18
Diaries: 802/583:1/49.2%
Sample Target: 810
% Below Line: 1.2
% Not Listed: 8.2

1987 Revenue: $10,500,000
HH Inc.: $23,900
Retail $: 3.3 Bil
Pop per Station: 25,978
#1 Biller: KGBT $1,800,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGBT (SP)	187/20.6	19.4	15.2	11.2	17.6	16.6	194/1555	1420/30.4	27.8	30.0	97				KGBT
2. KBFM-F (CHR)	136/15.0	11.2	14.0	15.6	11.0	14.0	159/1587	1446/30.9	31.5	30.0	60				KBFM-F
3. KTXF-F (C)	83/ 9.2	8.2	7.8	9.0	7.9	8.6	86/ 897	827/17.7	16.3	15.1	111				KTXF-F
4. KIWW-F (SP)	74/ 8.2	8.9	8.6	7.6	11.0	8.3	75/1011	963/20.6	19.5	20.7	135				KIWW-F
5. KELT-F (AC)	63/ 6.9	5.7	7.0	7.8	6.9	6.9	71/ 810	761/16.3	19.0	16.3	141				KELT-F
6. KRGE (CHR)	42/ 4.6	4.8	6.4	6.6	7.3	5.6	48/ 815	726/15.5	19.1	18.1	41				KRGE
KQXX-F (SP)	42/ 4.6	7.1	5.2	6.2	3.6	5.8	42/ 559	553/11.8	10.9	10.6	111				KQXX-F
8. KVLY-F (EZ)	38/ 4.2	4.8	4.8	5.5	5.6	4.8	38/ 344	338/ 7.2	9.4	9.2	83				KVLY-F
9. KRIX-F (AOR)	34/ 3.7	5.1	5.6	6.1	5.3	5.1	37/ 528	452/ 9.7	11.8	14.1	76				KRIX-F
KIRT (SP)	34/ 3.7	5.2	2.7	3.6	5.0	3.8	35/ 432	407/ 8.7	8.5	7.5	170				KIRT
11. KBOR (SP)	26/ 2.9	3.1	1.9	1.3	3.6	2.3	26/ 328	318/ 6.8	5.3	7.2	103				KBOR
12. KJAV-F (R/G)	16/ 1.8	2.3	2.1	2.3	1.4	2.1	16/ 116	116/ 2.5	3.7	2.7	106				KJAV-F

12+ FM SHARE (METRO): 61.82% (515 of 833) (SPG 87: 60.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KBFM-F>>	1. KBFM-F	1. KGBT	1. KGBT >	1. KGBT >	1. KGBT >>	1. KGBT >>	1. KGBT >	1. KGBT >	1. KBFM-F>	1. KGBT
2. KRGE >>	2. KTXF-F	2. KBFM-F<	2. KIWW-F	2. KIWW-F	2. KIWW-F	2. KBFM-F>	2. KBFM-F<	2. KBFM-F>	2. KGBT >	2. KIWW-F>
3.	3. KGBT	3. KTXF-F	3. KTXF-F	3. KTXF-F	3. KTXF-F	3. KTXF-F	3. KTXF-F>	3. KIWW-F<	3. KTXF-F	3. KBFM-F<
4.	4. KIWW-F	4. KIWW-F<	4. KELT-F	4. KELT-F	KVLY-F	4. KIWW-F	4. KELT-F	4. KTXF-F	4. KIWW-F	4. KQXX-F<
5.	5. KELT-F	5. KELT-F	5. KBFM-F	5. KBFM-F	5. KELT-F	5. KELT-F	5. KIWW-F	5. KELT-F	5. KQXX-F	5. KVLY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KBFM-F>>	1. KBFM-F>	1. KBFM-F	1. KBFM-F	1. KGBT >>
2. KELT-F	2. KTXF-F	KGBT	2. KGBT	2. KBFM-F<
KQXX-F	3. KELT-F	3. KTFX-F<	3. KTXF-F	3. KTXF-F
KTFX-F	KGBT	4. KIWW-F<	4. KELT-F	4. KIWW-F
5.	5. KIWW-F	5. KELT-F	KIWW-F	5. KELT-F
				6. KIRT

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KTXF-F	1. KTXF-F	1. KIWW-F	1. KGBT	1. KGBT >
2. KBFM-F	2. KBFM-F	2. KGBT	2. KTXF-F	2. KIWW-F
3. KRIX-F>	3. KRIX-F	3. KRIX-F	3. KIWW-F	3. KELT-F
4. KGBT	4. KELT-F	4. KELT-F	4. KELT-F	4. KTXF-F>
5.	5. KIWW-F	5. KBFM-F	5. KBFM-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	42 (1)	136 (1)	178 (2)	21.4	19.7
AOR/CLASSIC		34 (1)	34 (1)	4.1	5.7
AC/OLDIES/SOFT ROCK		67 (2)	67 (2)	8.0	10.7
MOR/VARIETY/FULL					
COUNTRY	9 (1)	89 (2)	98 (3)	11.8	9.8
BLACK/URBAN					
BTFL MUSIC/EZ		38 (1)	38 (1)	4.6	6.0
NEWS/TALK	11 (1)		11 (1)	1.3	1.5
NOSTALGIA					
RELIGION/GOSPEL		16 (1)	16 (1)	1.9	1.5
SPANISH	250 (4)	131 (5)	381 (9)	45.7	45.0
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	10 (1)		10 (1)	1.2	
	322 (8)	511 (13)	833 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KITM-F	105.5	Mission	.8/2.5
KGAR-F	106.3	Mercedes	.4/1.8
KRIO	910	McAllen	1.1/2.7
KSOX	1240	Raymondville	1.0/4.3
KSOX-F	101.7	Raymondville	.7/3.0
KURV	710	Edinburg	1.2/4.2
XEAM	1310	Matamoros	.3/1.2
XEEW-F	97.7	Matamoros	.4/1.5
XEO-F	88.2	Matamoros	.4/1.4

MISCELLANEOUS COMMENTS KELT-F sold by Tichenor for $1,500,000 (Fischer)... KIWW-F sold to Tichenor for $1,600,000...

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1)	, HISPANIC	,$ 20.00	(Lotus)		Ed Trevino
KGBT, 1530, 50 KW (DA-N)	, HISPANIC	,$ 70.00	(Katz Hisp.)	Tichenor	Tony Solis
KIRT, 1580, 1 KW/300 W	, HISPANIC	,$ 22.00	(Caballero)	Gomez	
KRGE, 1290, 5 KW (DA-2)	, CHR	US 1,$ 27.00	(Banner)	Daytona	
KURV, 710, 1 KW (DA-1)	, TALK	NBC-T,ABC-T,$ 14.00	(Miller)		Charles Rankin
KBFM-F, 104.1, 100 KW @ 990,	CHR	ABC-F,$ 43.00	(Republic)	Encore	Lou Bason
KELT-F, 94.5, 100 KW @ 1154,	AC	,$ 40.00	(Katz)	Tichenor	Gail Durham
KIWW-F, 96.1, 100 KW @ 540,	HISPANIC	,$ 30.00	(Mc-Guild)		Raul Hernandez
KQXX-F, 98.5, 100 KW @ ?? ,	HISPANIC	,$ 25.00	(Caballero)	Gomez	
KRIX-F, 99.5, 100 KW @ 480,	AOR	,$ 24.00	(Banner)	Daytona	Don Wolfe
KTXF-F, 100.3, 100 KW @ 500,	COUNTRY	ABC-E,$ 37.00	(Christal)		Harvey Tate
KVLY-F, 107.9, 100 KW @ 490,	BTFL/EZ	,$ 25.00	(HNWH)	Tippie	Mike Thatcher

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MELBOURNE - TITUSVILLE - COCOA

Arbitron Rank/Pop (12+): 111/320,600

MSA Rank/Pop: 124/371,600
Orlando ADI
Average Person Ratings: 15.6
Market TSL: 21.5 hours

Stations: 20/9
Diaries: 687/467:1/51.9%
Sample Target: 630
% Below Line: 66.5
% Not Listed: 13.0

1987 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 35,622
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSSP-F	(EZ)	76/15.2	---	17.1	---	16.2	----	100/1098	801/25.0	---	26.3	61				WSSP-F
2. WBJW A/F	(CHR)	64/12.8	---	14.3	---	16.2	----	89/1294	840/26.2	---	31.1	75				WBJW A/F
3. WWKA-F	(C)	63/12.6	---	12.7	---	8.0	----	122/1265	667/20.8	---	21.4	102				WWKA-F
4. WHTQ-F	(AOR)	33/ 6.6	---	7.7	---	3.0	----	56/ 729	471/14.7	---	10.1	109				WHTQ-F
5. WSTF-F	(AC)	29/ 5.8	---	9.1	---	9.7	----	48/ 827	477/14.9	---	19.1	159				WSTF-F
6. WDIZ-F	(AOR)	25/ 5.0	---	4.8	---	8.6	----	59/ 804	370/11.5	---	11.2	64				WDIZ-F
7. WOCL-F	(O)	23/ 4.6	---	.6	---	---	----	66/ 576	221/ 6.9	---	2.1	148				WOCL-F
8. WLRQ-F	(AC)	22/ 4.4	---	2.6	---	3.0	----	22/ 228	228/ 7.1	---	9.2	127				WLRQ-F
9. WMEL	(MOR)	17/ 3.4	---	2.0	---	3.4	----	17/ 210	210/ 6.6	---	6.7	106				WMEL
10. WMMB	(BB)	13/ 2.6	---	4.4	---	4.3	----	14/ 163	151/ 4.7	---	6.3	62				WMMB
WMMY-F	(CHR)	13/ 2.6	---	2.6	---	1.9	----	17/ 295	239/ 7.5	---	8.0	138				WMMY-F
WVTI-F	(AC)	13/ 2.6	---	2.8	---	3.4	----	13/ 191	189/ 5.9	---	7.8	200				WVTI-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 89.22% (389 of 436) (SPG 87: 89.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBJW-F+>>	1. WBJW-F+	1. WBJW-F+	1. WWKA-F	1. WWKA-F>	1. WSSP-F>>	1. WBJW <	1. WSSP-F	1. WSSP-F	1. WBJW-F>	1. WWKA-F<
2. WDIZ-F	2. WHTQ-F>	2. WWKA-F	2. WBJW-F+	<2. WBJW-F+	2. WWKA-F>>	2. WSSP-F	2. WWKA-F	2. WBJW-F	2. WSSP-F	2. WSSP-F>
3. WOCL-F	3. WDIZ-F	3. WHTQ-F	3. WSTF-F	3. WSSP-F	3.	3. WWKA-F>	3. WBJW-F	3. WWKA-F>	3. WWKA-F>	3. WMMB
4.	4.	4. WSTF-F	4. WHTQ-F	WSTF-F	4.	4.	4. WHTQ-F	4. WHTQ-F	4. WDIZ-F	WBJW-F
5.	5.	5.	5.	5.	5.	5.	5.	5. WOCL-F	5. WHTQ-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBJW-F+>>	1. WBJW-F+>>	1. WBJW-F+	1. WBJW-F+>	1. WSSP-F
2. WWKA-F	2. WLRQ-F+	2. WSTF-F	2. WWKA-F	2. WWKA-F
3. WDIZ-F	3. WDIZ-F	3. WHTQ-F	3. WSSP-F	3. WBJW-F+>
4.	WHTQ-F	4. WDIZ-F	4. WLRQ-F+	4. WSTF-F
5.	WSTF-F	WSSP-F	WSTF-F	5.
	WWKA-F			

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHTQ-F<	1. WHTQ-F>	1. WHTQ-F>>	1. WHTQ-F	1. WWKA-F
2. WBJW-F+	<2. WBJW-F+	2. WDIZ-F	2. WWKA-F	2. WHTQ-F
3. WDIZ-F	WDIZ-F	3. WBJW-F+	3. WBJW-F+>	WSTF-F
WWKA-F	4. WWKA-F	WWKA-F	4. WSTF-F	4. WBJW-F+
5.	5.	5.	5.	WOCL-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	1 (1)	81 (3)	82 (4)	18.8	19.6
AOR/CLASSIC		58 (2)	58 (2)	13.3	15.3
AC/OLDIES/SOFT ROCK		87 (4)	87 (4)	20.0	18.7
MOR/VARIETY/FULL	17 (1)		17 (1)	3.9	2.7
COUNTRY	7 (1)	63 (1)	70 (2)	16.1	15.1
BLACK/URBAN		10 (1)	10 (1)	2.3	
BTFL MUSIC/EZ		81 (2)	81 (2)	18.6	19.4
NEWS/TALK	6 (1)		6 (1)	1.4	1.6
NOSTALGIA	13 (1)	9 (1)	22 (2)	5.0	6.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)		3 (1)	0.7	0.7
	47 (6)	389 (14)	436 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMT	1060	Titusville	1.4/3.0
WSCF-F	98.3	Titusville	1.8/3.2
WTAI	1560	Melbourne	1.2/1.9
WXXU	1300	Cocoa Beach	.6/3.0
WCAT-F	106.7	Leesburg	1.0/2.7
WJHM-F	101.9	Daytona Beach	2.0/3.9
WWLV-F	94.5	Daytona Beach	1.0/1.5

MISCELLANEOUS COMMENTS WCKS repossessed by previous owner (August 1987)... WAMT, WSCF-F sold to Sage for $3,000,000 (Peterson)... WRKT sold by Guy Gannett for $325,000... WCKS was silent... WCKS sold for $275,000... WRKT changes to WXXU (May)... WEZY A/F changes to WLRQ A/F (January)...

RADIO STATIONS

WMEL, 920, 5 KW/1 KW (DA-N)	, MOR	CBS,$ 15.00	(K & P)	Elyria-Lorain	Jon Roberts
WMMB, 1240, 1 KW	, NOST/MOR	MBS,$ 16.00	(Torbet)		Dave Franco
WTAI, 1560, 5 KW (DAYS)	, TALK	NBC,ABC-T,$ 15.00	(Mc-Guild)		Gary Hess
WCKS, 860, 1 KW (DAYS)	, ? ?	,$ 12.00	(---)		
WAMT, 1060, 10 KW/4 KW (DA-2)	, COUNTRY	ABC-D,$ NA	(---)		David Frazer
WLRQ-F, 99.3, 3 KW @ 300,	SOFT AC	,$ 25.00	(Roslin)		Jim Pride
WMMY-F, 102.3, 3 KW @ 240,	CONTEMP/AC	,$ 19.00	(Torbet)		Dave Franco
WVTI-F, 107.1, 3 KW @ 300,	AC	,$ 30.00	(Mc-Guild)		Gary Hess
WSCF-F, 98.3, 3 KW @ 300,	NOSTALGIA	ABC-E,$ NA	(---)		David Frazer

Other ranked stations - See Orlando

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MEMPHIS

Arbitron Rank/Pop (12+): 42/868,300

MSA Rank/Pop: 50/960,000
ADI # 41
Average Person Ratings: 16.9
Market TSL: 22.8 hours

Stations: 22/22
Diaries: 1249/695:1/47.9%
Sample Target: 1160
% Below Line: 0
% Not Listed: 7.2

1987 Revenue: $24,000,000
HH Inc.: $29,448
Retail $: 7.1 Bil
Pop per Station: 39,468
#1 Biller: WMC-F, WRVR A/F $4,200,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMC-F (CHR)	188/12.8	10.5	9.1	11.2	11.6	10.9	217/2828	2206/25.4	21.2	28.7	98	14.7	216	2188	WMC-F
2. WHRK-F (B)	174/11.8	12.2	14.0	13.5	15.8	10.4	241/2673	2070/23.8	27.4	29.9	81	12.9	190	2782	WHRK-F
3. WGKX-F (C)	145/ 9.9	9.3	9.0	9.6	8.4	9.5	186/2522	1772/20.4	19.1	17.7	128	11.0	162	1533	WGKX-F
4. KRNB-F (B)	138/ 9.4	10.6	8.4	9.2	8.8	9.4	155/2001	1658/19.1	19.4	23.2	73	11.5	170	2077	KRNB-F
5. WRVR-F (AC)	105/ 7.1	8.3	6.7	8.0	7.2	7.5	127/2040	1588/18.3	16.7	20.3	152	5.5	81	1454	WRVR-F
6. WLOK (B)	92/ 6.3	5.3	6.8	6.3	6.9	6.2	93/ 969	955/11.0	12.7	11.9	71	5.3	78	824	WLOK
7. WDIA (B)	76/ 5.2	5.6	5.7	5.3	7.1	5.5	88/1713	1343/15.5	15.5	18.7	106	3.9	58	729	WDIA
8. WEGR-F (AOR)	72/ 4.9	5.2	5.4	5.2	3.8	5.2	88/1164	914/10.5	12.1	11.9	120	5.9	87	1025	WEGR-F
9. WEZI-F (EZ)	64/ 4.4	6.6	6.2	5.7	5.6	4.5	65/ 918	883/10.2	13.3	13.0	95	5.3	78	847	WEZI-F
10. WHBQ (N/T)	47/ 3.2	4.9	2.9	4.6	3.9	3.9	54/ 870	698/ 8.0	8.8	9.2	88	5.0	73	825	WHBQ
11. WMC (C)	41/ 2.8	2.7	3.9	3.3	3.2	3.2	48/ 781	672/ 7.7	9.2	9.5	122	2.0	29	728	WMC
12. WREC (BB)	40/ 2.7	2.0	2.5	3.0	2.2	2.1	54/ 825	652/ 7.5	9.2	7.7	52	1.8	27	421	WREC
13. KWLN-F (AOR)	36/ 2.4	3.4	4.0	4.3	3.0	3.5	49/ 965	741/ 8.5	8.1	7.5	75	4.0	59	810	KWLN-F
14. WRVR (O)	31/ 2.1	.8	1.2	2.2	1.7	1.6	40/ 673	513/ 5.9	5.5	6.5	152	.8	12	376	WRVR

12+ FM SHARE (METRO): 69.19% (943 of 1363) (SPG 87: 68.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHRK-F	1. WMC-F	1. WMC-F	1. WMC-F	1. WGKX-F<	1. WGKX-F>	1. WMC-F	1. WMC-F	1. WMC-F<	1. WHRK-F>>	1. KRNB-F
2. KRNB-F	2. WHRK-F	2. WHRK-F	2. WGKX-F	2. WMC-F	2. WLOK-F	2. WGKX-F	2. WGKX-F	2. WHRK-F	2. KRNB-F	2. WGKX-F
3. WMC-F>>	3. KRNB-F	3. WGKX-F	3. WRVR-F	3. WRVR-F	3. WEZI-F<	3. KRNB-F<	3. WRVR-F>	3. KRNB-F	3. WMC-F>	3. WHRK-F
4.	4. WEGR-F	4. KRNB-F	4. WHRK-F>	4. WHRK-F>	4. WRVR-F	4. WHRK-F	4. WHRK-F	4. WGKX-F>	4. WGKX-F	4. WDIA
5.	5. WRVR-F	5. WRVR-F	5. KRNB-F	5. KRNB-F	5. WMC-F	5. WRVR-F	5. WLOK <	5. WRVR-F	WLOK	5. WLOK
	6. WGKX-F	6. WEGR-F	6. WEGR-F	6. WEGR-F		6. WLOK	6. KRNB-F	6. WLOK <		6. WMC-F
								7. WEGR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRNB-F	1. WMC-F	1. WMC-F>	1. WMC-F	1. WMC-F
WHRK-F	2. WHRK-F	2. WHRK-F	2. WHRK-F	2. WGKX-F
3. WMC-F>	3. KRNB-F>	3. WGKX-F<	3. WRVR-F	WRVR-F
4. WDIA	4. WRVR-F	4. WDIA <	4. KRNB-F	4. WHRK-F
5. WGKX-F	5. WDIA	5. KRNB-F	5. WGKX-F	5. WDIA
	WGKX-F	6. WEGR-F	6. WDIA	6. KRNB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMC-F>	1. WMC-F	1. WHRK-F	1. WMC-F	1. WGKX-F>
2. WHRK-F	2. WHRK-F	WMC-F	2. WHRK-F	2. WMC-F
3. KRNB-F	3. WEGR-F	3. WEGR-F>	3. WGKX-F	3. WHRK-F<
4. WEGR-F	4. KRNB-F>	4. KRNB-F	4. WEGR-F	4. WRVR-F
5. WGKX-F	5. WGKX-F	5. WGKX-F	5. KRNB-F	5. WEGR-F
6. KWLN-F	6. WRVR-F		6. WRVR-F	6. KRNB-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		188 (1)	188 (1)	13.8	12.3
AOR/CLASSIC		108 (2)	108 (2)	7.9	7.2
AC/OLDIES/SOFT ROCK	31 (1)	105 (1)	136 (2)	10.0	9.5
MOR/VARIETY/FULL					
COUNTRY	41 (1)	145 (1)	186 (2)	13.6	12.8
BLACK/URBAN	184 (3)	312 (2)	496 (5)	36.4	41.5
BTFL MUSIC/EZ		64 (1)	64 (1)	4.7	6.4
NEWS/TALK	47 (1)		47 (1)	3.4	4.1
NOSTALGIA	40 (1)		40 (1)	2.9	2.3
RELIGION/GOSPEL	67 (5)	21 (1)	88 (6)	6.5	2.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	10 (1)		10 (1)	0.7	1.1
	420 (13)	943 (9)	1363 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFTH	107.1	Marion	1.4/4.1
KLCN	910	Blytheville	.7/ .8
KSUD	730	W. Memphis	1.0/2.1
KWAM	990	Memphis	1.0/3.0
KCRV	640	Collierville	1.5/3.6
WKBL	1250	Covington	.7/1.0
WMQM	1480	Memphis	.4/1.1
WXSS	1030	Memphis	1.1/3.1

MISCELLANEOUS COMMENTS KWLN changes calls to KMPZ (July)... KMPZ-F changes from AOR to Urban/CHR (July)...WDIA, WHRK-F sold to Ragan Henry from Adams for $13,000,000 plus tax cert. (Ford)... KWLN-F (Osceola) sold to Dittman for $5,200,000 (Americom)... WRVR A/F was swapped by Viacom to Keymarket for WLTI in Detroit (Foreman)... 3 counties added to Metro... thus caution should be used when comparing current and past shares...

RADIO STATIONS

KWAM, 990, 10 KW/87 W (DA-2)	, GOSPEL	,$ 20.00	(Republic)	Rivers		E. W. Bie
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	APR,SBN,$ 36.00	(Katz)	Ragan Henry		Ernest James
WHBQ, 560, 5 KW/1 KW (DA-1)	, NEWS/TALK	US 1,US 2,$ 41.00	(Republic)	RKO		Chris Karb
WLOK, 1340, 1 KW (DA-1)	, BLACK/GOSPEL	SBN,NBN,$ 30.00	(K & P)			H. Gilliam
WMC , 790, 5 KW (DA-N)	, COUNTRY	NBC,ABC-I,$ 43.00	(Banner)	Scripps-Howard		Don Meyers
WREC, 600, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 32.00	(Mc-Guild)	New Market		
WXSS, 1030, 50 KW/1 KW (DA-2)	, BLACK	SMN,NBN,$ 28.00	(Bolton)			
WRVR, 680, 10 KW/5 KW (DA-N)	, OLDIES	Trans,$ NA	(Christal)	Viacom to Keymarket		Terry Wood
KRNB-F, 101.1, 100 KW @ 347, BLACK		ABC-F,$ 50.00	(Republic)	Rivers		Fred Webb
KWLN-F, 98.1, 100 KW @ 715, AOR		,$ 40.00	(Torbet)	Dittman	(OSCEOLA, AR)	Don Boyles
WEGR-F, 102.7, 100 KW @ 970, AOR		US 1,$ 47.00	(Mc-Guild)	New Market		
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ		,$ 40.00	(Christal)	Ardman		Royce Plummer
WGKX-F, 105.9, 100 KW @ 762, COUNTRY		,$ 90.00	(HNWH)	Barnstable		John Bibbs
WHRK-F, 97.1, 100 KW @ 530, BLACK		NBC,$ 78.00	(Katz)	Ragan Henry		Ernest Jackson
WMC-F , 99.7, 300 KW @ 910, CHR		ACB-C,$ 94.00	(Banner)	Scripps-Howard		Don Meyers
WRVR-F, 104.5, 100 KW @ 750, AC		,$ 89.00	(Christal)	Viacom to Keymarket		Terry Wood

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MIAMI - FORT LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,595,900

MSA Rank/Pop: Miami - 22/1,784,600
ADI # 16 Fort Lauderdale - 42/1,159,400
Average Person Ratings: 19.5
Market TSL: 26.0 hours

Stations: 40/35
Diaries: 2615/993:1/42.9%
Sample Target: 2510
% Below Line: 3.0
% Not Listed: 6.8

1987 Revenue: $96,000,000
HH Inc.: $32,950
Retail $: 24.5 Bil
Pop per Station: 74,169
#1 Biller: WQBA A/F $8,100,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F	(EZ)	439/8.7	8.5	8.5	7.0	8.6	8.2	468/4258	3889/15.0	16.0	15.2	59	6.1	279	3309	WLYF-F
2. WEDR-F	(R)	295/5.8	5.0	5.3	3.9	4.1	5.0	299/2276	2232/ 8.6	8.5	8.1	110	5.2	238	2006	WEDR-F
3. WQBA	(SP)	241/4.8	4.2	5.4	6.5	5.1	5.2	247/1874	1852/ 7.1	8.3	7.7	58	3.7	169	1917	WQBA
4. WPOW-F	(CHR/U)	230/4.6	4.3	5.7	5.0	5.4	4.9	259/3541	3066/11.8	13.4	14.1	83	7.4	336	4112	WPOW-F
5. WHYI-F	(CHR/U)	217/4.3	4.2	3.8	3.3	4.5	3.9	255/4757	3829/14.8	13.7	15.6	105	5.8	265	4233	WHYI-F
6. WMXJ-F	(O)	213/4.2	4.4	3.7	2.5	1.7	3.7	257/3529	2843/11.0	10.1	6.7	174	5.0	230	2639	WMXJ-F
7. WJQY-F	(AC)	201/4.0	4.0	4.2	4.7	4.4	4.2	234/3059	2614/10.1	9.3	10.8	125	3.2	144	1722	WJQY-F
8. WGTR-F	(AOR)	199/3.9	3.0	3.4	3.2	2.6	3.4	232/2751	2388/ 9.2	7.6	8.3	110	5.1	231	2796	WGTR-F
9. WCMQ-F	(SP)	186/3.7	4.6	5.3	4.2	4.8	4.5	186/1946	1944/ 7.5	8.3	7.9	149	4.5	204	1927	WCMQ-F
WINZ	(N/T)	186/3.7	3.2	3.9	5.0	6.3	4.0	194/2325	2175/ 8.4	10.0	12.3	70	2.7	123	1589	WINZ
11. WNWS	(T)	185/3.7	3.4	3.5	3.3	3.9	3.5	207/2554	2210/ 8.5	8.5	9.0	38	2.4	109	1080	WNWS
12. WAXY-F	(AC)	172/3.4	3.1	4.2	4.5	3.5	3.8	195/3254	2777/10.7	11.4	12.0	115	3.9	176	2992	WAXY-F
13. WKQS-F	(C)	167/3.3	4.0	3.0	3.1	2.8	3.4	185/2677	2250/ 8.7	8.3	6.9	124	4.1	189	2273	WKQS-F
14. WAQI	(SP)	165/3.3	3.1	3.6	3.4	3.2	3.4	165/1525	1506/ 5.8	6.7	6.3	94	2.3	105	1124	WAQI
15. WIOD	(T)	164/3.2	4.1	3.6	2.9	3.6	3.5	193/2926	2522/ 9.7	12.8	10.0	75	2.7	124	2008	WIOD
16. WTMI-F	(CL)	140/2.8	2.8	2.5	2.5	3.3	2.7	177/2149	1796/ 6.9	6.7	7.5	104	2.3	106	1114	WTMI-F
17. WHQT-F	(U/CHR)	133/2.6	2.9	2.6	3.2	3.3	2.8	168/3238	2637/10.2	10.9	11.4	69	4.1	185	3995	WHQT-F
18. WLVE-F	(AC)	126/2.5	3.3	2.8	3.2	3.7	3.0	137/2712	2390/ 9.2	9.5	10.4	160	3.9	179	2354	WLVE-F
19. WZTA-F	(AOR)	113/2.2	2.4	2.0	1.4	1.2	2.0	131/2252	1945/ 7.5	8.0	7.0	141	2.6	119	1560	WZTA-F
20. WQBA-F	(SP)	108/2.1	2.2	2.1	2.1	2.3	2.1	111/1610	1577/ 6.1	5.3	5.6	148	2.3	104	1436	WQBA-F
21. WSHE-F	(AOR)	107/2.1	1.7	1.7	2.6	2.2	2.0	146/2439	1968/ 7.6	7.3	9.5	129	2.4	108	1924	WSHE-F
22. WFTL	(BB)	76/1.5	1.9	1.2	1.9	1.6	1.6	77/ 824	800/ 3.1	2.9	3.4	20	1.1	49	547	WFTL
23. WXDJ-F	(J/NA)	73/1.4	1.9	2.1	.5	---	1.5	76/1273	1227/ 4.7	5.0	---	179	2.4	109	1364	WXDJ-F
24. WEAT A/F	(EZ)	71/1.4	1.6	.9	1.1	.8	1.3	212/2562	972/ 3.7	2.8	2.9	36	NA	NA	NA	WEAT A/F
25. WMBM	(G/R)	51/1.0	1.0	.8	1.2	1.0	1.0	51/ 582	575/ 2.2	1.9	2.4	130	.9	39	689	WMBM
26. WRHC	(SP)	49/1.0	1.5	1.0	1.4	1.1	1.2	49/ 669	661/ 2.5	2.3	2.8	50	.8	37	480	WRHC
WQAM	(C)	49/1.0	.6	.3	1.1	.5	0.8	51/ 934	862/ 3.3	2.3	2.4	100	.4	16	371	WQAM

12+ FM SHARE (METRO): 68.53% (3227 of 4709) (SPG 87: 64.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPOW-F	1. WEDR-F	1. WEDR-F	1. WMXJ-F	1. WMXJ-F	1. WLYF-F>	1. WLYF-F>	1. WLYF-F>>	1. WLYF-F>	1. WEDR-F>	1. WNWS <
2. WHQT-F	2. WGTR-F	2. WMXJ-F	2. WEDR-F	2. WEDR-F	2. WQBA	2. WQBA	2. WJQY-F	2. WEDR-F	2. WINZ	2. WEDR-F
3. WHYI-F	3. WPOW-F	3. WGTR-F	3. WCMQ-F	3. WCMQ-F	3. WNWS	3. WZTA-F	3. WMXJ-F	WPOW-F	WLYF-F	WINZ
4. WEDR-F	4. WHYI-F<	4. WPOW-F	4. WGTR-F<	4. WLYF-F<	4. WINZ	4. WEDR-F<	4. WQBA	4. WQBA	4. WQBA	4. WLYF-F>
5.	5. WAXX-F<	5. WHYI-F	5. WHYI-F<	5. WJQY-F	5. WAQI	5. WAQI <	5. WGTR-F	5. WHYI-F<	5. WPOW-F	5. WQBA
6.	6. WMXJ-F	6. WAXY-F<	6. WJQY-F<	6. WHYI-F	6. WIOD <	6. WIOD	6. WEDR-F	6. WJQY-F<	6. WNWS	6. WMXJ-F
7.	7. WSHE-F	7. WCMQ-F	7. WLVE-F	7. WGTR-F	7. WJQY-F	7. WHYI-F	7. WKQS-F	7. WMXJ-F<	7. WAXY-F<	7. WAQI
8.	8. WLVE-F	8. WJQY-F	8. WKQS-F	8. WKQS-F<	8. WCMQ-F	8. WGTR-F	8. WAXY-F	8. WC -F	8. WHQT-F	8. WIOD
9.	9.	9.	WPOW-F	9. WLVE-F	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEDR-F	1. WEDR-F>	1. WEDR-F>	1. WEDR-F>	1. WMXJ-F<
2. WPOW-F	2. WPOW-F	2. WMXJ-F	2. WMXJ-F	2. WCMQ-F
3. WAXY-F	3. WAXY-F	3. WLVE-F	3. WAXY-F<	3. WJQY-F<
4. WGTR-F	4. WLVE-F	4. WCMQ-F	4. WCMQ-F	4. WEDR-F<
5. WHQT-F	WMXJ-F	5. WAXY-F	WPOW-F	5. WLYF-F
6. WHYI-F	6. WHYI-F<	6. WJQY-F	6. WJQY-F	6. WAXY-F<
7.	7. WGTR-F	7. WPOW-F	7. WHYI-F	7. WLVE-F
8.	8. WJQY-F	8. WHYI-F	8. WLVE-F	8. WHYI-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WGTR-F>	1. WGTR-F>	1. WGTR-F>	1. WGTR-F	1. WMXJ-F
2. WEDR-F	2. WEDR-F	2. WEDR-F	2. WEDR-F	2. WEDR-F<
3. WPOW-F>	3. WPOW-F	3. WSHE-F	3. WMXJ-F	3. WGTR-F
4. WSHE-F	4. WSHE-F	4. WMXJ-F	4. WPOW-F	4. WHYI-F<
5. WHYI-F	5. WHYI-F	5. WZTA-F	5. WSHE-F	5. WKQS-F
6. WAXY-F	6. WZTA-F	6. WHYI-F	6. WHYI-F	6. WSHE-F
7. WZTA-F	7. WMXJ-F	7. WPOW-F	WZTA-F	7. WZTA-F
8.	8. WKQS-F	8. WKQS-F	8. WKQS-F	8. WLYF-F
9.	9.	9. WXDJ-F	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		447 (2)	447 (2)	9.5	8.4
AOR/CLASSIC		419 (3)	419 (3)	8.9	6.4
AC/OLDIES/SOFT ROCK		749 (5)	749 (5)	15.9	14.6
MOR/VARIETY/FULL					
COUNTRY	49 (1)	167 (1)	171 (2)	3.6	3.5
BLACK/URBAN	66 (2)	428 (2)	494 (4)	10.5	12.0
BTFL MUSIC/EZ	8 (1)	502 (2)	510 (3)	10.8	10.0
NEWS/TALK	556 (4)		556 (4)	11.8	14.7
NOSTALGIA	76 (1)		76 (1)	1.6	3.6
RELIGION/GOSPEL	103 (3)		103 (3)	2.2	2.1
SPANISH	592 (7)	294 (2)	886 (9)	18.8	21.1
CLASSICAL		140 (1)	140 (1)	3.0	3.5
JAZZ/NEW AGE		73 (1)	73 (1)	1.6	
UNKNOWN/OTHERS	40 (2)		40 (2)	0.8	
	1490 (21)	3219 (19)	4709 (40)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAVS	1170	Davie	.4/ .8
WCMQ	1210	Miami	.9/2.8
WEXY	1520	Wilton Manors	.3/1.4
WKAT	1360	North Miami	.4/1.5
WOCN	1450	Miami	.7/2.2
WRBD	1470	Pompano Beach	.8/2.2
WSUA	1260	Miami	.7/2.5
WVCG	1080	Coral Gables	.7/2.5
WWNN	980	Pompano Beach	.4/1.9
WRMF-F	97.9	West Palm Beach	.7/1.8
WSBR	740	Boca Raton	.4/1.6
WYFX	1040	Boynton Beach	.5/1.5

RADIO STATIONS

AM STATIONS

WAQI, 710, 50 KW (DA-2)	, HISPANIC NEWS/TALK	,$ 62.00	(Katz Hisp.)			Armando Roura
WCMQ, 1210, 25 KW/2.5 KW (DA-2)	, HISPANIC MOR	,$ 52.00	(SBS)	Spanish Broadcasting		Renee Delamazo
WINZ, 940, 50 KW/25 KW (DA-N)	, NEWS/TALK	CBS,$ 99.00	(Katz)	Guy Gannett		Gary Lawrence
WIOD, 610, 10 KW (DA-2)	, TALK	ABC-T,ABC-I,$100.00	(Christal)	Cox		Mike Disney
WFTL, 1400, 1 KW	, NOSTALGIA	APR,$ 39.00	(Southern)			Bill Wheatley
WKAT, 1360, 10 KW/1 KW	, ETHNIC/BARTER	MBS,$ 29.00	(Savalli)			Howard Premer
WMBM, 1490, 1 KW	, GOSPEL	NBN,$ 31.00	(K & P)			Ed Margolis
WNWS, 790, 25 KW	, TALK/NEWS	ABC-E,$ 80.00	(Banner)	Jeff-Pilot		Dennis Collins
WOCN, 1450, 1 KW (DA-2)	, HISPANIC	,$ 35.00	(Lotus)			Maria Perez
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC,$ 38.00	(HNWH)	Sunshine Wireless		Jeff Greenhawt
WQBA, 1140, 50 KW/10 KW (DA-2)	, HISPANIC	,$135.00	(Eastman)	Susquehanna		George Hyde
WRHC, 1550, 10 KW/500 W (DA-2)	, HISPANIC	,$ 50.00	(Lotus)			Salvadroe Lew
WSUA, 1260, 5 KW (DA-2)	, HISPANIC	,$ 45.00	(Caballero)			Enrique Landin
WVCG, 1060, 50 KW/20 KW (DA-2)	, ? ?	,$ 32.00	(---)	Statewide		Matt Rowe
WWNN, 980, 5 KW/1 KW (DA-3)	, TALK	,$ 36.00	(---)		(POMPANO BEACH)	Joe Nuckols

FM STATIONS

WAXY, 105.9, 100 KW @ 1049,	AC/OLDIES	US 1,$141.00	(Republic)	RKO		Doug Donoho
WCMQ, 92.3, 41 KW @ 300,	HISPANIC AC	,$ 77.00	(SBS)	Spanish Broadcasting		Renee Delamazo
WEDR, 99.1, 70 KW @ 175,	BLACK	CBS-R,$ 80.00	(---)	Rivers		Jerry Rushin
WGTR, 97.3, 98 KW @ 790,	AOR	,$ 78.00	(Christal)	Cox		Mike Disney
WHQT, 105.1, 100 KW @ 600,	CHR/URBAN	,$100.00	(MMR)	EZ		Bill Gilreath
WHYI, 100.7, 100 KW @ 1000,	CHR/URBAN	,$134.00	(Mc-Guild)	Metroplex		David Ross
WJQY, 106.7, 100 KW @ 1024,	SOFT AC	,$131.00	(Katz)	Tak		Skip Schmidt
WKQS, 99.9, 100 KW @ 986,	COUNTRY	US 2,$ 86.00	(HNWH)	Sunshine Wireless		Jeff Greenhawt
WLVE, 93.9, 100 KW @ 1006,	AC/JAZZ	,$100.00	(Torbet)	Gilmore		Dean Goodman
WLYF, 101.5, 100 KW @ 813,	BTFL/EZ	,$123.00	(Banner)	Jeff-Pilot		Dennis Collins
WMXJ, 102.7, 100 KW @ 1006,	OLDIES	,$114.00	(Durpetti)	Sconnix		Jim Butler
WPOW, 96.5, 100 KW @ 1006,	CHR/URBAN	ABC-C,$ 84.00	(HNWH)	Beasley		Greg Reed
WQBA, 107.5, 100 KW @ 500,	HISPANIC AC	,$ 60.00	(Eastman)	Susquehanna		George Hyde
WTHM, 98.3, 1 KW @ 462,	BLACK	,$ 40.00	(K & P)		(GOULDS)	Fred Jacob
WTMI, 93.1, 96 KW @ 1006,	CLASSICAL	,$ 80.00	(CMBS)	Marlin		Dave Harris
WXDJ, 95.7, 100 KW @ 982,	JAZZ/NEW AGE	SMN,$ 74.00	(CBS)		(HOMESTEAD)	Tony Novia
WZTA, 94.9, 96 KW @ 1010,	CLASSIC AOR	,$ 70.00	(Katz)	Guy Gannett		
WSHE, 103.5, 100 KW @ 1006,	AOR	,$ 90.00	(Eastman)	TK		Joe Davidman

CALL LETTER CHANGES

FORMAT CHANGES

WKAT: From Oldies to Ethnic/Barter (February)
WZTA: From AOR to Classic AOR

STATION SALES

WLQY (Hollywood): Sold for $1,900,000

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MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,297,900

MSA Rank/Pop: 32/1,400,000
ADI # 30
Average Person Ratings: 18.7
Market TSL: 24.8 hours

Stations: 27/24
Diaries: 1558/833:1/58.1%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 7.2

1987 Revenue: $32,600,000
HH Inc.: $34,659
Retail $: 8.7 Bil
Pop per Station: 54,079
#1 Biller: WTMJ $6,300,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(MOR)	320/13.2	12.1	12.9	15.1	16.1	13.3	370/4472	3670/28.3	28.1	32.9	65	10.9	261	4022	WTMJ
2. WKTI-F	(CHR)	240/ 9.9	10.4	9.5	7.5	9.2	9.3	254/3802	3473/26.8	25.3	26.0	67	11.3	270	4243	WKTI-F
3. WKLH-F	(AOR)	209/ 8.6	5.9	8.3	5.9	8.8	7.2	249/2983	2509/19.3	17.2	19.6	127	7.7	184	2524	WKLH-F
4. WMIL-F	(C)	195/ 8.0	7.5	6.7	5.5	6.7	6.9	235/2310	1820/14.0	13.4	14.3	164	6.3	150	1705	WMIL-F
5. WLZR A/F	(AOR)	172/ 7.0	5.8	2.4	2.9	2.8	4.0	201/2199	1770/13.6	9.6	10.0	61	8.8	210	2270	WLZR A/F
6. WLUM-F	(B)	154/ 5.7	6.6	5.9	6.7	5.6	5.2	169/1831	1769/13.6	13.9	13.5	82	9.3	222	2325	WLUM-F
7. WEZW-F	(EZ)	152/ 6.3	7.6	8.4	7.1	7.0	7.4	177/2312	1985/15.3	16.8	15.0	73	3.6	87	1672	WEZW-F
8. WOKY	(BB)	141/ 5.8	7.9	6.8	6.9	5.7	6.9	151/1676	1502/11.6	13.1	12.0	55	6.7	160	1880	WOKY
9. WLTQ-F	(AC)	133/ 5.5	3.4	5.0	4.0	3.5	4.5	148/1835	1613/12.4	11.4	9.5	147	2.8	66	1075	WLTQ-F
10. WQFM-F	(AOR)	91/ 3.7	4.1	5.4	7.6	6.6	5.2	123/2087	1608/12.4	14.6	16.2	78	3.7	88	1777	WQFM-F
11. WISN	(N/T)	66/ 2.7	3.0	2.3	3.3	2.8	2.8	90/1682	1401/10.8	9.8	10.4	52	3.6	87	1268	WISN
12. WMYX-F	(AC)	61/ 2.5	3.0	4.8	4.4	3.8	3.7	79/1440	1135/ 8.7	11.6	11.6	112	4.5	107	1126	WMYX-F
13. WEMP	(O)	53/ 2.2	2.1	2.2	2.4	2.1	1.2	70/1218	1035/ 8.0	7.8	8.0	177	2.2	52	916	WEMP
14. WFMR-F	(CL)	40/ 1.6	3.3	1.9	1.6	1.4	2.1	40/ 634	634/ 4.9	5.4	4.3	119	2.3	54	763	WFMR-F
15. WZTR-F	(AC)	38/ 1.6	2.0	2.0	1.2	1.9	1.7	49/1162	895/ 6.9	6.3	5.5	113	2.1	49	835	WZTR-F
16. WBZN-F	(J/NA)	30/ 1.2	2.0	1.3	2.0	1.6	1.6	36/ 878	678/ 5.2	4.5	9.1	200	---	37	624	WBZN-F
17. WNOV	(B)	23/ 1.2	1.1	1.6	1.9	1.9	1.2	29/ 484	484/ 3.7	3.7	4.7	183	.9	21	529	WNOV
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 68.33% (1543 of 2258) (SPG 87: 63.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PM	12+ EVE	OVERNIGHT
1. WLUM-F	1. WKLH-F	1. WKLH-F	1. WKLH-F	1. WKLH-F	1. WTMJ	>>1. WTMJ	1. WKLH-F	1. WTMJ	< 1. WTMJ	>>1. WMIL-F
2. WKTI-F	>>2. WLZR-F+	2. WKTI-F	2. WKTI-F	2. WKTI-F	< 2. WEZW-F	2. WKTI-F	2. WTMJ	2. WKLH-F	2. WLUM	< 2. WTMJ
3. WLZR-F	> 3. WKTI-F	> 3. WLZR-F+	3. WLTG-F	3. WMIL-F	WOKY	3. WKLH-F	3. WMIL-F	3. WKTI-F	3. WLZR-F+	3. WRJN
4. WQFM-F	4. WLUM-F	4. WMIL-F	< 4. WMIL-F	4. WLTQ-F	4. WMIL-F	> 4. WMIL-F	4. WKTI-F	4. WLUM	4. WKTI-F	> 4. WLZR-F
5.	5. WQFM-F	5. WLTQ-F	5. WTMJ	5. WTMJ	5. WLTQ-F	5. WOKY	5. WLTQ-F	5. WLZR-F+	5. WMIL-F	5. WLUM-F
6.	6. WMIL-F	6. WLUM-F	6. WLUM-F	6. WLUM-F	6. WISN	6. WLZR-F+	< 6. WEZW-F	WMIL-F	6. WKLH-F	6. WKLH-F
7.	7. WLTQ-F	7. WTMJ	7. WLZR-F+	7. WEZW-F	WKTI-F	7. WLTQ-F	7. WLZR-F+	7. WEZW-F	7. WEZW-F	7. WEZW-F
8.	8.	8.	8.	WLZR-F+	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKTI-F	> 1. WKTI-F	> 1. WKTI-F	1. WKTI-F	> 1. WKTI-F
2. WLZR-F+	2. WKLH-F	> 2. WKLH-F	> 2. WKLH-F	2. WMIL-F
3. WKLH-F	3. WLUM-F	3. WLTQ-F	3. WMIL-F	< 3. WLTQ-F
4. WLUM-F	4. WLZR-F	4. WLUM-F	4. WLTQ-F	< 4. WKLH-F
5. WQFM-F	5. WLTQ-F	5. WMIL-F	5. WLUM-F	5. WTMJ
6. WLTQ-F	6. WMIL-F	6. WMYX-F	< 6. WLZR-F+	6. WLUM-F
WMIL-F	7. WQFM-F	7. WLZR-F+	7. WTMJ	7. WEZW-F
8.	8.	8.	8.	8. WMYX-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WLZR-F+	> 1. WLZR-F+	< 1. WKLH-F	> 1. WKLH-F	1. WKLH-F
2. WKLH-F	> 2. WKLH-F	>> 2. WLZR-F+	> 2. WLZR-F+	> 2. WMIL-F
3. WLUM-F	3. WQFM-F	3. WQFM-F	3. WKTI-F	3. WTMJ
4. WQFM-F	4. WKTI-F	4. WMIL-F	4. WMIL-F	4. WLTQ-F
5. WKTI-F	5. WLUM-F	5. WKTI-F	5. WLTQ-F	5. WKTI-F
6. WMIL-F	WMIL-F	WLTQ-F	6. WQFM-F	< 6. WLZR-F+
7.	7. WLTQ-F	7. WTMJ-F	7. WTMJ-F	7. WQFM-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		240 (1)	240 (1)	10.6	11.7
AOR/CLASSIC	6 (1)	466 (3)	472 (4)	20.9	19.5
AC/OLDIES/SOFT ROCK	53 (1)	239 (4)	292 (5)	12.9	11.0
MOR/VARIETY/FULL	338 (2)		338 (2)	15.0	23.1
COUNTRY	7 (1)	195 (1)	202 (2)	8.9	7.5
BLACK/URBAN	62 (3)	164 (1)	226 (4)	10.0	8.5
BTFL MUSIC/EZ		152 (1)	152 (1)	6.7	7.5
NEWS/TALK	108 (4)		108 (4)	4.8	1.3
NOSTALGIA	141 (1)	17 (1)	158 (2)	7.0	6.1
RELIGION/GOSPEL					0.3
SPANISH					
CLASSICAL		40 (1)	40 (1)	1.8	1.5
JAZZ/NEW AGE		30 (1)	30 (1)	1.3	
UNKNOWN/OTHERS					2.1
	715 (13)	1543 (14)	2258 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAUK	1510	Waukesha	.3/1.2
WBKV-F	92.5	West Bend	.3/ .9
WLUM	1590	West Allis	.7/1.5
WMVP	1290	Greenfield	.6/2.1
WRJN	1400	Racine	.7/2.0
WTKM-F	104.9	Hartford	.7/1.6
WBBM	780	Chicago	.4/3.3
WGN	720	Chicago	.6/2.5
WLUP	1000	Chicago	.7/ .9

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	MBS,Trans,$ 41.00	(Banner)	Heritage	Jack Lee
WISN, 1130, 50 KW/10 KW (DA-N)	, NEWS/TALK	MBS,ABC-I,$ 52.00	(Katz)	Hearst	Steve Downes
WMVP, 1290, 5 KW (DA-2)	, BLACK	SMN,$ 21.00	(HNWH)	All Pro	
WNOV, 860, 250 W (DAYS,DA)	, BLACK	NBN,$ 20.00	(---)		Walter Jones
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 50.00	(CBS)	Sundance	Brian Ongaro
WTMJ, 620, 5 KW (DA-N)	, MOR	NBC,$121.00	(Christal)	Milwaukee Journal	Paul LeSage
WYLO, 540, 250 W/150 W (DA-1)	, RELIGION/ETHNIC	,$ 20.00	(---)	Marsh (JACKSON)	Marion Luther

FM STATIONS

WBZN, 100.7, 50 KW @ 500, JAZZ/NEW AGE		,$ 40.00	(Torbet)	SRO	Harvey Wittenberg
WEZW, 103.7, 20 KW @ 840, BTFL/EZ		,$ 70.00	(MMR)	Multimedia	Dick Washer
WFMR, 98.3, 3 KW @ 330, CLASSICAL		,$ 49.00	(CMBS)		Bob Caulfield
WKLH, 96.5, 22 KW @ 810, CLASSIC AOR		,$ 92.00	(Mc-Guild)	Saga	Tom Joerres
WKTI, 94.5, 16 KW @ 911, CHR		Source,$ 87.00	(Christal)	Milwaukee Journal	Doug Kiel
WLTQ, 97.3, 16 KW @ 980, SOFT AC		,$ 55.00	(Katz)	Hearst	Steve Downes
WLUM, 102.1, 50 KW @ 490, BLACK		CBS-R,$ 47.00	(HNWH)	All Pro	Steve Sinicropi
WLZR, 102.9, 50 KW @ 422, AOR		ABC-F,$ 57.00	(Republic)	Great American	Dave Crowl
WMIL, 106.1, 13 KW @ 976, COUNTRY		,$ 74.00	(CBS)	Sundance	
WMYX, 99.1, 50 KW @ 450, AC		CBS-R,$ 62.00	(Banner)	Heritage	Jack Lee
WQFM, 93.3, 14 KW @ 940, AOR		ABC-R,$ 64.00	(Eastman)	Shamrock-Lynett	Jim Hooker
WZTR, 95.7, 34 KW @ 610, AC		,$ 41.00	(Durpetti)		Tim Medland

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WMVP (Greenfield): Sold to Willie Davis for $750,000

American Radio Spring 1988, Copyright 1988

MINNEAPOLIS - ST. PAUL

Arbitron Rank/Pop (12+): 18/1,936,500

MSA Rank/Pop: 14/2,340,000
ADI # 13
Average Person Ratings: 17.1
Market TSL: 22.5 hours

Stations: 18/18
Diaries: 1801/1075:1/58.8%
Sample Target: 1660
% Below Line: 0
% Not Listed: 11.0

1987 Revenue: $63,000,000
HH Inc.: $38,799
Retail $: 18.4 Bil
Pop per Station: 107,583
#1 Biller: WCCO $19,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	551/16.6	16.9	19.4	19.3	16.3	18.1	840/9997	6840/35.3	38.3	32.6	72	16.2	584	7038	WCCO
2. KQRS A/F	(AOR)	385/11.7	7.9	10.2	8.6	8.0	9.6	428/5160	4458/23.0	22.3	20.8	103	11.6	415	4337	KQRS A/F
3. WLOL-F	(CHR)	311/ 9.4	8.3	8.0	7.0	10.0	8.2	335/5308	4711/24.3	23.8	25.2	81	9.5	343	6277	WLOL-F
4. KSTP-F	(AC)	299/ 9.0	9.4	8.3	8.7	8.5	8.9	360/4756	3779/19.5	22.0	20.1	150	10.2	367	4058	KSTP-F
5. KEEY-F	(C)	204/ 6.2	7.4	6.3	6.6	5.8	6.6	253/3357	2740/14.1	16.2	13.3	137	5.6	202	2593	KEEY-F
6. WLTE-F	(AC)	191/ 5.8	5.9	4.7	5.2	3.8	5.4	268/4294	3467/17.9	13.5	12.3	140	3.5	127	2474	WLTE-F
7. KJJO-F	(AOR)	175/ 5.3	4.0	6.6	5.4	5.9	5.3	260/3204	2361/12.2	12.6	13.5	28	8.1	292	2768	KJJO-F
8. KDWB-F	(CHR)	157/ 4.7	5.1	5.2	6.5	6.8	5.4	184/3847	3316/17.1	18.1	20.3	60	6.8	245	3812	KDWB-F
9. WAYL-F	(EZ)	154/ 4.6	5.5	5.8	5.4	6.5	5.3	170/2399	2110/10.9	12.6	14.2	87	3.5	127	1862	WAYL-F
10. KTCZ-F	(J/AOR)	144/ 4.3	4.1	4.0	3.9	4.4	4.1	146/2117	2064/10.7	9.4	10.5	153	3.7	132	1951	KTCZ-F
11. KSTP	(N/T)	100/ 3.0	4.2	2.6	2.7	2.7	3.1	102/1883	1740/ 9.0	7.6	7.7	97	3.8	138	2058	KSTP
12. KDWB	(O)	88/ 2.7	2.1	2.0	2.2	2.1	2.3	97/1574	1305/ 6.7	7.7	6.9	156	1.7	61	1253	KDWB
13. KLBB	(BB)	61/ 1.8	1.7	1.2	.7	1.4	1.4	61/ 674	671/ 3.5	2.6	2.5	28	.8	28	439	KLBB
14. WDGY	(C)	53/ 1.6	1.9	2.0	1.6	1.8	1.8	79/1632	1104/ 5.7	5.5	6.6	125	1.8	64	936	WDGY
15. KMGK-F	(AC)	47/ 1.4	1.7	2.2	2.3	2.1	1.9	65/1500	1174/ 6.1	7.9	7.4	150	.7	25	420	KMGK-F

16.
17.
18.
19.
20.

21.
22.
23.
24.
25.

12+ FM SHARE (METRO): 69.63% (2052 of 2947) (SPG 87: 70.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDWB-F<	1. KQRS-F+>	1. KQRS-F+>	1. KSTP-F	1. KSTP-F	1. WCCO >>	1. WCCO >	1. KQRS-F+	1. WCCO	1. WCCO >>	1. WCCO >
2. WLOL-F	2. WLOL-F>	2. KSTP-F	2. KQRS-F+	2. KQRS-F+<	2. KSTP-F	2. KQRS-F+>	2. WCCO	2. KQRS-F+	2. WLOL-F	2. KSTP
3. KJJY-F>>	3. KSTP-F	3. WLOL-F	3. WCCO	3. WCCO	3. WAYL-F	3. KSTP-F	3. KSTP-F	3. WLOL-F	3. KJJO-F	3. KQRS-F
4.	4. KJJO-F	4. WCCO	4. WLTE-F	4. KEEY-F	4. KEEY-F	4. WLOL-F>	4. WLOL-F	4. KSTP-F>	4. KQRS-F	4. WAYL-F
5.	5. KTCZ-F	5. WLTE-F	5. WLOL-F	5. WLTE-F	5.	5. KEEY-F<	5. KEEY-F	5. KJJO-F<	5. KDWB-F	5. WLOL-F
6.	6. WLTE-F	6. KTCZ-F<	6. KEEY-F	6. WLOL-F	6.	6. WLTE-F	6. WLTE-F	6. KEEY-F	6. KEEY-F	6. KEEY-F
7.	7. KEEY-F	7. KEEY-F	7. KTCZ-F	7. KTCZ-F	7.	7.	7. WAYL-F	7. WLTE-F	7.	7. KJJO-F<
8.	8. KDWB-F	8.	8.	8.	8.	8.	8.	8.	8.	8. KSTP-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	WLTE-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WLOL-F>	1. WLOL-F>	1. KSTP-F	1. KSTP-F	1. KSTP-F>
2. KQRS-F+>>	2. KSTP-F	2. WLOL-F>	2. WLOL-F	2. WLTE-F
3. WLTE-F<	3. KQRS-F+	3. WLTE-F	3. WLTE-F>	3. WCCO
4. KJJO-F<	4. WLTE-F>	4. KQRS-F+	4. KQRS-F+	4. KEEY-F>
5. KDWB-F	5. KTCZ-F	5. KTCZ-F	5. KEEY-F	5. WAYL-F
6. KSTP-F	6. KDWB-F	6. KEEY-F	6. WCCO	6. KTCZ-F
7. KTCZ-F	7. KEEY-F	7. KDWB-F	7. KTCZ-F	7. KQRS-F+
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KQRS-F+>	1. KQRS-F+>>	1. KQRS-F+>>	1. KQRS-F+>>	1. KQRS-F+>
2. KJJO-F>	2. KJJO-F	2. WLOL-F	2. WCCO	2. WCCO
3. WLOL-F>>	3. WLOL-F>	3. KTCZ-F<	3. KSTP-F	3. KSTP-F
4. KSTP-F	4. KSTP-F	4. KSTP-F	4. WLOL-F<	4. KEEY-F
5. KDWB-F	5. KTCZ-F	5. WCCO	5. KTCZ-F	5. KTCZ-F
6. KTCZ-F	6. KEEY-F	6. KEEY-F>	6. KJJO-F	6. WLOL-F
7.	WCCO	7. KDWB-F	7. KEEY-F	7. KDWB
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		468 (2)	468 (2)	15.9	19.3
AOR/CLASSIC	15 (1)	545 (2)	560 (3)	19.0	21.1
AC/OLDIES/SOFT ROCK	88 (1)	537 (3)	625 (4)	21.2	19.0
MOR/VARIETY/FULL	551 (1)		551 (1)	18.7	18.7
COUNTRY	53 (1)	204 (1)	257 (2)	8.7	8.7
BLACK/URBAN					
BTFL MUSIC/EZ	14 (1)	154 (1)	168 (2)	5.7	7.4
NEWS/TALK	100 (1)		100 (1)	3.4	3.1
NOSTALGIA	61 (1)		61 (1)	2.1	1.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	13 (1)	144 (1)	157 (2)	5.3	0.7
UNKNOWN/OTHERS					0.4
	895 (8)	2052 (10)	2947 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTCJ	690	Minneapolis	.4/ .7
WAYL	980	Richfield	.4/2.0

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2)	, OLDIES	,$ NA	(Banner)	Legacy	Gary Swartz
KLBB, 1400, 1 KW	, NOSTALGIA	CNN,ABC-D,$ 34.00	(Roslin)		Steve Kelly
KSNE, 1260, 5 KW (DA-N)	, MOR	,$ 19.00	(Roslin)		Sam Sherwood
KSTP, 1500, 50 KW (DA-N)	, NEWS/TALK	ABC-T,ABC-I,$ 52.00	(Mc-Guild)	Hubbard	Bob Fransen
KTCJ, 690, 500 W (DAYS,DA)	, JAZZ	,$ 23.00	(Durpetti)	Parker	Mike Boen
KUXL, 1570, 2.5 KW/300 W	, RELIGION	,$ 20.00	(---)	Marsh	Larry Alford
WCCO, 830, 50 KW	, MOR	CBS,$268.00	(CBS)		Steve Goldstein
WDGY, 1130, 50 KW/25 KW (DA-2)	, COUNTRY	MBS,$ 47.00	(Katz)	Malrite	Mick Anselmo

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR	,$ 95.00	(Banner)	Legacy	Gary Swartz
KEEY, 102.1, 50 KW @ 842, COUNTRY	,$115.00	(Katz)	Malrite	Mick Anselmo
KJJO, 104.1, 100 KW @ 1050, AOR	CBS-R,$ 53.00	(Republic)	Park	John Rohm
KQRS, 92.5, 50 KW @ 822, AOR	ABC-R,$150.00	(Katz)	Cap Cities/ABC	Mark Steinmetz
KMGK, 107.9, 100 KW @ 1080, SOFT AC	Trans,$ 47.00	(Republic)		
KSTP, 94.5, 100 KW @ 1250, AC	,$200.00	(Mc-Guild)	Hubbard	John Mayasich
KTCZ, 97.1, 100 KW @ 285, ECLECTIC/AOR	,$ 64.00	(Durpetti)	Parker	Mike Boen
WAYL, 93.7, 100 KW @ 820, BTFL/EZ	,$ 72.00	(Durpetti)	Entercom	Steve Woodbary
WLOL, 99.5, 50 KW @ 844, CHR	,$125.00	(HNWH)	Emmis	Tac Hammer
WLTE, 102.9, 100 KW @ 1304, AC	,$ 79.00	(CBS)		Rand Gottlieb

CALL LETTER CHANGES

FORMAT CHANGES

KMAP: Signed on with Urban format (April)
KJJO-AM: From AOR to Black (May)
WAYL-F: Changes from BTFL to Oldies (July)

STATION SALES

KMGK-F: From Sunbelt to Trumper for $8,750,000 (Americom)

American Radio Spring 1988, Copyright 1988

MOBILE

Arbitron Rank/Pop (12+): 86/381,400

MSA Rank/Pop: 101/476,000
ADI # 58 (w/Pensacola)
Average Person Ratings: 17.7
Market TSL: 23.5 hours

Stations: 25/19
Diaries: 887/430:1/49.6%
Sample Target: 770
% Below Line: 8.8
% Not Listed: 5.0

1987 Revenue: $11,000,000
HH Inc.: $28,654
Retail $: 2.9 Bil
Pop per Station: 20,074
#1 Biller: WKSJ-F $4,000,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKSJ A/F	(C)	119/17.7	17.9	20.4	18.8	24.5	----	125/1289	1160/30.4	30.6	30.8	128	16.1	130	1181	WKSJ A/F
2. WABB-F	(CHR)	94/13.9	15.4	17.4	17.2	14.3	----	148/2157	1214/31.8	32.4	35.0	75	20.6	167	1505	WABB-F
3. WBLX-F	(B)	87/12.9	17.3	14.3	13.9	17.0	----	182/1742	870/22.8	24.3	21.9	97	17.9	145	1221	WBLX-F
4. WGOK	(B)	57/ 8.5	7.3	7.8	7.9	9.7	----	58/ 616	585/15.3	15.4	14.8	98	3.8	31	295	WGOK
5. WKRG-F	(AC)	34/ 5.0	4.5	4.0	4.2	2.3	----	48/ 939	592/15.5	16.7	16.0	104	4.2	34	582	WKRG-F
6. WMML	(B)	33/ 4.9	2.6	1.6	2.5	2.3	----	36/ 432	406/10.6	6.9	5.1	63	5.1	41	592	WMML
7. WKRG	(T)	31/ 4.6	4.4	4.5	6.1	5.8	----	31/ 422	408/10.7	12.0	11.2	61	3.0	24	388	WKRZ
8. WZEW-F	(AOR)	24/ 3.6	3.7	4.1	3.1	2.7	----	25/ 377	363/ 9.5	7.1	7.5	78	5.2	42	499	WZEW-F
WDLT-F	(AC)	24/ 3.6	3.4	4.0	3.3	2.7	----	24/ 435	407/10.7	11.2	11.3	169	3.5	28	266	WDLT-F
10. WAVH-F	(AC)	22/ 3.3	4.5	3.7	3.7	5.2	----	55/ 874	381/10.0	10.6	8.6	139	2.5	20	315	WAVH-F
11. WMEZ-F	(EZ)	17/ 2.5	2.6	1.5	1.8	.5	----	60/ 745	213/ 5.6	6.0	4.7	96	1.0	8	142	WMEZ-F
12. WMOB	(G)	16/ 2.4	.6	1.4	.7	.7	----	16/ 146	146/ 3.8	2.3	4.9	50	1.5	12	274	WMOB
WIZD-F	(AC)	16/ 2.4	1.2	3.4	3.6	4.2	----	65/ 873	293/ 7.7	6.6	13.5	179	2.3	19	275	WIZD-F
14. WXBM-F	(C)	12/ 1.8	.9	.8	1.3	.5	----	45/ 548	150/ 3.9	3.1	1.8	172	.2	2	84	WXBM-F
15. WLPR-F	(EZ)	11/ 1.6	.4	---	.3	---	----	11/ 153	135/ 3.5	3.4	---	19	1.0	8	111	WLPR-F

12+ FM SHARE (METRO): 73.75% (472 of 640) (SPG 87: 77.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WABB-F>	1. WABB-F<	1. WKSJ-F+	1. WKSJ-F+>>	1. WKSJ-F+>>	1. WKSJ-F+>>	1. WKSJ-F+>	1. WKSJ-F>	1. WKSJ-F	1. WBLX-F<	1. WKSJ-F
2. WBLX-F>	2. WBLX-F	2. WBLX-F<	2. WBLX-F	2. WBLX-F	2. WGOK	2. WABB-F>	2. WGOK	2. WABB-F	2. WABB-F>	2. WBLX-F
3. WMML >	3. WKSJ-F+>	3. WABB-F>	3. WABB-F	3. WABB-F	3. WKRG	3. WBLX-F	3. WABB-F	3. WBLX-F>	3. WMML	3. WABB-F>
4.	4. WZEW-F	4.	4. WGOK	4. WGOK	4. WBLX-F	4. WKRG	4. WBLX-F>	4. WMML <	4. WGOK	4. WKRG-F
5.	5. WMML	5.	5. WDLT-F	5. WDLT-F	5. WABB-F	5. WGOK	5. WGOK	5. WKRG	5. WKSJ-F	5. WKRG

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WABB-F	1. WABB-F	1. WKSJ-F+	1. WKSJ-F+	1. WKSJ-F+>
2. WBLX-F>	2. WKSJ-F+	2. WABB-F	2. WBLX-F<	2. WBLX-F
3. WKSJ-F+	3. WBLX-F>	WGOK	3. WABB-F>	3. WGOK
4. WMML	4. WGOK	4. WKRG-F	4. WGOK	4. WABB-F>
WZEW-F	WKRG-F	5. WBLX-F	5. WKRG-F	5. WKRG-F
			6. WDLT-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WABB-F	1. WBLX-F	1. WKSJ-F+>	1. WKSJ-F+	1. WKSJ-F+>>
WBLX-F>	2. WABB-F	2. WBLX-F	2. WBLX-F<	2. WBLX-F
3. WMML	3. WKSJ-F+>	3. WIZD-F	3. WABB-F>>	3. WABB-F>
4. WZEW-F	4. WZEW-F	4. WABB-F	4. WZEW-F	4. WIZD-F
5.	5. WMML	5. WDLT-F	5. WMML	5. WDLT-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		106 (3)	106 (3)	16.6	19.0
AOR/CLASSIC		24 (1)	24 (1)	3.8	4.3
AC/OLDIES/SOFT ROCK		96 (4)	96 (4)	15.0	13.5
MOR/VARIETY/FULL	3 (1)		3 (1)	0.5	0.4
COUNTRY	2 (1)	131 (3)	133 (4)	20.8	23.8
BLACK/URBAN	97 (3)	87 (1)	184 (4)	28.8	23.3
BTFL MUSIC/EZ		28 (2)	28 (2)	4.4	5.5
NEWS/TALK	31 (1)		31 (1)	4.8	4.8
NOSTALGIA	5 (1)		5 (1)	0.8	
RELIGION/GOSPEL	28 (3)		28 (3)	4.4	5.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	168 (11)	472 (14)	640 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABB	1480	Mobile	1.0/5.2
WBCA	1110	Bay Minette	.3/1.4
WBHY	840	Mobile	1.3/3.0
WGRR	960	Prichard	.7/3.0
WHEP	1310	Foley	.4/1.4
WLIT	1550	Mobile	.4/2.1
WJLQ-F	100.7	Pensacola	1.5/7.1
WOWW-F	107.3	Pensacola	.3/1.0
WQID-F	93.7	Biloxi	.3/1.6

MISCELLANEOUS COMMENTS WAVH-F sold by TM to Marathon for $_____... WIZD-F sold by Keymarket for $4,500,000 (Blackburn)... WMOO changes to WLIT (January)...

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, BLACK	SMN,$ NA	(Christal)	Dittman	Bernard Dittman
WBHY, 840, 1 KW (DAYS)	, RELIGION	,$ 11.00	(---)		Wilbur Goforth
WGOK, 900, 1 KW/500 W (DA-1)	, BLACK	SBN,$ 16.00	(Roslin)		Irene Ware
WKRG, 710, 1 KW/500 W (DA-N)	, TALK	CBS,MBS,$ 27.00	(Katz)		Wes Diamond
WKSJ, 1270, 5 KW (DAYS)	, COUNTRY	ABC-E,$ NM	(Banner)	Capitol-Johnson	Jay Childress
WMML, 1410, 5 KW (DA-N)	, BLACK	NBC,$ 16.00	(Lazar)		Lynett Eason
WLIT, 660, 50 KW/1 KW (DA-2)	, RELIGION	,$ 12.00	(---)	Beasley	
WABB-F, 97.5, 100 KW @ 1350,	CHR	ABC-F,$ 68.00	(Christal)	Dittman	Bernard Dittman
WAVH-F, 96.1, 100 KW @ ?? ,	AC	,$ 31.00	(Durpetti)	Marathon	Don Walker
WBLX-F, 92.9, 100 KW @ 1555,	BLACK	US 1,ABC-C,$ 52.00	(HNWH)	Beasley	Harry Williams
WDLT-F, 98.3, 3 KW @ 300,	SOFT AC	Trans,$ 29.00	(Durpetti)		Chris Kalifeh
WKRG-F, 99.9, 100 KW @ ?? ,	AC	MBS,$ 32.00	(Katz)		Wes Diamond
WKSJ-F, 94.9, 100 KW @ 490,	COUNTRY	ABC-E,$ 88.00	(Banner)	Capitol-Johnson	Jay Childress
WZEW-F, 92.1, 3 KW @ 300,	AOR	ABC-R,$ 24.00	(---)		Sandy Frost

Other ranked stations - See Pensacola

American Radio Spring 1988, Copyright 1988

MODESTO

Arbitron Rank/Pop (12+): 132/259,800

MSA Rank/Pop: 144/319,000
Sacramento ADI
Average Person Ratings: 16.3
Market TSL: 22.0 hours

Stations: 21/13
Diaries: 723/359:1/45.7%
Sample Target: 620
% Below Line: 22.0
% Not Listed: 10.2

1987 Revenue: $8,900,000
HH Inc.: $31,331
Retail $: 1.95 Bil
Pop per Station: 19,985
#1 Biller: KOSO-F $1,400,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDJK-F	(AOR)	55/13.0	8.0	11.3	8.6	8.7	10.2	97/ 958	476/18.3	13.8	14.9	108	13.0	57	566	KDJK-F
2. KBEE-F	(EZ)	41/ 9.7	11.5	12.0	10.7	12.6	11.0	88/ 999	473/18.2	16.3	19.2	92	8.7	38	409	KBEE-F
3. KMIX-F	(C)	40/ 9.5	8.8	7.2	7.6	8.2	8.3	44/ 548	441/17.0	13.3	17.0	107	6.4	28	367	KMIX-F
4. KOSO-F	(AC)	34/ 8.0	9.9	7.9	7.6	9.2	8.4	47/ 547	316/12.2	18.3	18.5	160	4.3	19	217	KOSO-F
5. KFIV A/F	(CHR)	32/ 7.6	7.7	7.2	9.1	8.7	7.9	45/ 707	515/19.8	19.7	13.3	101	8.2	36	531	KFIV A/F
6. KHOP-F	(CHR)	30/ 7.1	5.9	7.2	6.8	3.9	6.8	90/1408	488/18.8	17.1	18.2	90	6.9	30	402	KHOP-F
7. KLOC	(SP)	26/ 6.1	1.6	3.8	5.2	7.0	4.2	39/ 322	189/ 7.3	2.3	5.4	90	1.4	6	233	KLOC
8. KTRB	(C)	23/ 5.4	4.5	2.6	5.2	3.9	4.4	34/ 511	284/10.9	8.0	7.1	94	4.6	20	236	KTRB
9. KNBR	(MOR)	17/ 4.0	4.3	3.4	3.7	6.0	3.9	40/ 689	224/ 8.6	7.5	9.6	43	3.4	15	238	KNBR
10. KSJQ-F	(U/CHR)	16/ 3.8	8.0	6.0	4.4	1.7	5.6	46/ 750	300/11.5	12.0	10.0	11	9.6	42	464	KSJQ-F

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 72.37% (275 of 380) (SPG 87: 74.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KSJQ-F>	1. KDJK-F>	1. KDJK-F>	1. KDJK-F	1. KDJK-F	1. KBEE-F>	1. KDJK-F	1. KDJK-F	1. KDJK-F>	1. KDJK-F>	1. KBEE-F
2. KHOP-F	2. KOSO-F	2. KOSO-F>	2. KOSO-F>	2. KOSO-F	2. KMIX-F>	2. KBEE-F	2. KBEE-F>	2. KFIV-F+	2. KSJQ-F	KDJK-F>>
3. KDJK-F	3. KFIV-F+	3. KFIV-F+	3. KMIX-F	3. KMIX-F	3. KTRB >	3. KMIX-F	3. KMIX-F	3. KOSO-F<	3. KLOC	3. KLOC
4. KFIV-F+>	4. KHOP-F	KMIX-F	4. KFIV-F+	4. KBEE-F	4. KRAK	4. KTRB	KOSO-F	4. KBEE-F<	KOSO-F	KCBS
5. KMIX-F	5. KLOC	5. KHOP-F	5. KHOP-F	5. KFIV-F+	5. KOSO-F	5. KNBR	5. KFIV-F+	5. KMIX-F	5. KFIV-F+	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KLOC	1. KDJK-F	1. KOSO-F	1. KOSO-F	1. KOSO-F
2. KHOP-F	2. KLOC	2. KDJK-F	2. KMIX-F	2. KBEE-F
3. KDJK-F	KOSO-F	3. KFIV-F	3. KDJK-F	3. KMIX-F
KFIV-F+	4. KFIV-F+	KMIX-F	KFIV-F+	4. KDJK-F
5.	KHOP-F	5. KLOC	KLOC	KFIV-F
			KHOP-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDJK-F>>	1. KDJK-F>>	1. KDJK-F	1. KDJK-F>>	1. KDJK-F>
2. KFIV-F	2. KOSO-F	2. KOSO-F>	2. KOSO-F	2. KOSO-F
KHOP-F	3. KFIV-F>	3. KFIV-F+	3. KFIV-F	3. KMIX-F
4.	4. KHOP-F	4. KNBR	4. KMIX-F	4. KNBR
5.	5. KNBR	5. KLOC	5. KHOP-F	5. KFIV-F
		KHOP-F	KNBR	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	7 (1)	55 (2)	62 (3)	16.3	22.8
AOR/CLASSIC		55 (1)	55 (1)	14.5	12.6
AC/OLDIES/SOFT ROCK	2 (1)	37 (2)	39 (3)	10.3	10.2
MOR/VARIETY/FULL	17 (1)		17 (1)	4.5	3.8
COUNTRY	36 (2)	50 (2)	86 (4)	22.6	20.4
BLACK/URBAN		16 (1)	16 (1)	4.2	
BTFL MUSIC/EZ		50 (2)	50 (2)	13.2	15.2
NEWS/TALK	10 (1)		10 (1)	2.6	5.3
		9 (1)			
NOSTALGIA	2 (1)	3 (1)	2 (1)	0.5	2.7
RELIGION/GOSPEL			9 (1)	2.4	1.9
SPANISH	26 (1)		29 (2)	7.6	4.3
CLASSICAL	5 (1)		5 (1)	1.3	
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	105 (9)	275 (12)	380 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMB-F	101.5	Merced	2.1/4.8
KHYV	970	Modesto	1.2/3.8
KMYT-F	97.5	Merced	2.1/3.0
KNTO-F	95.9	Livingston	.7/1.8
KUBB-F	96.3	Mariposa	2.4/8.0
KCBS	740	San Francisco	2.4/8.7
KFRC	610	San Francisco	.5/1.4
KRAK	1140	Sacramento	3.1/6.2
KSFO	560	San Francisco	.5/2.2
KYBB-F	100.9	Tracy	.7/2.7

RADIO STATIONS

KHYV, 970, 1 KW (DA-2) , CLASSICAL	ABC-D,$ 10.00	(Mc-Guild)	John Price		Tom Ehrman
KLOC, 920, 500 W/2.5 KW (DA-2) , HISPANIC	,$ 14.00	(Lotus)			Mike Sturtevant
KTRB, 860, 50 KW/10 KW (DA-2) , COUNTRY	NBC,$ 20.00	(Banner)			Dave Jacob
KBEE-F, 103.3, 50 KW @ 500, BTFL/EZ	ABC-D,$ 26.00	(Mc-Guild)	John Price		Tom Ehrman
KDJK-F, 95.1, 32 KW @ 1450, AOR	,$ 42.00	(Eastman)			Joe Gross
KFIV-F, 102.3, 3 KW @ 300, CHR	US 1,$ 31.00	(Torbet)	Comm. Pacific		
KMIX-F, 98.3, 2.2 KW @ 390, COUNTRY	MBS,$ 30.00	(Christal)		(TURLOCK)	Bob Salmon
KHOP-F, 104.1, 50 KW @ 500, CHR	,$ 26.00	(Mc-Guild)	Fuller-Jeffrey		Ed Groppo
KMYT-F, 97.5, 50 KW @ 493, BTFL/EZ	,$ 14.00	(Republic)		(MERCED)	Maurice Hill
KUBB-F, 96.3, 2 KW @ ?? , COUNTRY	,$ NA	(HNWH)	Buckley	(MARIPOSA)	Julia Campbell
KOSO-F, 93.1, 3 KW @ ?? , AC	APR,$ 38.00	(Katz)		(PATTERSON)	Bob Clark
KSJQ-F, 96.7, 3 KW @ 326, URBAN/CHR	,$ 20.00	(Banner)		(MANTECA)	Jay Martin

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MONTGOMERY

Arbitron Rank/Pop (12+): 135/244,600

MSA Rank/Pop: 151/295,100
ADI # 113
Average Person Ratings: 17.7
Market TSL: 24.0 hours

Stations: 16/13
Diaries: 615/398:1/55.6%
Sample Target: 610
% Below Line: 3.0
% Not Listed: 12.7

1987 Revenue: $7,900,000
HH Inc.: $29,234
Retail $: 1.9 Bil
Pop per Station: 18,815
#1 Biller: WLWI A/F $2,600,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WLWI-F (C)	83/19.2	---	19.3	---	19.1	----	127/1170	727/29.7	---	26.6	117	17.9	79	719	WLWI-F
2. WQIM-F (B)	55/12.7	---	11.1	---	11.6	----	65/ 608	500/20.4	---	20.6	93	19.0	84	706	WQIM-F
3. WSYA-F (O)	45/10.4	---	7.7	---	7.3	----	56/ 710	559/22.9	---	14.7	161	11.8	52	543	WSYA-F
4. WHHY-F (CHR)	42/ 9.7	---	14.7	---	13.1	----	62/1293	823/33.6	---	33.8	86	13.3	59	979	WHHY-F
5. WXVI (B)	36/ 8.3	---	8.5	---	8.8	----	36/ 443	434/17.7	---	17.3	84	5.7	25	338	WXVI
6. WBAM-F (CHR)	33/ 7.6	---	11.6	---	12.8	----	51/1060	585/23.9	---	28.1	86	12.4	55	801	WBAM-F
7. WZTN (R/G)	24/ 5.6	---	3.1	---	3.3	----	25/ 182	173/ 7.1	---	5.0	79	1.8	8	87	WZTN
8. WMGF-F (AC)	14/ 3.2	---	5.2	---	2.0	----	55/ 959	321/13.1	---	13.8	166	4.1	18	344	WMGF-F
9. WHHY (AC)	11/ 2.5	---	3.4	---	2.8	----	11/ 200	185/ 7.6	---	10.6	124	1.4	6	171	WHHY
10. WACV (T)	8/ 1.9	---	1.3	---	1.8	----	9/ 158	150/ 6.1	---	5.9	95	.9	4	125	WACV
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 75.60% (285 of 377) (SPG 87: 78.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQIM-F>>	1. WQIM-F	1. WLWI-F	1. WLWI-F	1. WLWI-F>	1. WLWI-F>>	1. WLWI-F>>	1. WLWI-F>>	1. WLWI-F>	1. WQIM-F>>	1. WQIM-F
2. WBAM-F	2. WLWI-F	2. WSYA-F<	2. WSYA-F	2. WSYA-F>	2. WSYA-F	2. WHHY-F	2. WSYA-F>	2. WQIM-F<	2. WXVI >	2. WLWI-F
WHHY-F	3. WSYA-F	3. WQIM-F>	3. WQIM-F>	3. WQIM-F	WXVI	3. WSYA-F	3. WQIM-F	3. WSYA-F	3. WLWI-F	WXVI
4.	4. WBAM-F	4. WHHY	4. WHHY-F	4. WHHY-F	4. WZTN	4. WQIM-F	4. WBAM-F	4. WHHY-F	4. WBAM-F	4. WHHY-F
5.	5. WHHY-F	5. WBAM-F	5.	5. WXVI	5.	5.	5.	5.	5.	5. WSYA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQIM-F<	1. WQIM-F>	1. WSYA-F	1. WQIM-F	1. WLWI-F<	1. WLWI-F	1. WLWI-F>	1. WLWI-F	1. WLWI-F>>	1. WLWI-F>
2. WBAM-F	2. WSYA-F	2. WQIM-F	WSYA-F	2. WSYA-F>	2. WBAM-F	2. WQIM-F	2. WQIM-F	2. WSYA-F	2. WSYA-F
3. WHHY-F>	3. WBAM-F	3. WLWI-F	3. WLWI-F	3. WQIM-F	3. WHHY-F	3. WBAM-F	3. WSYA-F	3. WQIM-F	3. WQIM-F
4.	4. WHHY-F	4. WHHY-F	4. WHHY-F	4. WHHY-F	WQIM-F	4. WHHY-F	4. WBAM-F	4. WHHY-F	4. WHHY-F
5.	5. WLWI-F	5. WBAM-F	5. WBAM-F	WXVI	WXVI	WSYA-F	WHHY-F	5. WBAM-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		75 (2)	75 (2)	19.9	12.8
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	11 (1)	59 (2)	70 (3)	18.6	29.6
MOR/VARIETY/FULL					
COUNTRY	5 (1)	83 (1)	88 (2)	23.3	23.1
BLACK/URBAN	36 (1)	62 (3)	98 (4)	26.0	23.6
BTFL MUSIC/EZ	6 (1)		6 (1)	1.6	8.8
NEWS/TALK	8 (1)		8 (1)	2.1	
NOSTALGIA					1.4
RELIGION/GOSPEL	26 (2)		26 (2)	6.9	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		6 (1)	6 (1)	1.6	
	92 (7)	285 (9)	377 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLWI	740	Montgomery	1.2/4.3
WMGY	800	Montgomery	.5/3.1
WREZ	950	Montgomery	1.4/5.1
WBIL-F	95.9	Tuskegee	1.2/3.2
WENN-F	107.7	Birmingham	.5/2.2
WSFU-F	100.9	Union Springs	1.4/3.0

MISCELLANEOUS COMMENTS WRJM changes to WMGF (October)... WREZ changes to WSYA and format from BTFL to AC...

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2)	, TALK	CNN,CBS,$ 12.00	(---)	Woods	Lee Morgan
WHHY, 1440, 5 KW/1 KW (DA-N)	, AC	ABC-C,$ 17.00	(Mc-Guild)		Ann Collister
WXVI, 1600, 5 KW/1 KW (DA-N)	, BLACK	SBN,$ 22.00	(Roslin)		
WZTN, 1000, 5 KW (DAYS,DA)	, OLDIES	,$ 11.00	(---)		Alvin Dixon
WBAM-F, 98.9, 100 KW @ 730, CHR		,$ 39.00	(Christal)		Bob Brennan
WHHY-F, 101.9, 100 KW @ 1040, CHR		ABC-C,$ 44.00	(Mc-Guild)		Ann Collister
WLWI-F, 92.3, 100 KW @ 700, COUNTRY		MBS,$ 65.00	(Katz)	Colonial	Dave Coppock
WQIM-F, 95.3, 3 KW @ 230, BLACK		NBN,$ 28.00	(Torbet)	Downs	W. Huntsberry
WSYA-F, 103.3, 27 KW @ 290, OLDIES		US 1,$ 23.00	(Republic)		Gene Moorhead
WMGF-F, 105.7, 100 KW @ 1854, AC		,$ 22.00	(Banner)	(TROY)	Wiley Post

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NASHVILLE

Arbitron Rank/Pop (12+): 48/786,200

MSA Rank/Pop: 53/946,000
ADI # 32
Average Person Ratings: 15.8
Market TSL: 21.3 hours

Stations: 24/23
Diaries: 1092/720:1/49.5%
Sample Target: 1080
% Below Line: 0.6
% Not Listed: 7.1

1987 Revenue: $30,300,000
HH Inc.: $32,753
Retail $: 6.7 Bil
Pop per Station: 34,183
#1 Biller: WSM A/F $6,500,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYHY-F (CHR)	164/13.2	11.0	10.4	10.7	9.1	11.3	232/3235	2121/27.0	22.3	20.9	58	14.5	212	2158	WYHY-F
2. WSIX-F (C)	134/10.8	10.2	10.5	5.1	5.3	9.2	168/2188	1576/20.0	18.5	13.2	130	7.7	113	1353	WSIX-F
3. WSM-F (C)	125/10.0	12.2	9.1	10.2	11.8	10.4	256/3161	1556/19.8	18.9	21.2	105	10.8	157	1618	WSM-F
4. WKDF-F (AOR)	113/ 9.1	8.5	11.3	12.5	15.6	10.4	228/3115	1608/20.5	20.8	26.5	97	15.3	223	1966	WKDF-F
5. WZEZ-F (EZ)	92/ 7.4	10.1	10.2	7.8	8.1	8.9	122/1560	1256/16.0	15.7	16.2	88	7.5	109	1046	WZEZ-F
6. WLAC-F (AC)	85/ 6.8	6.0	7.0	6.5	8.1	6.6	150/2333	1368/17.4	15.7	19.0	121	7.5	110	1534	WLAC-F
7. WQQK-F (B)	83/ 6.7	5.4	6.5	7.6	7.5	6.6	86/ 940	914/11.6	10.9	11.7	87	9.4	137	1335	WQQK-F
8. WGFX-F (AOR)	81/ 6.5	5.5	6.4	6.4	5.5	6.2	148/2000	1231/15.7	16.5	17.8	142	3.9	57	998	WGFX-F
9. WSM (C)	75/ 6.0	5.6	3.9	5.5	5.3	5.3	112/2036	1273/16.2	13.4	12.4	85	4.0	58	751	WSM
10. WRMX-F (AC)	60/ 4.8	2.9	3.3	4.1	2.6	3.8	81/1182	853/10.8	8.5	8.0	156	3.5	51	538	WRMX-F
11. WLAC (T/R)	39/ 3.1	2.8	4.1	2.9	3.8	3.2	41/ 697	622/ 7.9	8.2	9.9	74	1.9	28	377	WLAC
12. WVOL (3)	30/ 2.4	3.1	2.2	2.6	2.6	2.6	30/ 356	356/ 4.5	6.1	6.2	83	1.2	18	402	WVOL

12+ FM SHARE (METRO): 82.79% (957 of 1156) (SPG 87: 80.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYHY-F>>	1. WYHY-F<	1. WYHY-F	1. WSIX-F	1. WSIX-F>	1. WSIX-F<	1. WSIX-F	1. WSM-F	1. WYHY-F	1. WYHY-F>>	1. WYHY-F
2. WQQK-F<	2. WKDF-F>	2. WKDF-F<	2. WGFX-F	2. WSM-F	2. WSM-F	2. WKDF-F<	2. WSIX-F<	2. WSIX-F	2. WQQK-F	2. WSIX-F
3. WKDF-F>	3. WGFX-F	3. WSIX-F	3. WKDF-F<	3. WGFY-F	3. WZEZ-F	3. WSM-F	3. WYHY-F	3. WSM-F	3. WKDF-F	3. WSM
4.	4. WLAC-F	4. WGFX-F<	4. WSM-F	4. WKDF-F	4. WSM >	4. WYHY-F	4. WZEZ-F	4. WKDF-F	4. WGFX-F<	4. WZEZ-F
5.	5. WQQK-F	5. WSM-F	5. WLAC-F<	5. WLAC-F	5.	5. WSM	5. WKDF-F	5. WLAC-F	5. WZEZ-F	5. WKDF-F
	6. WSIX-F	6. WLAC-F	6. WYHY-F<	6. WYHY-F<		6. WLAC-F	6. WLAC-F	6. WGFX-F	6. WSIX-F<	6. WQQK-F
			7. WRMX-F	7. WRMX-F					7. WSM-F	7. WSM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYHY-F>>	1. WYHY-F>>	1. WYHY-F<	1. WYHY-F>	1. WSIX-F	1. WKDF-F>>	1. WKDF-F>	1. WKDF-F<	1. WKDF-F	1. WGFX-F<
2. WKDF-F<	2. WLAC-F	2. WLAC-F	2. WSIX-F	2. WSM-F>	2. WQQK-F<	2. WGFX-F>	2. WGFX-F>	2. WGFX-F	2. WSIX-F
3. WLAC-F	3. WKDF-F	3. WRMX-F<	3. WSM-F	3. WRMX-F<	3. WSIX-F	3. WYHY-F	3. WYHY-F<	3. WSIX-F>	3. WKDF-F>
4. WQQK-F<	4. WQQK-F	4. WGFX-F	4. WLAC-F	4. WYHY-F	WYHY-F	4. WQQK-F	4. WLAC-F	4. WLAC-F<	4. WLAC-F
5. WSM-F	WSM-F	WKDF-F	5. WRMX-F	5. WLAC-F	5. WGFX-F	5. WSIX-F	5. WQQK-F	5. WYHY-F	5. WSM-F
	6. WGFX-F	6. WSIX-F	6. WKDF-F	6. WZEZ-F		6. WLAC-F	WSIX-F	6. WQQK-F	6. WYHY-F
	WRMX-F	WSM-F	7. WQQK-F					WSM-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		164 (1)	164 (1)	14.2	15.8
AOR/CLASSIC		203 (3)	203 (3)	17.6	17.6
AC/OLDIES/SOFT ROCK	8 (1)	145 (2)	153 (3)	13.2	12.7
MOR/VARIETY/FULL	10 (2)		10 (2)	0.9	
COUNTRY	88 (4)	270 (4)	358 (8)	31.0	26.7
BLACK/URBAN	39 (2)	83 (1)	122 (3)	10.6	12.3
BTFL MUSIC/EZ		92 (1)	92 (1)	8.0	8.8
NEWS/TALK	39 (1)		39 (1)	3.4	4.1
NOSTALGIA	11 (1)		11 (1)	1.0	1.7
RELIGION/GOSPEL	4 (1)		4 (1)	0.3	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	199 (12)	957 (12)	1156 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAKM	960	Franklin	.4/1.1
WAMB	1160	Nashville	.9/2.5
WCOR	900	Lebanon	.5/1.2
WGNS	1450	Murfreesboro	.3/ .9
WKDA	1240	Nashville	.6/2.6
WMDB	880	Nashville	.7/1.8
WNAH	1360	Nashville	.3/ .8
WSIX	980	Nashville	.5/2.7
WWRB-F	100.1	Franklin	.7/3.3
WBVR-F	101.1	Russelville	.6/1.9

MISCELLANEOUS COMMENTS WWRB A/F (Franklin) sold by REBS to GMX for $975,000... WTMG changes calls to WRMX (February)...

RADIO STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS,$ 20.00	(Roslin)			Bill Barry
WKDA, 1240, 1 KW	, OLDIES	ABC-R,ABC-I,$ 20.00	(Katz)	Dick		Steve Dickert
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK/RELIG	CBS,$ 47.00	(Durpetti)	Fairmont		Weldon Crelia
WMDB, 880, 2.5 KW (DAYS,DA)	, BLACK	,$ 17.00	(---)			Morgan Babb
WSIX, 980, 5 KW (DA-N)	, MOR	ABC-I,$ 31.00	(Mc-Guild)	Hicks		Dave Manning
WSM , 650, 50 KW	, COUNTRY	NBC,$ 55.00	(Christal)			Bob Meyer
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 27.00	(Republic)			Gary Ballard
WKDF-F, 103.3, 100 KW @ 1220, AOR		ABC-R,ABC-E,$103.00	(Katz)	Dick		Steve Dickert
WLAC-F, 105.9, 100 KW @ 1229, AC		,$110.00	(Durpetti)	Fairmont		Weldon Crelia
WQQK-F, 92.1, 1.5 KW @ 430, BLACK		,$ 45.00	(Republic)			Gary Ballard
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY		,$ 74.00	(Mc-Guild)	Hicks		Dave Manning
WSM-F , 95.5, 100 KW @ 1280, COUNTRY		,$100.00	(Christal)			Bob Meyer
WRMX-F, 96.3, 100 KW @ 840, AC/OLDIES		,$ 40.00	(Torbet)	Signature	(MURFREESBORO)	Dick DeButts
WYHY-F, 107.5, 100 KW @ 710, CHR		US 2,$ 70.00	(Eastman)	Jacor	(LEBANON)	Mike Kenney
WZEZ-F, 92.9, 100 KW @ 1053, BTFL/EZ		,$ 60.00	(Durpetti)	South Central		Dave Thomas
WGFX-F, 104.5, 49 KW @ 1050, CLASSIC ROCK		ABC-F,$ 50.00	(Banner)	Capitol-Johnson	(GALLATIN)	Eric Younker

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NASSAU - SUFFOLK

Arbitron Rank/Pop (12+): 12/2,244,600

MSA Rank/Pop: 10/2,655,700
New York ADI
Average Person Ratings: 18.2
Market TSL: 24.0 hours

Stations: 43/13
Diaries: 1831/1226:1/42.3%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1987 Revenue: NA
HH Inc.: $48,492
Retail $: 20.1 Bil
Pop per Station: NA
#1 Biller: NA

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WALK A/F (AC)	252/6.2	7.0	6.1	6.3	4.6	6.4		3401/15.2	14.5	10.5	144	5.0	191	2267	WALK A/F
2. WBAB-F (AOR)	224/5.5	4.6	5.5	5.1	5.9	5.2		3415/15.2	12.7	13.5	96	6.2	241	3163	WBAB-F
3. WBLI-F (CHR)	217/5.3	4.7	4.9	5.1	5.1	5.0		2903/12.9	13.0	13.3	108	5.9	230	3460	WBLI-F
4. WQHT-F (U/CHR)	142/3.5	3.7	3.0	3.6	3.4	3.5		2509/11.2	9.6	9.3	37	5.1	197	2410	WQHT-F
5. WHLI (BB)	114/2.8	5.1	5.2	3.5	3.0	4.2		936/ 4.2	3.0	3.8	29	2.1	81	808	WHLI
6. WKJY-F (AC)	101/2.5	2.8	1.5	2.3	2.1	2.3		1422/ 6.3	4.5	5.2	132	1.5	60	797	WKJY-F
7. WDRE-F (AOR)	81/2.0	1.8	1.6	1.8	3.3	1.8		1218/ 5.4	4.9	6.4	55	2.4	94	1306	WDRE-F
8. WCTO-F (EZ)	76/1.9	1.5	2.7	1.8	2.3	2.0		908/ 4.0	6.7	5.1	84	.7	28	504	WCTO-F
9. WGSM (MOR)	63/1.5	2.0	2.4	2.3	2.2	2.1		613/ 2.7	3.0	3.8	67	1.6	63	547	WGSM
10. WRCN-F (AOR)	29/ .7	.3	.7	.8	.6	.6		544/ 2.4	2.1	2.2	100	1.0	37	669	WRCN-F
11. WBAB (AOR)	17/ .4	.3	---	.3	.6	.4		494/ 2.2	---	1.8	100	.2	6	220	WBAB
12. WBAZ-F (AC)	12/ .3	.7	.4	.4	---	.7		308/ 1.4	1.2	---	100	---	---	---	WBAZ-F

NOTE: Nassau-Suffolk is a portion of the New York Metro.
Only stations home to the Nassau-Suffolk survey area are listed in rankers. There is not TSA.

12+ FM SHARE (METRO): NA (SPG 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WQHT-F	1. WBAB-F>	1. WBAB-F	1. WALK-AF>	1. WALK-AF>	1. WALK-AF>	1. WALK-AF>	1. WALK-AF	1. WBAB-F	1. WQHT-F	1. WALK-F
2. WBAB-F	2. WBLI-F<	2. WALK-AF	2. WBAB-F	2. WBLI-F	2. WHLI-F	2. WBLI-F	2. WBAB-F	2. WBLI-F	2. WBAB-F>	2. WBLI-F
3. WBLI-F>	3. WQHT-F	3. WBLI-F>	3. WBLI-F>	3. WBAB-F>	3. WBLI-F	3. WBAB-F>	3. WBLI-F>	3. WALK-AF>	3. WBLI-F	3. WBAB-F
4.	4. WALK-AF	4. WQHT-F	4. WKJY-F>	4. WKJY-F>	4. WCTO-F	4. WKJY-F	4. WKJY-F	4. WQHT-F	4. WDRE-F	4. WQHT-F
5.	5. WDRE-F	5. WKJY-F	5.	5.	WKJY-F	5. WQHT-F	5. WHLI-F	5. WKJY-F	5. WALK-AF	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQHT-F	1. WBLI-F	1. WALK-AF>	1. WALK-AF<	1. WALK-AF
2. WBLI-F	2. WBAB-F	2. WBLI-F	2. WBLI-F>	2. WBLI-F>
3. WBAB-F>	3. WALK-AF	3. WBAB-F	3. WBAB-F	3. WKJY-F>
4. WDRE-F>	WQHT-F	4. WKJY-F	4. WKJY-F	4. WBAB-F
5. WKJY-F	5.	5. WQHT-F	5. WQHT-F	5.
6. WALK-AF				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBAB-F>	1. WBAB-F>>	1. WBAB-F>>	1. WBAB-F>>	1. WBAB-F
2. WQHT-F>	2. WQHT-F	2. WBLI-F	2. WALK-AF	2. WALK-AF>
3. WDRE-F>	3. WDRE-F	3. WALK-AF	3. WBLI-F	3. WBLI-F
4. WBLI-F	4. WBLI-F	4. WRCN-F	4. WDRE-F<	4. WDRE-F
5. WALK-AF	5.	5. WDRE-F	5. WQHT-F	WKJY-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY/FULL					
COUNTRY					
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEZM-F	99.9	Bridgeport	1.3/3.3
WJAZ-F	96.7	Stamford	.6/2.0
WKCI-F	101.3	Hamden	.4/1.0
WPLR-F	99.1	New Haven	.6/1.7

See New York for more information about the following:

				WPAT A/F	3.2/ 6.8
WABC	2.4/ 8.6	WLTW-F	3.3/ 8.5	WPIX-F	.8/ 4.2
WBLS-F	1.2/ 3.8	WMCA	.5/ 2.3	WQXR	.2/ .6
WCBS	2.9/11.7	WNBC	1.6/ 6.5	WQXR-F	1.4/ 4.9
WCBS-F	4.1/13.4	WNCN-F	1.5/ 3.5	WRKS-F	1.5/ 3.8
WEVD-F	.5/ 1.8	WNEW-F	1.0/ 2.6	WWPR-F	3.0/13.3
WFAN	1.9/ 7.9	WNEW-F	3.8/10.9	WWRL	.3/ .9
WHTZ-F	5.9/20.4	WNSR	3.0/ 9.0	WXRK-F	4.3/12.7
WINS	2.2/12.2	WOR	4.0/ 9.1	WYNY-F	2.6/ 6.3

RADIO STATIONS

WGSM, 740, 25 KW (DAYS,DA)	, MOR	,$ 55.00	(Roslin)	Greater Media	Dick Scholem
WHLI, 1100, 10 KW (DAYS,DA)	, NOSTALGIA	,$ 67.00	(Katz)	Barnstable	Ken Harris
WLIM, 1580,	, NOSTALGIA	,$ 29.00	(K & P)		George Drake
WALK-F, 97.5, 45 KW @ 530, AC		,$135.00	(Durpetti)	American	Ron Gold
WBAB-F, 102.3, 3 KW @ 268, AOR		,$130.00	(MMR)	Noble	Tony Michaels
WBLI-F, 106.1, 10 KW @ 500, CHR		,$109.00	(Katz)	Beck-Ross	Herb Usenheimer
WCTO-F, 94.3, 3 KW @ 300, BTFL/EZ		,$ 70.00	(Roslin)	Greater Media	Dick Scholem
WKJY-F, 98.3, 3 KW @ 330, SOFT AC		Trans,$ 59.00	(Katz)	Barnstable	Ken Harris
WRCN-F, 103.9, 1.5 KW @ 466, AOR		,$ 50.00	(---)		Allan Kronzek
WDRE-F, 92.7, 3 KW @ 300, AOR		,$ 60.00	(Katz)		Ron Morey
WLNG-F, 92.1, 3 KW @ 305, AC		,$ 12.00	(Market 4)		Paul Sidney

MISCELLANEOUS COMMENTS WGBB changes to WBAB and simulcasts with WBAB-F (except for AMD which remains news) (February)... WLIR-F changes to WDRE-F (December 1987)...

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NEW HAVEN

Arbitron Rank/Pop (12+): 90/377,400

MSA Rank/Pop: 94/511,000
ADI # 23 (w/Hartford)
Average Person Ratings: 15.8
Market TSL: 21.0 hours

Stations: 29/7
Diaries: 802/471:1/43.1%
Sample Target: 780
% Below Line: 44.2
% Not Listed: 14.4

1987 Revenue: $14,000,000
HH Inc.: $38,900
Retail $: 3.7 Bil
Pop per Station: 53,914
#1 Biller: WKCI-F $6,300,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKCI-F (CHR)	77/12.9	11.1	11.8	13.2	12.6	12.3	195/2829	1138/30.2	28.0	29.6	110	13.5	92	1445	WKCI-F
2. WELI (MOR)	59/ 9.9	10.7	10.6	8.3	10.7	9.9	62/ 990	816/21.6	21.7	22.7	70	6.2	42	731	WELI
3. WPLR-F (AOR)	49/ 8.2	10.3	8.4	6.4	6.6	8.3	144/1898	743/19.7	18.8	17.8	124	12.2	83	1235	WPLR-F
4. WEZN-F (EZ)	40/ 6.7	5.1	7.3	5.3	4.2	6.1	165/1714	509/13.5	11.5	14.9	70	3.7	25	448	WEZN-F
5. WRCH-F (EZ)	29/ 4.9	2.9	5.3	3.7	2.9	4.2	66/ 594	305/ 8.1	7.0	9.0	51	2.1	14	354	WRCH-F
6. WKSS-F (CHR)	26/ 4.4	6.9	5.4	5.0	4.1	5.4	97/1166	407/10.8	15.3	16.4	57	9.3	63	973	WKSS-F
WAVZ (BB)	26/ 4.4	4.9	5.6	6.3	5.2	5.3	37/ 387	301/ 8.0	8.6	12.3	41	2.6	18	268	WAVZ
8. WNHC (B)	25/ 4.2	4.4	3.0	3.9	4.6	3.9	25/ 383	364/ 9.6	9.2	6.1	95	2.5	17	349	WNHC
9. WDRC-F (O)	22/ 3.7	5.4	6.3	4.7	3.1	5.0	83/1232	398/10.5	12.7	16.5	176	5.6	38	539	WDRC-F
10. WEBE-F (AC)	19/ 3.2	1.4	1.2	1.6	.6	1.9	98/1220	272/ 7.2	5.4	3.7	159	3.2	22	299	WEBE-F
WHCN-F (AOR)	19/ 3.2	2.6	2.6	2.7	5.2	2.8	64/ 869	339/ 9.0	8.5	6.9	78	5.3	36	638	WHCN-F
12. WIOF-F (AC)	18/ 3.0	3.6	3.8	4.4	3.3	3.7	43/ 782	299/ 7.9	9.2	9.8	170	2.3	16	244	WIOF-F
13.															
14.															
15.															

12+ FM SHARE (METRO): 65.36% (334 of 511) (SPG 87: 64.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKCI-F>	1. WKCI-F	1. WKCI-F>	1. WKCI-F>	1. WKCI-F>	1. WELI >	1. WELI	1. WKCI-F	1. WKCI-F>	1. WKCI-F	1. WELI >
2. WPLR-F>>	2. WPLR-F>	2. WPLR-F>>	2. WPLR-F>	2. WPLR-F>	2. WEZN-F	2. WKCI-F>	2. WPLR-F	2. WPLR-F	2. WELI >	2. WRCH-F
3. WKSS-F	3. WKSS-F	3. WDRC-F	3. WDRC-F	3. WELI	3. WRCH-F	3. WPLR-F>	3. WEZN-F	3. WELI	3. WPLR-F	3. WPLR-F
4. WNHC >	4. WNHC-F	4. WEBE-F	4. WEBE-F	4. WDRC-F	4. WAVZ	4. WAVZ	4. WELI	WEZN-F	4. WKSS-F	4. WEZN-F
5.	5.	5. WKSS-F	5. WELI	5. WIOF-F	5. WKCI-F	WNHC	5. WDRC-F	5. WRCH-F	5. WNHC	5.
				WEBE-F			WRCH-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKCI-F	1. WKCI-F>>	1. WKCI-F>	1. WKCI-F>>	1. WKCI-F>
2. WKSS-F>	2. WKSS-F	2. WPLR-F	2. WPLR-F	2. WELI
3.	3. WPLR-F	3. WDRC-F	3. WKSS-F	3. WIOF-F
4.	4. WDRC-F>	4. WIOF-F	4. WNHC	4. WPLK-F
5.	5.	WKSS-F	WDRC-F	5. WNHC
				WDRC-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHCN-F<	1. WPLR-F>	1. WPLR-F>	1. WPLR-F>	1. WPLR-F
2. WPLR-F<	2. WKCI-F	2. WKCI-F>	2. WKCI-F>	2. WKCI-F>
3. WKCI-F	3. WHCN-F>	3. WHCN-F	3. WHCN-F	3. WDRC-F
4.	4.	4.	4. WEBE-F	4. WEBE-F
5.	5.	5.	5. WEBE-F	5. WELI
				WEZN-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		110 (3)	110 (3)	21.5	20.2
AOR/CLASSIC		78 (4)	78 (4)	15.3	13.1
AC/OLDIES/SOFT ROCK	8 (1)	64 (5)	72 (6)	14.1	19.6
MOR/VARIETY/FULL	70 (3)		70 (3)	13.7	15.0
COUNTRY					1.4
BLACK/URBAN	25 (1)	6 (2)	31 (3)	6.1	4.7
BTFL MUSIC/EZ		69 (2)	69 (2)	13.5	14.1
NEWS/TALK	35 (4)		35 (4)	6.8	5.8
NOSTALGIA	26 (1)		26 (1)	5.1	6.2
RELIGION/GOSPEL	9 (1)		9 (1)	1.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		7 (1)	7 (1)	1.4	
UNKNOWN/OTHERS	4 (1)		4 (1)	0.8	
	177 (12)	334 (17)	511 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNNR	1220	Hamden	.7/ 1.8
WCCC-F	106.9	Hartford	.7/ 2.4
WFIF	1500	Milford	1.5/ 2.8
WTIC	1080	Hartford	1.5/ 5.3
WTIC-F	96.5	Hartford	1.2/ 4.6
WWYZ-F	92.5	Waterbury	.5/ 3.3
WABC	770	New York	1.3/ 3.2
WBLS-F	107.5	New York	.5/ 2.6
WCBS	880	New York	2.7/10.2
WCBS-F	101.1	New York	.3/ 1.7
WICC	600	Bridgeport	.3/ 2.4
WMCA	570	New York	.5/ 1.5
WNBC	660	New York	1.3/ 7.0
WOR	710	New York	1.3/ 2.5
WRKI-F	95.1	Brookfield	1.0/ 3.4
WRKS-F	98.7	New York	.5/ 2.4

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOSTALGIA	,$ 38.00	(Mc-Guild)	Noble	Gary Starr
WELI, 960, 5 KW (DA-N)	, MOR	,$ 80.00	(Banner)	Clear Channel	Stan Shields
WNHC, 1340, 1 KW	, BLACK	SBN,$ 25.00	(Savalli)		
WKCI-F, 101.3, 10 KW @ 1070, CHR		,$140.00	(Mc-Guild)	Noble	Gary Starr
WPLR-F, 99.1, 14 KW @ 950, AOR		,$ 81.00	(Durpetti)	Southern Starr	Manuel Rodriquez
WYBC-F, 94.3, 1 KW @ 122, JAZZ/VARIOUS		,$ 20.00	(---)		Beth Schowalter

Other ranked stations - See Bridgeport, Hartford or New York

MISCELLANEOUS COMMENTS Meriden County is deleted from metro...

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NEW ORLEANS

Arbitron Rank/Pop (12+): 32/1,097,500

MSA Rank/Pop: 34/1,360,000
ADI # 35
Average Person Ratings: 17.2
Market TSL: 23.3 hours

Stations: 23/20
Diaries: 1674/656:1/46.4%
Sample Target: 1500
% Below Line: 1.4
% Not Listed 7.8

1987 Revenue: $25,900,000
HH Inc.: $29,286
Retail $: 8.8 Bil
Pop per Station: 54,875
#1 Biller: WEZB-F $4,600,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WQUE A/F	(U/CHR)	294/15.6	15.0	15.6	12.4	15.2	14.7	342/3964	3183/29.0	30.7	28.7	103	19.7	413	3802	WQUE A/F
2. WEZB-F	(CHR)	211/11.2	8.8	10.0	9.7	9.6	9.9	245/3538	2891/26.3	26.5	26.0	81	11.3	237	3314	WEZB-F
3. WYLD-F	(B)	150/ 7.9	10.8	9.0	11.5	12.2	9.8	177/2148	1844/16.8	17.0	19.5	116	12.1	253	2370	WYLD-F
4. WLMG-F	(AC)	120/ 6.4	4.9	2.8	3.5	4.8	4.4	131/1809	1593/14.5	10.2	12.8	141	6.3	131	1568	WLMG-F
5. WWL	(N/T)	119/ 6.3	6.1	5.1	5.8	4.3	5.8	156/2412	1702/15.5	17.8	14.3	83	4.4	93	1338	WWL
6. WBYU-F	(EZ	117/ 6.2	7.9	9.9	7.7	9.4	7.9	145/1690	1398/12.7	15.9	15.1	82	4.2	89	1254	WBYU-F
WLTS-F	(AC)	117/ 6.2	5.9	7.3	8.1	5.9	6.9	138/2160	1794/16.3	17.6	16.4	150	4.4	92	1400	WLTS-F
8. WCKW-F	(AOR)	87/ 4.6	4.0	3.1	4.6	2.8	4.1	143/1609	1081/ 9.8	8.3	5.5	141	5.5	115	1319	WCKW-F
9. WRNO-F	(AOR)	82/ 4.3	5.5	5.6	5.2	4.9	5.2	118/2061	1494/13.6	15.4	15.0	88	5.5	116	1969	WRNO-F
WSMB	(T)	82/ 4.3	3.7	3.1	3.8	2.4	3.7	85/ 663	629/ 5.7	5.3	5.6	33	2.8	58	419	WSMB
11. WBOK	(B/G)	79/ 4.2	4.2	4.4	4.5	6.2	4.3	83/ 659	596/ 5.4	7.5	10.7	67	3.0	63	842	WBOK
12. WNOE-F	(C)	71/ 3.8	5.0	4.7	4.8	4.9	4.6	99/1300	1251/11.4	11.7	10.9	108	5.0	105	1261	WNOE-F
13. WYLD	(B)	58/ 3.1	1.0	.8	1.4	1.2	1.6	65/ 911	698/ 6.4	2.5	4.8	55	2.9	61	729	WYLD
14. WWIW	(BB)	36/ 1.9	1.6	1.9	2.1	2.3	1.9	36/ 602	596/ 5.4	4.6	4.8	26	.9	19	360	WWIW
15. WYAT	(O)	24/ 1.3	.9	1.9	1.1	.9	1.3	27/ 392	383/ 3.5	4.8	3.7	138	.9	18	252	WYAT
16. WTIX	(O)	23/ 1.2	1.7	2.0	2.2	3.1	1.8	36/1070	702/ 6.4	6.9	9.1	142	1.4	30	697	WTIX
17. WNOE	(C)	21/ 1.1	1.1	1.4	1.5	1.7	1.3	24/ 539	389/ 3.5	4.0	5.2	73	.6	13	180	WNOE
18. KHAA-F	(R)	18/ 1.0	1.3	.5	---	---	.7	26/ 428	292/ 2.7	1.5	---	130	2.3	48	570	KHAA-F
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 73.77% (1285 of 1742) (SPG 87: 72.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEZB-F	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WBYU-F	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F<
2. WQUE-F+>	2. WEZB-F	2. WEZB-F<	2. WLTS-F	2. WLTS-F<	2. WWL	2. WEZB-F	2. WEZB-F	2. WEZB-F>	2. WYLD-F	2. WYLD-F
3.	3. WYLD-F	3. WYLD-F	3. WLMG-F	3. WYLD-F<	3. WQUE-F+<	3. WWL >	3. WLMG-F<	3. WLMG-F	3. WEZB-F>	3. WSMB
4.	4. WLMG-F	4. WLMG-F	WYLD-F	4. WEZB-F<	4. WSMB-F	4. WLMG-F	4. WWL <	4. WYLD-F	4. WBOK >	4. WBOK-F<
5.	5. WCKW-F	WLTS-F	5. WEZB-F	5. WLMG-F	5. WBOK-F	WLTS-F	5. WBYU-F<	5. WLTS-F	5. WSMB	5. WBYU-F
6.	WLTS-F	6. WCKW-F	6. WCKW-F	6.	6. WYLD-F	6. WBYU-F	6. WLTS-F	6. WWL	6. WLTS-F	6. WWL
7.	7. WRNO-F	7.	7.	7.	7.	7.	7.	7.	WYLD	7. WEZB-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8. WLTS-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>	1. WQUE-F+>
2. WEZB-F	2. WEZB-F	2. WLTS-F	2. WLMG-F	2. WLTS-F<
3. WYLD-F	3. WLMG-F	3. WEZB-F	3. WLTS-F<	3. WEZB-F<
4. WLMG-F	WLTS-F	4. WLMG-F	4. WEZB-F	4. WLMG-F
5.	5. WYLD-F	5. WRNO-F	5. WYLD-F	5. WYLD-F
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQUE-F+<	1. WQUE-F+>	1. WQUE-F+	1. WQUE-F+>	1. WQUE-F+>
2. WEZB-F	2. WEZB-F<	2. WCKW-F	2. WCKW-F	2. WCKW-F>
3. WRNO-F>	3. WCKW-F	3. WYLD-F<	3. WYLD-F	WYLD-F
4. WYLD-F<	4. WYLD-F	4. WEZB-F	4. WEZB-F	4. WWL
5. WCKW-F	5. WRNO-F	5. WLMG-F	5. WRNO-F	5. WLMG-F
6.	6.	6. WLTS-F<	6. WLTS-F	WLTS-F<
7.	7.	7. WRNO-F	7. WLMG-F	7. WEZB-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		218 (2)	218 (2)	12.5	10.3
AOR/CLASSIC		169 (2)	169 (2)	9.7	8.2
AC/OLDIES/SOFT ROCK	47 (2)	237 (2)	284 (4)	16.3	15.7
MOR/VARIETY/FULL					
COUNTRY	21 (1)	85 (2)	106 (3)	6.1	7.5
BLACK/URBAN	67 (2)	435 (2)	502 (4)	28.8	30.9
BTFL MUSIC/EZ		117 (1)	117 (1)	6.7	10.1
NEWS/TALK	201 (2)		201 (2)	11.5	7.1
NOSTALGIA	36 (1)		36 (1)	2.1	2.5
RELIGION/GOSPEL	85 (2)	18 (1)	103 (3)	5.9	7.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.3	
	457 (10)	1285 (13)	1742 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WVOG	600	New Orleans	.3/ .9
WFMF-F	102.5	Baton Rouge	.4/1.5
WKJN-F	103.3	Hammond	.7/2.5
WZKX-F	107.9	Poplarville	.3/ .7

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, BLACK/GOSPEL	SBN,$ 25.00	(Republic)	Willis	Annette Pete
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-E,$ 23.00	(Mc-Guild)		Eric Anderson
WSHO, 800, 1 KW (DAYS,DA)	, RELIGION	,$ 19.00	(---)		Larry Alford
WSMB, 1350, 5 KW (DA-N)	, TALK	MBS,ABC-I,$ 27.00	(Smith)		Rosalie Lockhart
WTIX, 690, 10 KW/5 KW (DA-2)	, OLDIES	MBS,NBC,$ 30.00	(Mc-Guild)		Sherry Evans
WWIW, 1450, 1 KW	, NOSTALGIA	SMN,$ 28.00	(Savalli)		David Smith
WWL , 870, 50 KW (DA-1)	, NEWS/TALK	CBS,$ 60.00	(Katz)	Loyola University	Michael Early
WYAT, 990, 250 W	, OLDIES	CBS-R,$ 20.00	(Durpetti)		Ed Muniz
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	,$ 23.00	(Banner)	Interurban	Rod Burbridge

FM STATIONS

WBYU, 95.7, 100 KW @ 580, BTFL/EZ		,$ 55.00	(Christal)	Stoner	Bruce Dodge
WCKW, 92.3, 100 KW @ ?? , CLASSIC AOR		ABC-D,$ 35.00	(Republic)		Sid Levet
WEZB, 97.1, 100 KW @ 511, CHR		US 1,$ 97.00	(MMR)	EZ	Marc Leunissen
WLMG, 101.9, 100 KW @ 825, AC		,$ 50.00	(Katz)	Loyola University	Don de la Houssaye
WLTS, 105.3, 100 KW @ 925, AC		CBS-R,$ 60.00	(Durpetti)		Ed Muniz
WNOE, 101.1, 100 KW @ 440, COUNTRY		ABC-E,$ 50.00	(Mc-Guild)		Eric Anderson
WQUE, 93.3, 100 KW @ 512, CHR/URBAN		,$ 79.00	(HNWH)	Clear Channel	Dale Matteson
WRNO, 99.5, 100 KW @ 1049, AOR		ABC-F,ABC-R,$ 53.00	(MMR)		Otto Goessi
WYLD, 98.5, 100 KW @ 480, BLACK		,$ 54.00	(Banner)	Interurban	Rod Burbridge

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WTIX: Sold by Price for $1,300,000
KHAA-F (Port Sulphur): Sold by Salem to Beasley for $3,400,000

FORMAT CODES

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
EZ	EZ Listening, Beautiful Music	J/NA	Jazz and New Age
AOR	Album Oriented Rock, also includes Classic Rock	R	Religion, Christian, Christian Music
CL	Classical	G	Gospel
C	Country	E	Ethnic
		?	Others or Unknown

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NEW YORK

Arbitron Rank/Pop (12+): 1/14,053,600

MSA Rank/Pop: 1/15,300,000
ADI # 1
Average Person Ratings: 18.9
Market TSL: 24.8 hours

Stations: 47/46
Diaries: 6227/2257:1/42.9%
Sample Target: 4000
% Below Line: 0.3
% Not Listed: 9.0

1987 Revenue: $275,000,000
HH Inc.: $37,400
Retail $: 100.1 Bil
Pop per Station: 305,513
#1 Biller: WINS $23,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHTZ-F	(CHR)	1538/6.0	6.2	6.0	6.2	5.8	6.1	1639/25717	24740/17.6	17.4	17.2	77	6.7	1679	25582	WHTZ-F
2. WPAT A/F	(EZ)	1478/5.5	6.1	6.0	6.1	6.3	5.9	1548/18556	15458/12.5	13.8	12.4	55	4.4	1100	NA	WPAT A/F
3. WRKS-F	(B/U)	1217/4.6	4.0	4.6	4.6	4.4	4.5	1270/13608	13007/ 9.3	9.4	10.8	85	7.7	1925	18539	WRKS-F
4. WOR	(T)	1209/4.6	3.9	4.5	4.5	4.4	4.4	1331/16987	15394/11.0	11.2	10.9	50	3.0	754	9635	WOR
5. WLTW-F	(AC)	1197/4.5	4.6	4.7	4.3	4.1	4.4	1230/17296	16775/11.9	12.3	11.0	133	3.2	802	7563	WLTW-F
6. WWPR-F	(CHR)	1120/4.2	4.1	4.7	4.8	4.8	4.5	1206/23092	21426/15.2	16.4	17.8	107	4.8	1202	21312	WWPR-F
7. WCBS-F	(O)	1110/4.2	4.3	3.6	3.8	3.7	4.0	1174/17639	16610/11.8	11.3	11.3	167	3.4	858	10472	WCBS-F
8. WQHT-F	(U/CHR)	1093/4.1	4.6	3.7	4.3	4.4	4.2	1132/16058	15458/11.0	10.3	9.8	61	6.3	1563	16627	WQHT-F
9. WBLS-F	(B/U)	1075/4.0	4.6	4.1	4.8	4.6	4.4	1102/14298	13804/ 9.8	9.8	11.5	103	6.4	1591	16862	WBLS-F
10. WINS	(N)	1055/4.0	4.9	5.0	4.5	4.5	4.6	1075/25290	24682/17.9	19.5	19.6	80	4.0	994	18064	WINS
11. WNEW-F	(AOR)	946/3.6	3.5	3.3	4.0	3.5	3.6	1000/15490	14639/10.4	9.5	10.2	128	3.9	967	12323	WNEW-F
12. WXRK-F	(AOR)	941/3.5	3.5	2.8	3.7	3.3	3.4	1018/16971	15660/11.1	10.4	9.8	126	4.4	1093	14696	WXRK-F
13. WABC	(T)	916/3.5	2.6	2.4	2.9	2.9	2.9	1040/17594	15344/10.9	9.4	10.9	77	2.9	719	14410	WABC
14. WCBS	(N)	830/3.1	3.4	3.2	3.1	3.3	3.2	939/20230	17476/12.4	12.4	13.0	81	2.3	579	10590	WCBS
15. WNSR-F	(AC)	760/2.9	2.8	2.9	2.8	2.5	2.9	777/14696	14243/10.1	9.6	7.9	152	1.8	450	7899	WNSR-F
16. WYNY-F	(C)	673/2.5	3.0	2.7	1.9	1.6	2.5	790/11894	10392/ 7.4	[illegible]1	6.6	132	2.4	595	7936	WYNY-F
17. WFAN	(T)	520/2.0	1.0	1.2	2.3	2.8	1.6	573/12013	10818/ 7.7	[illegible].0	9.0	120	1.6	387	8236	WFAN
18. WADO	(SP)	520/2.0	1.4	2.4	1.8	1.6	1.9	520/ 4376	4371/ 3.1	3.5	2.7	90	.6	157	1798	WADO
19. WLIB	(B/U)	505/1.9	.7	1.1	1.1	1.3	1.2	505/ 4712	4677/ 3.3	2.8	3.1	126	.8	210	2158	WLIB
20. WSKQ	(SP)	504/1.9	1.3	1.2	.8	2.0	1.3	504/ 4192	4192/ 3.0	2.1	2.7	142	.6	142	2224	WSKQ
21. WNEW	(BB)	416/1.6	1.6	2.0	1.9	1.8	1.8	433/ 5798	5279/ 3.8	5.7	5.0	50	1.1	286	4175	WNEW
22. WQXR-F	(CL)	361/1.4	1.4	1.2	1.5	1.3	1.4	375/ 6935	6654/ 4.7	4.5	4.5	79	1.5	380	6273	WQXR-F
23. WNCN-F	(CL)	352/1.3	1.6	1.3	1.4	1.6	1.4	383/ 6577	6239/ 4.4	4.9	4.6	108	1.3	332	4852	WNCN-F
24. WWRL	(R/G)	342/1.3	1.1	1.0	.8	.9	1.1	342/ 3030	3026/ 2.2	2.0	2.0	123	1.0	251	4054	WWRL
25. WNBC	(AC)	327/1.2	1.0	1.3	1.3	1.5	1.2	422/ 9277	7345/ 5.2	5.4	6.7	150	1.0	245	5401	WNBC
26. WPIX-F	(AC)	322/1.2	1.3	1.2	1.6	1.4	1.4	334/ 7383	7045/ 5.0	5.4	5.3	114	1.0	250	4375	WPIX-F
27. WALK A/F	(AC)	289/1.1	1.1	.9	1.1	.7	1.1	303/ 4119	3853/ 2.7	2.4	2.0	145	.8	222	2950	WALK A/F
28. WJIT	(SP)	262/1.0	.6	.9	.5	.5	.8	262/ 1931	1931/ 1.4	1.6	1.0	100	.5	128	980	WJIT
29. WKDM	(SP)	260/1.0	1.2	1.2	.6	1.2	1.0	260/ 2120	2120/ 1.5	2.2	2.0	120	.4	106	1505	WKDM

12+ FM SHARE (METRO): 64.65% (15623 of 24166) (SPG 87: 63.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHTZ-F>	1. WHTZ-F	1. WHTZ-F	1. WCBS-F>	1. WCBS-F>	1. WPAT-AF>	1. WINS	1. WPAT-AF	1. WHTZ-F	1. WRKS-F	1. WBLS-F
2. WQHT-F	2. WNEW-F	2. WCBS-F	2. WLTW-F	2. WLTW-F>	2. WOR >	2. WHTZ-F	2. WLTW-F	2. WPAT-AF	2. WBLS-F	2. WOR
3. WRKS-F>	3. WRKS-F<	3. WNEW-F	3. WHTZ-F<	3. WHTZ-F	3. WINS	3. WOR	3. WCBS-F	3. WABC	3. WQHT-F	3. WINS
4. WWPR-F<	4. WXRK-F<	WXRK-F	4. WNEW-F<	WNEW-F<	4. WABC	4. WXRK-F	4. WHTZ-F	4. WRKS-F	4. WFAN	4. WABC
5. WBLS-F	5. WBLS-F	5. WWPR-F<	5. WWPR-F	5. WWPR-F<	WLTW-F	5. WCBS	5. WNEW-F	5. WQHT-F	5. WHTZ-F	5. WCBS
6.	6. WWPR-F	6. WRKS-F<	6. WXRK-F	6. WNSR-F	6. WCBS	6. WPAT-AF	WOR	6. WLTW-F	6. WABC	6. WRKS-F
7.	7. WQHT-F>	7. WLTW-F<	7. WNSR-F<	WXRK-F	7. WCBS-F>	7. WWPR-F	7. WWPR-F	7. WWPR-F	7. WPAT-AF	7. WCBS-F
8.	8. WCBS-F<	8. WBLS-F	8. WBLS-F	8. WBLS-F	8. WYNY-F	8. WRKS-F	8. WNSR-F	8. WCBS-F	8. WWPR-F	8. WHLI
9.	9. WLTW-F<	9. WQHT-F	9. WRKS-F>	9. WRKS-F	9. WADO	9. WLTW-F	WQHT-F	9. WBLS-F	9. WLTW-F	9. WQHT-F
10.	10. WNSR-F	10. WNSR-F	10. WINS	<10. WYNY-F	10. WNEW-F	10. WNEW-F	10. WRKS-F	WNEW-F	WOR	10. WFAN
			11. WYNY-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHTZ-F>>	1. WHTZ-F	1. WBLS-F<	1. WHTZ-F>	1. WLTW-F
2. WQHT-F>	2. WWPR-F	2. WWPR-F	2. WWPR-F	2. WCBS-F
WWPR-F>	3. WRKS-F	3. WNSR-F	3. WCBS-F	3. WNSR-F<
4. WRKS-F	4. WBLS-F<	4. WHTZ-F	WLTW-F	4. WHTZ-F
5. WBLS-F	5. WQHT-F	WNEW-F	5. WRKS-F	5. WWPR-F
6. WNEW-F>	6. WNEW-F	6. WRKS-F	6. WNSR-F	6. WBLS-F<
WXRK-F>	WNSR-F	7. WLTW-F	7. WBLS-F	7. WRKS-F
8. WNSR-F	8. WLTW-F	8. WCBS-F	8. WQHT-F	8. WSKQ
9. WLTW-F	9. WXRK-F	9. WQHT-F	9. WNEW-F	9. WNEW-F
10. WKDM	10. WCBS-F	10. WXRK-F	10. WXRK-F	10. WINS
				WPAT A/F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WQHT-F>	1. WXRK-F	1. WNEW-F	1. WXRK-F	1. WCBS-F>
2. WXRK-F	2. WNEW-F>	2. WXRK-F	2. WNEW-F	2. WXRK-F
3. WRKS-F	3. WBLS-F	3. WCBS-F>	3. WCBS-F>	3. WNEW-F
4. WBLS-F	4. WHTZ-F<	4. WBLS-F<	4. WBLS-F	4. WLTW-F>
5. WHTZ-F	5. WRKS-F	5. WLTW-F<	WHTZ-F	5. WFAN
6. WNEW-F>	6. WQHT-F	6. WWPR-F<	6. WQHT-F	6. WWPR-F<
7. WWPR-F	7. WCBS-F	7. WHTZ-F	WRKS-F	7. WBLS-F<
8. WBAB	8. WWPR-F	8. WRKS-F	8. WLTW-F	8. WHTZ-F<
9. WDRE-F	9. WLTW-F>	9. WFAN	9. WWPR-F	9. WYNY-F
10. WNSR-F	10. WNSR-F	10. WNSR-F	10. WFAN	10. WINS
				WRKS-F

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		2928 (3)	2928 (3)	12.1	12.4
AOR/CLASSIC		2378 (5)	2378 (5)	9.8	9.7
AC/OLDIES/SOFT ROCK	337 (2)	3801 (6)	4138 (8)	17.1	17.4
MOR/VARIETY/FULL					0.7
COUNTRY		673 (1)	673 (1)	2.8	3.1
BLACK/URBAN	601 (2)	3385 (3)	3986 (5)	16.5	16.4
BTFL MUSIC/EZ	304 (1)	1433 (4)	1737 (5)	7.2	8.5
NEWS/TALK	4743 (6)		4743 (6)	19.6	17.5
NOSTALGIA	557 (2)		557 (2)	2.3	2.6
RELIGION/GOSPEL	418 (2)	136 (1)	554 (3)	2.3	2.2
SPANISH	1546 (4)		1546 (4)	6.4	5.8
CLASSICAL	37 (1)	713 (2)	750 (3)	3.1	3.3
JAZZ/NEW AGE		77 (1)	77 (1)	0.3	---
UNKNOWN/OTHERS		99 (1)	99 (1)	0.4	0.4
	8543 (20)	15623 (27)	24166 (47)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBAB-F	102.3	Babylon	.9/2.9
WBLI-F	106.1	Patchogue	.8/2.2
WCTO-F	94.3	Smithtown	.3/ .8
WDHA-F	105.5	Dover	.3/1.1
WDRE-F	92.7	Garden City	.7/2.1
WEVD-F	97.9	New York	.4/1.6
WFME-F	94.7	Newark	.5/1.7
WHLI	1100	Hempstead	.5/ .9
WHUD-F	100.7	Peekskill	.4/1.0
WJAZ-F	96.7	Stamford	.3/1.1
WKJY-F	98.3	Hempstead	.5/1.4
WMCA	570	New York	.8/3.3
WNJR	1430	Newark	.4/1.4
WQXR	1560	New York	.1/ .8
WWDJ	970	Hackensack	.3/1.0
WENZ-F	99.9	Bridgeport	.3/1.0

RADIO STATIONS

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I,$235.00	(Banner)	Cap Cities/ABC	Fred Weinhaus
WADO, 1280, 5 KW (DA-1)	, HISPANIC	,$140.00	(---)		Herb Levin
WCBS, 880, 50 KW	, NEWS	CBS,$370.00	(CBS)	CBS	Ed Kiernan
WFAN, 1050, 50 KW (DA-1)	, SPORTS	ABC-D,$175.00	(Eastman)	Emmis to Spanish Bdcst.	Scott Maier
WINS, 1010, 50 KW (DA-1)	, NEWS	,$410.00	(Group W)	Westinghouse	Warren Maurer
WJIT, 1480, 5 KW (DA-2)	, HISPANIC	,$ 90.00	(Caballero)	Infinity	Frank Flores
WKDM, 1380, 5 KW (DA-1)	, HISPANIC	,$ 95.00	(Katz Hisp.)	United	Jimmie Jimenez
WLIB, 1190, 10 KW (DAYS,DA)	, BLACK NEWS/TALK	SBN,$ 87.00	(Mc-Guild)	Inner City	Charles Warfield
WMCA, 570, 5 KW (DA-1)	, TALK	APR,MBS,$105.00	(Roslin)	Federal	Charles Alzamora
WNBC, 660, 50 KW	, AC	NBC,$200.00	(HNWH)	NBC to Emmis	Peg Kelly
WNEW, 1130, 50 KW (DA-N)	, NOSTALGIA	,$185.00	(Katz)	Westwood One/Legacy	M. Kakoyiannis
WOR , 710, 50 KW (DA-1)	, TALK	US 2,ABC-E,$315.00	(Republic)	RKO	Bob Bruno
WPAT, 930, 5 KW (DA-2)	, BTFL/EZ	,$ NA	(Katz)	Park	Gene Hobicorn
WQXR, 1560, 50 KW (DA-2)	, CLASSICAL	,$ NA	(Mc-Guild)	NY Times	Warren Bodow
WSKQ, 620, 5 KW (DA-2)	, HISPANIC	,$120.00	(SBS)		
WWDJ, 970, 5 KW (DA-2)	, RELIGION	NBN,$ 45.00	(---)		Joe Battaglia
WWRL, 1600, 5 KW (DA-2)	, GOSPEL	,$ 80.00	(Roslin)	Unity	Vince Sanders

FM STATIONS

WBLS, 107.5, 6.4 KW @ 1241, BLACK		ABC-F,$320.00	(Mc-Guild)	Inner City	Charles Warfield
WCBS, 101.1, 4.6 KW @ 1300, OLDIES		CBS-R,$345.00	(CBS)	CBS	Rod Colarco
WEVD, 97.9, 7.6 KW @ 1220, NOSTALGIA/ETHNIC		,$ 80.00	(Groskin)		Tom Bird
WFME, 94.7, 38 KW @ 570, RELIGION		,$ NA	(---)	Family (NEWARK)	Arthur Thompson
WHTZ, 100.3, 7.8 KW @ 1220, CHR		,$420.00	(Christal)	Malrite	Dean Thacker
WHUD, 100.7, 50 KW @ 500, BTFL/EZ		,$105.00	(Katz)	(PEEKSKILL)	Steve Petrone
WLTW, 106.7, 7.6 KW @ 1220, SOFT AC		,$365.00	(MMR)	Viacom	George Wolfson
WNCN, 104.3, 7.6 KW @ 1220, CLASSICAL		APR,$165.00	(CMBS)	GAF	Matt Field
WNEW, 102.7, 7.8 KW @ 1220, AOR		Source,$305.00	(Katz)	Metropolitan to Legacy	Rosemary Arters
WNSR, 105.1, 7.3 KW @ 1220, SOFT AC		,$245.00	(Mc-Guild)	Bonneville	Mark Bench
WPAT, 93.1, 5.3 KW @ 1420, BTFL/EZ		,$250.00	(Katz)	Park	Gene Hobicorn
WPIX, 101.9, 5.3 KW @ 1420, AC		,$180.00	(Christal)	Tribune	Ray Gardella
WQHT, 103.5, 5.8 KW @ 1390, CHR/URBAN		,$255.00	(Eastman)	Emmis to Westwood One	Stuart Layne
WQXR, 96.3, 7.8 KW @ 1220, CLASSICAL		,$165.00	(Mc-Guild)	NY Times	Warren Bodow
WRKS, 98.7, 7.8 KW @ 1250, BLACK/URBAN		US 1,$305.00	(Republic)	RKO	Steve Candullo
WWPR, 95.5, 7.2 KW @ 1335, CHR		ABC-R,$380.00	(Banner)	Cap Cities/ABC	Dana Horner
WXRK, 92.3, 5.4 KW @ 1200, CLASSIC AOR		,$300.00	(Torbet)	Infinity	Tom Chiusano
WYNY, 97.1, 7.2 KW @ 1300, COUNTRY		,$230.00	(HNWH)	NBC to Emmis	Paul Anovik

CALL LETTER CHANGES

WPLJ changes calls to WWPR (December)

FORMAT CHANGES

WPIX: Changes from AC to Jazz/New Age (August)

STATION SALES

WNBC: From NBC to Emmis for $26,000,000 (E)
WYNY-F: From NBC to Emmis for $39,000,000 (E)
WYNY-F: From Emmis to Westwood One for $41,000,000 (E)
WFAN: From Emmis to Spanish Broadcasting for $23,000,000 + tax cert.
WNEW: From Metropolitan to Sillerman for $22,000,000 (E)
WNEW-F: From Metropolitan to Sillerman for $80,000,000 (E)
WNEW: 50% sold by Sillerman to Westwood One for $11,000,000

American Radio Spring 1988, Copyright 1988

NORFOLK

Arbitron Rank/Pop (12+): 33/1,088,200

MSA Rank/Pop: 33/1,330,000
ADI # 43
Average Person Ratings: 17.0
Market TSL: 22.5 hours

Stations: 26/25
Diaries: 1429/762:1/51.5%
Sample Target: 1230
% Below Line: 0.4
% Not Listed: 8.6

1987 Revenue: $30,400,000
HH Inc.: $34,450
Retail $: 8.2 Bil
Pop per Station: 43,528
#1 Biller: WNOR A/F $4,800,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WNOR A/F	(AOR)	203/11.0	9.3	9.2	12.5	11.2	10.5	214/2494	2258/20.7	17.4	21.7	92	11.1	245	2394	WNOR A/F
2. WFOG-F	(EZ)	168/ 9.1	10.2	7.5	8.7	8.1	8.9	188/1790	1705/15.7	15.1	14.3	86	5.5	122	1226	WFOG-F
3. WCMS A/F	(C)	150/ 8.1	9.7	9.9	8.1	11.0	9.0	189/2133	1704/15.7	15.9	16.2	110	11.0	244	2607	WCMS A/F
4. WNVZ-F	(CHR)	125/ 6.8	10.0	8.9	8.0	9.2	8.4	138/2248	2022/18.6	23.8	23.3	81	11.0	242	3766	WNVZ-F
5. WGH-F	(CHR)	122/ 6.6	5.9	6.5	5.0	4.9	6.0	134/2088	1822/16.7	17.2	13.9	55	6.8	149	1945	WGH-F
6. WOWI-F	(B)	117/ 6.3	6.6	6.2	6.3	6.2	6.4	142/1746	1412/13.0	14.0	14.3	90	10.0	221	2305	WOWI-F
7. WLTY-F	(AC)	112/ 6.1	4.3	4.5	4.8	4.6	4.9	123/1777	1569/14.4	12.3	10.4	141	3.9	85	1007	WLTY-F
8. WMYK-F	(B/U)	93/ 5.0	6.2	6.6	7.3	5.7	6.3	133/1716	1250/11.5	15.6	13.3	100	8.4	184	1913	WMYK-F
WWDE-F	(AC)	93/ 5.0	5.1	6.6	5.8	5.7	5.6	103/1481	1342/12.3	14.8	14.4	144	4.8	106	1387	WWDE-F
10. WJQI A/F	(AC)	77/ 4.2	3.6	4.5	3.5	4.6	4.0	78/1077	997/ 9.2	9.6	6.9	150	3.9	87	851	WJQI A/F
11. WPCE	(R/G)	69/ 3.7	3.9	3.1	2.6	1.9	3.3	69/ 853	537/ 7.7	6.0	4.3	84	2.1	46	385	WPCE
12. WTAR	(MOR)	65/ 3.5	3.5	3.2	5.7	4.5	4.0	70/1235	1143/10.5	9.9	11.2	117	2.2	49	1053	WTAR
13. WRAP	(B)	62/ 3.4	2.6	3.5	4.0	3.8	3.4	64/1069	1044/ 9.2	9.4	8.8	74	4.1	90	1141	WRAP
14. WXRI-F	(R/G)	45/ 2.4	1.7	2.4	1.0	1.8	1.9	45/ 664	637/ 5.9	6.7	4.4	104	2.0	44	502	WXRI-F
15. WNIS	(N/T)	39/ 2.1	1.8	2.4	2.2	1.8	2.1	40/ 519	509/ 4.7	6.1	5.6	62	1.1	24	650	WNIS
16. WSKX-F	(C)	37/ 2.0	2.3	2.6	2.0	2.8	2.2	60/ 856	518/ 4.8	6.2	6.0	130	2.3	50	541	WSKX-F
17. WKEZ-F	(C)	35/ 1.9	2.2	.8	.6	1.0	1.4	50/ 594	386/ 3.5	1.7	2.0	58	1.4	31	457	WKEZ-F
18. WOFM-F	(AOR)	31/ 1.7	1.3	1.0	.8	.6	1.2	31/ 299	294/ 2.7	2.8	2.5	124	1.0	21	495	WOFM-F
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 82.82% (1398 of 1688) (SPG 87: 84.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WGH-F<	1. WNOR-F>>	1. WNOR-F+>	1. WNOR-F+	1. WNOR-F+	1. WFOG-F	1. WNOR-F+	1. WNOR-F	1. WNOR-F+	1. WOWI-F	1. WOWI-F>
2. WNVZ-F>	2. WGH-F	2. WLTY-F	2. WLTY-F	2. WCMS-F+	2. WCMS-F+>>	2. WCMS-F+	2. WFOG-F	2. WFOG-F	2. WNOR	2. WNOR-F
3. WMYK-F	3. WOWI-F	3. WOWI-F	3. WCMS-F+<	3. WLTY-F	3. WPCE	3. WFOG-F	3. WCMS-F+	3. WGH-F	3. WGH-F	3. WGH-F <
4. WRAP	4. WLTY-F	4. WNUS-F<	4. WWDE-F	4. WFOG-F	4. WJQI-F+<	4. WNVZ-F	4. WLTY-F	4. WCMS-F+	4. WFOG-F	4. WFOG-F>
5.	5. WNVZ-F	5. WGH-F	5. WJQI-F+	5. WWDE-F	5. WTAR	5. WWDE-F	5. WGH-F	5. WLTY-F	5. WNVZ-F	5. WPCE
6.	6. WMYK-F	WWDE-F	6. WFOG-F	6. WJQI-F+<	6.	6. WLTY-F	WWDE-F	WNVZ-F<	6. WPCE <	6. WRAP <
7.	7. WWDE-F	7. WCMS-F+	WOWI-F	7.	7.	7.	7. WJQI-F+	7. WOWI-F	7. WMYK-F	7. WMYK-F<
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8. WJQI-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WGH-F	1. WGH-F<	1. WLTY-F	1. WLTY-F<	1. WWDE-F<
WNVZ-F<	2. WLTY-F	2. WWDE-F	2. WWDE-F	2. WLTY-F
3. WOWI-F	WOWI-F	3. WGH-F	3. WOWI-F	3. WCMS-F+
4. WNOR-F+>	4. WNVZ-F	WOWI-F	4. WNVZ-F	4. WFOG-F
5. WLTY-F	5. WNOR-F+	5. WMYK-F	5. WGH-F	WOWI-F
6. WWDE-F	WWDE-F	6. WNVZ-F<	6. WNOR-F+<	6. WNVZ-F
7.	7.	7. WNOR-F	7. WJQI-F+	7.
8.	8.	8. WJQI-F+	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>>	1. WNOR-F+>
2. WGH-F>	2. WGH-F	2. WLTY-F<	2. WCMS-F+	2. WCMS-F+
3. WMYK-F	WMYK-F	3. WMYK-F<	WLTY-F	3. WFOG-F
4. WOWI-F>	4. WOWI-F	4. WNVZ-F	4. WMYK-F	4. WLTY-F
5. WOFM-F<	5. WLTY-F	5. WOWI-F	5. WGH-F<	5.
6. WNVZ-F	6.	WWDE-F	6. WOWI-F	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	5 (1)	247 (2)	252 (3)	14.9	15.4
AOR/CLASSIC	1 (1)	233 (2)	234 (3)	13.9	13.0
AC/OLDIES/SOFT ROCK	1 (1)	281 (3)	282 (4)	16.7	15.8
MOR/VARIETY/FULL	65 (1)		65 (1)	3.9	4.9
COUNTRY	15 (1)	207 (3)	222 (4)	13.1	16.2
BLACK/URBAN	62 (1)	210 (2)	272 (3)	16.1	17.1
BTFL MUSIC/EZ		175 (2)	175 (2)	10.4	8.9
NEWS/TALK	39 (1)		39 (1)	2.3	2.0
NOSTALGIA					
RELIGION/GOSPEL	102 (4)	45 (1)	147 (5)	8.7	5.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.3
	290 (11)	1398 (15)	1688 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGH	1310	Newport News	.3/2.2
WKGM	940	Smithfield	.3/1.2
WTJZ	1270	Newport News	.7/2.2
WZAM	1110	Norfolk	.8/2.5
WQSF-F	96.5	Williamsburg	.4/1.4

RADIO STATIONS

AM STATIONS

WGH , 1310, 5 KW (DA-N)	, CHR	ABC-F,$ NA	(Banner)	Susquehanna		Sandy Goldberg
WNIS, 850, 5 KW/1 KW (DA-2)	, NEWS/TALK	NBC,ABC-T,$ 40.00	(Roslin)	Sinclair		Bob Sinclair
WPCE, 1400, 1 KW	, GOSPEL	SBN,$ 27.00	(Mc-Guild)	Willis		
WRAP, 1350, 5 KW (DA-2)	, BLACK	NBN,$ 35.00	(---)			
WTAR, 790, 5 KW (DA-1)	, OLDIES/MOR	CBS,$ 43.00	(Christal)	Landmark		Dan Maxwell

FM STATIONS

WCMS, 100.5, 50 KW @ 500, COUNTRY		ABC-E,$ 93.00	(Katz)			Marjorie Crump
WFOG, 92.9, 50 KW @ 480, BTFL/EZ		,$ 70.00	(MMR)	JAG		Tom Severino
WGH , 97.3, 74 KW @ 415, CHR		ABC-E,$ 50.00	(Banner)	Susquehanna		Sandy Goldberg
WJQI, 94.9, 50 KW @ 536, SOFT AC		,$ 45.00	(Torbet)	Coleman		
WKEZ, 94.1, 50 KW @ 500, COUNTRY		US 2,$ 39.00	(Roslin)	Eure		Brad Eure
WLTY, 95.7, 40 KW @ 881, AC		,$ 69.00	(Christal)	Landmark		Dan Maxwell
WMYK, 93.7, 100 KW @ 940, URBAN		,$ 47.00	(Eastman)		(ELIZABETH CITY)	Paul Lucci
WNOR, 98.7, 50 KW @ 500, AOR		Source,$104.00	(Mc-Guild)	Saga		Jack Rattigan
WNVZ, 104.5, 50 KW @ 480, CHR		,$ 70.00	(Republic)	Capitol-Goodmon		Joe Swartz
WOWI, 102.9, 50 KW @ 500, BLACK		SBN,$ 54.00	(Mc-Guild)	Willis		
WSKX, 106.9, 100 KW @ 964, COUNTRY		,$ 39.00	(CBS)	Downs		
WWDE, 101.3, 50 KW @ 500, AC		CBS-R,$ 75.00	(Eastman)	Edens		
WXRI, 105.3, 50 KW @ 500, RELIGION		,$ 37.00	(K & P)	CBN		Bob Johnson

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OKLAHOMA CITY

Arbitron Rank/Pop (12+): 44/825,400

MSA Rank/Pop: 46/995,000
ADI # 37
Average Person Ratings: 16.4
Market TSL: 22.0 hours

Stations: 20/19
Diaries: 1310/630:1/50.8%
Sample Target: 1080
% Below Line: 0.4
% Not Listed: 6.3

1987 Revenue: $21,200,000
HH Inc.: $31,351
Retail $: 8.2 Bil
Pop per Station: 43,442
#1 Biller: KXXY A/F $3,800,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KXXY-F (C)	181/13.3	13.4	13.0	11.1	10.5	12.7	229/2459	1835/22.2	20.8	19.1	141	12.2	178	1733	KXXY-F
2. KJYO-F (CHR)	172/12.7	12.7	13.4	16.1	10.1	13.7	219/2687	2067/25.0	24.8	22.7	50	16.2	236	2537	KJYO-F
3. KATT-F (AOR)	135/10.0	8.1	7.6	12.5	13.7	9.6	196/2460	1696/20.5	17.7	21.9	86	15.4	224	2874	KATT-F
4. KPRW (B)	98/ 7.2	3.2	3.3	4.5	4.4	4.6	101/ 518	467/ 5.7	3.8	4.9	88	6.1	88	911	KPRW
5. KTOK (N/T)	88/ 6.5	6.2	7.6	7.4	7.8	6.9	94/1423	1235/15.0	19.4	16.8	62	5.9	86	1084	KTOK
6. KEBC-F (C)	84/ 6.2	4.9	5.5	4.6	3.9	5.3	111/1423	999/12.1	11.1	12.4	121	4.3	63	1062	KEBC-F
7. KMGL-F (AC)	79/ 5.8	4.4	4.6	3.2	3.3	4.5	96/1340	1054/12.8	11.8	10.0	128	4.1	59	666	KMGL-F
8. KRXO-F (AOR)	78/ 5.8	6.4	6.7	2.9	2.3	5.5	81/1205	1056/12.8	16.2	7.0	138	7.6	111	1429	KRXO-F
9. KKNG-F (EZ)	67/ 4.9	9.0	7.4	7.6	7.6	7.2	100/1532	1087/13.2	14.8	15.6	82	3.3	48	865	KKNG-F
10. KZBS-F (AC)	66/ 4.9	4.3	5.7	6.2	7.7	5.3	75/1428	1147/13.9	14.7	17.6	102	4.0	58	1152	KZBS-F
11. KOMA (BB)	54/ 4.0	4.8	3.3	3.9	4.2	4.0	74/1146	732/ 8.9	8.6	9.7	63	3.6	52	699	KOMA
12. WKY (C)	48/ 3.5	3.6	4.8	3.5	4.0	3.9	106/1495	766/ 9.3	11.9	9.7	100	3.4	49	681	WKY
13. KLTE-F (AC)	44/ 3.2	4.5	4.0	4.2	5.5	4.0	61/1324	922/11.2	12.8	16.8	134	2.3	33	770	KLTE-F

12+ FM SHARE (METRO): 73.01% (928 of 1271) (SPG 87: 73.56%)

TEENS	18-34	18-49	25-49	25-54	35+
1. KJYO-F>>	1. KATT-F	1. KXXY-F	1. KXXY-F>>	1. KXXY-F>	1. KXXY-F>
2. KATT-F	2. KJYO-F>	2. KATT-F	2. KATT-F	2. KATT-F	2. KTOK
3. KPRW-F>	3. KXXY-F	3. KJYO-F	3. KRXO-F	3. KRXO-F	3. KKNG-F
4.	4. KPRW	4. KPRW	4. KMGL-F	4. KEBC-F<	4. KEBC-F
5.	5. KRXO-F	5. KRXO-F	5. KEBC-F<	5. KMGL-F	5. KOMA
	6. KZBS-F	6. KMGL-F	6. KJYO-F		

12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KXXY-F>	1. KXXY-F>	1. KXXY-F<	1. KJYO-F>	1. KXXY-F<
2. KJYO-F	2. KJYO-F	2. KJYO-F	2. KATT-F>>	2. KTOK >
3. KTOK	3. KATT-F>	3. KATT-F>	3. KXXY-F	3. KJYO-F
4. KATT-F>	4. KMGL-F	4. KPRW	4. KTOK	4. KATT-F<
5. KEBC-F<	5. KPRW	5. KMGL-F	5. KZBS-F	5. KEBC-F
6. KRXO-F	KRXO-F	6. KEBC-F	6. KEBC-F	
	KTOK	KZBS-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KJYO-F>	1. KJYO-F	1. KXXY-F>	1. KXXY-F	1. KXXY-F>>
2. KPRW >>	2. KPRW	2. KPRW	2. KJYO-F	2. KMGL-F<
3. KATT-F>	3. KXXY-F>	3. KMGL-F	3. KPRW-F	3. KPRW-F
4. KXXY-F<	4. KMGL-F	4. KJYO-F	4. KMGL-F	4. KJYO-F
5. KZBS-F<	5. KZBS-F	KRXO-F	5. KZBS-F	5. KEBC-F
6. KMGL-F	6. KATT-F	6. KZBS-F		6. KLTE-F
				KZBS-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KATT-F>>	1. KATT-F>>	1. KATT-F>	1. KATT-F>	1. KXXY-F>
2. KJYO-F>	2. KJYO-F	2. KXXY-F	2. KXXY-F	2. KATT-F
3. KRXO-F	KRXO-F	3. KRXO-F>	3. KRXO-F	3. KRXO-F
4. KZBS-F	4. KXXY-F	4. KJYO-F	4. KJYO-F>	4. KEBC-F>
5.	5.	5. KZBS-F	5. KEBC-F	5.
			6. KZBS-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		172 (1)	172 (1)	13.5	11.3
AOR/CLASSIC		213 (2)	213 (2)	16.8	14.8
AC/OLDIES/SOFT ROCK		189 (3)	189 (3)	14.9	22.0
MOR/VARIETY/FULL	12 (2)		12 (2)	0.9	0.6
COUNTRY	62 (2)	265 (2)	327 (4)	25.7	22.7
BLACK/URBAN	98 (1)		98 (1)	7.7	4.7
BTFL MUSIC/EZ		67 (1)	67 (1)	5.3	8.3
NEWS/TALK	88 (1)		88 (1)	6.9	8.4
NOSTALGIA	54 (1)		54 (1)	4.2	4.6
RELIGION/GOSPEL	20 (1)	15 (1)	35 (2)	2.8	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	9 (1)	7 (1)	16 (2)	1.3	
	343 (9)	928 (11)	1271 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGFF	1450	Shawnee	.5/1.6
KJIL-F	104.9	Bethany	1.1/4.1
KQCV	800	Oklahoma City	1.5/3.1
KTNT-F	97.7	Edmont	.5/2.0
KXXY	1340	Oklahoma City	1.0/2.5
WWLS	640	Moore	.7/2.9
KRMG	740	Tulsa	.4/1.6

MISCELLANEOUS COMMENTS KZBS-F changes from AC to CHR (after book)... KMGL-F sold to Renda from Guy Gannett for $3,050,000 (Don Clark)... KOMA, KRXO-F sold from Price to Diamond for $4,650,000 (Hepburn)... KEBC-F from Van Wagner to Independence for $3,500,000 (Americom)...

RADIO STATIONS

KOMA, 1520, 50 KW (DA-N)	, NOSTALGIA	NBC,$ 37.00	(Durpetti)	Diamond	Jane Bartsch
KPRW, 1140, 1 KW (DAYS)	, BLACK	SBN,$ 26.00	(Banner)	Surrey	Tricia York
KQCV, 800, 250 W (DAYS)	, RELIGION	,$ 17.00	(---)	Bott	Richard Bott
KTOK, 1000, 5 KW (DA-2)	, NEWS/TALK	ABC-I,$ 59.00	(Banner)	Clear Channel	J. Butler
WKY , 930, 5 KW (DA-N)	, COUNTRY	ABC-E,$ 38.00	(Christal)	Gaylord	Jim Fisher
KATT-F, 100.5, 100 KW @ 1200, AOR		Source,$ 70.00	(Banner)	Surrey	Tricia York
KEBC-F, 94.7, 100 KW @ 550, COUNTRY		CBS,$ 39.00	(Eastman)	Van Wagner	Jim Grisham
KJIL-F, 104.9, 3 KW @ 300, RELIGION		UPI,$ 20.00	(---)	Swaggert	Tony Caverner
KJYO-F, 102.7, 100 KW @ 1003, CHR		,$ 55.00	(HNWH)	Clear Channel	Jim Smith
KKNG-F, 92.5, 98 KW @ 900, BTFL/EZ		,$ 51.00	(Christal)	New City	Bill Hurley
KLTE-F, 101.9, 100 KW @ 475, AC		,$ 43.00	(Katz)	Mel Wheeler	Len Wheeler
KMGL-F, 104.1, 100 KW @ 1425, SOFT AC		US 1,Trans,$ 40.00	(Katz)	Renda	Cliff Walton
KRXO-F, 107.7, 100 KW @ 1027, CLASSIC ROCK		,$ 47.00	(Durpetti)	Diamond	Jane Bartsch
KXXY-F, 96.1, 100 KW @ 1167, COUNTRY		MBS,$ 90.00	(Mc-Guild)	New Market	Tom Kennedy
KZBS-F, 98.9, 100 KW @ 1108, CHR		APR,$ 56.00	(Katz)		Bill Lacy

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OMAHA

Arbitron Rank/Pop (12+): 69/502,500

MSA Rank/Pop: 78/620,000
ADI # 70
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 17/14
Diaries: 884/568:1/55.7%
Sample Target: 870
% Below Line: 2.1
% Not Listed: 6.6

1987 Revenue: $17,300,000
HH Inc.: $36,712
Retail $: 4.4 Bil
Pop per Station: 35,893
#1 Biller: KFAB $5,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KEZO A/F	(AOR)	154/17.7	15.4	14.7	14.7	14.1	15.6	193/1953	1373/27.3	26.4	21.4	101	20.8	173	1511	KEZO A/F
2. KFAB	(MOR)	140/16.1	17.0	22.3	20.4	20.5	19.0	240/2923	1497/29.8	38.5	35.4	64	17.8	148	1452	KFAB
3. KGOR-F	(CHR)	103/11.9	10.8	9.1	11.2	11.2	10.8	163/2171	1391/27.7	25.9	27.7	83	10.0	83	1324	KGOR-F
4. KQKQ-F	(CHR)	90/10.4	12.1	10.4	9.1	10.9	10.5	102/1721	1468/29.2	29.8	28.6	95	12.7	105	1473	KQKQ-F
5. WOW-F	(C)	65/ 7.5	6.1	7.0	7.9	5.4	7.1	85/1002	718/14.3	12.0	13.8	140	4.5	37	742	WOW-F
6. KESY-F	(EZ)	63/ 7.2	8.0	9.7	8.2	6.7	8.3	74/ 921	723/14.4	15.6	14.6	74	4.1	34	552	KESY-F
7. KEFM-F	(AC)	47/ 5.4	7.8	6.4	6.8	8.7	6.6	59/ 941	684/13.6	18.1	17.8	152	5.4	45	737	KEFM-F
8. KOIL	(O)	41/ 4.7	4.8	3.0	4.4	4.6	4.2	57/ 839	603/12.0	8.6	13.0	157	4.5	37	617	KOIL
9. WOW	(C)	37/ 4.3	4.4	6.5	5.3	4.5	5.1	101/1334	534/10.6	12.2	12.9	88	3.7	31	490	WOW
10. KOMJ-F	(AC)	30/ 3.5	---	---	---	---	.9	40/ 500	379/ 7.5	---	---	146	.1	1	97	KOMJ-F
11. KKAR	(N/T)	14/ 1.6	.9	.8	.6	.5	1.0	15/ 276	233/ 4.6	4.3	3.1	69	1.2	10	207	KKAR

12+ FM SHARE (METRO): 69.83% (567 of 812) (SPG 87: 64.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGOR-F>>	1. KEZO-F+>>	1. KEZO-F+>>	1. KEZO-F+>	1. KEZO-F+>	1. KFAB >>	1. KFAB >>	1. KEZO-F+>>	1. KEZO-F+>	1. KFAB >	1. KFAB >>
2. KQKQ-F>>	2. KQKQ-F>	2. KQKQ-F	2. KGOR-F	2. WOW-F<	2. KESY-F	2. KEZO-F	2. KFAB	2. KGOR-F	2. KEZO-F+	2. KESY-F
3. KEZO-F+>	3. KGOR-F	3. KGOR-F	KQKQ-F	3. KFAB	3. WOW-F	3. KGOR-F	3. KGOR-F<	KQKQ-F	3. KGOR-F<	3. KEZO-F
4.	4. KEFM-F	4. KEFM-F	4. KFAB	4. KGOR-F	4. WOW	4. KQKQ-F	4. KESY-F	4. KFAB	4. KQKQ-F>	4. WOW-F
5.	5.	5. WOW-F	WOW-F	KQKQ-F	5.	5. WOW-F	KQKQ-F	5. WOW-F	5. KESY-F	5. KKAR
			6. KEFM-F	6. KEFM-F			6. WOW-F	6. KESY-F	6. KEFM-F	KQKQ-F
			7. KOIL							WOW

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KEZO-F+	1. KEZO-F+<	1. KQKQ-F	1. KQKQ-F<	1. KQKQ-F
2. KGOR-F	2. KQKQ-F	2. KEFM-F	2. KEZO-F+<	2. KGOR-F<
KQKQ-F>	3. KGOR-F	KEZO-F+	3. KGOR-F>	3. KEFM-F
4.	4. KEFM-F>	4. KGOR-F	4. KEFM-F	KFAB
5.	5.	5.	5. KFAB	5. KEZO-F+

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KEZO-F+>>	1. KEZO-F+>>	1. KEZO-F+>>	1. KEZO-F+>>	1. KEZO-F+>>
2. KQKQ-F>	2. KQKQ-F	2. KQKQ-F	2. WOW-F	2. WOW-F
3.	3. WOW-F	WOW-F	3. KQKQ-F	3. KFAB
4.	4. KGOR-F	4. KOIL <	4. KGOR-F	4. KOIL
5.	KOIL	5. KGOR-F	KOIL	5. KGOR-F
				KQKQ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		193 (2)	193 (2)	23.8	24.3
AOR/CLASSIC	6 (1)	160 (3)	166 (4)	20.4	14.9
AC/OLDIES/SOFT ROCK	41 (1)	77 (2)	118 (3)	14.5	15.8
MOR/VARIETY/FULL	145 (2)		145 (2)	17.9	22.9
COUNTRY	37 (1)	65 (1)	102 (2)	12.6	10.9
BLACK/URBAN		9 (1)	9 (1)	1.1	1.7
BTFL MUSIC/EZ	2 (1)	63 (1)	65 (2)	8.0	7.5
NEWS/TALK	14 (1)		14 (1)	1.7	1.2
NOSTALGIA					
RELIGION/GOSPEL					0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	245 (7)	567 (10)	812 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBWH-F	106.3	Blair	1.0/1.0
KESY	1420	Omaha	.2/2.1
KFMQ-F	101.9	Lincoln	1.0/3.0
KMA	960	Shenandoah	.6/2.0
KTGL-F	92.9	Beatrice	.3/1.2

MISCELLANEOUS COMMENTS This is the first time since I have been keeping records (1975) that KFAB has not led the market in 12+...

RADIO STATIONS

KCRO, 660, 1 KW	, RELIGION	,$ 12.00	(---)		Paul Rehm
KFAB, 1110, 50 KW (DA-N)	, MOR	NBC,$106.00	(Christal)		Ken Headrick
KKAR, 1180, 5 KW/1 KW (DA-2)	, NEWS/TALK	MBS,CBS,$ 20.00	(Eastman)		Steve Brown
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2,$ 27.00	(Torbet)		
WOW , 590, 5 KW	, COUNTRY	ABC-I,$ 40.00	(Torbet)	Great Empire	Ken Fearnow
KEFM-F, 96.1, 100 KW @ 1442,	SOFT AC	,$ 42.00	(Mc-Guild)		John Webster
KESY-F, 104.5, 100 KW @ 1085,	BTFL/EZ	,$ 40.00	(Mc-Guild)	Sungroup	Gary Downs
KEZO-F, 92.3, 100 KW @ 1210,	AOR	,$ 62.00	(Katz)	Narragansett	Jeff Crabtree
KGOR-F, 99.9, 115 KW @ 1227,	CHR	Source,$ 55.00	(Christal)	Henry	Ken Headrick
KQKQ-F, 98.5, 100 KW @ 1099,	CHR	ABC-F,$ 57.00	(Eastman)		Ralph Beaudin
WOW-F , 94.1, 100 KW @ 510,	COUNTRY	ABC-E,$ 45.00	(Torbet)	Great Empire	Ken Fearnow
KOMJ-F, 103.7, 100 KW @ 440,	AC	,$ NA	(---)	(ATLANTIC, IA)	

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ORLANDO

Arbitron Rank/Pop (12+): 49/768,100

MSA Rank/Pop: 55/925,000
ADI # 27
Average Person Ratings: 16.6
Market TSL: 22.0 hours

Stations: 22/20
Diaries: 1081/711:1/54.6%
Sample Target: 1010
% Below Line: 2.6
% Not Listed: 6.6

1987 Revenue: $38,000,000
HH Inc.: $31,813
Retail $: 7.3 Bil
Pop per Station: 38,405
#1 Biller: WWKA-F $5,100,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WWKA-F	(C)	129/10.0	13.4	12.1	9.3	12.8	11.2	280/3062	1427/18.5	18.1	19.6	102	8.2	115	1283	WWKA-F
2. WSTF-F	(AC)	125/ 9.7	8.7	9.8	5.7	5.8	8.5	200/2800	1515/19.6	17.9	16.8	127	9.4	131	1472	WSTF-F
3. WDBO	(MOR)	103/ 8.0	6.1	5.5	6.7	7.1	6.6	115/1410	1221/15.8	12.9	14.0	53	5.2	73	1015	WDBO
4. WOCL-F	(O)	101/ 7.9	4.0	3.5	4.4	4.7	5.0	231/2390	1233/15.9	9.1	11.6	163	9.5	133	1298	WOCL-F
5. WDIZ-F	(AOR)	95/ 7.4	7.0	6.8	6.3	5.1	6.9	173/2302	1180/15.3	13.9	13.7	104	8.7	121	1453	WDIZ-F
6. WSSP-F	(EZ)	91/ 7.1	9.1	8.2	12.2	11.7	9.2	225/2719	1208/15.6	16.1	20.1	75	5.4	76	982	WSSP-F
7. WJHM-F	(B/U)	90/ 7.0	3.0	3.1	2.8	2.7	4.0	197/1929	925/12.0	7.8	7.6	104	7.5	105	983	WJHM-F
8. WBJW A/F	(CHR)	87/ 6.7	8.9	10.4	10.3	9.8	9.1	215/3767	1710/22.1	25.4	29.1	84	10.8	151	2000	WBJW A/F
9. WCAT-F	(CHR)	60/ 4.7	5.9	5.2	7.5	8.2	5.8	135/2339	1187/15.4	16.9	24.1	38	7.0	97	1618	WCAT-F
10. WJYO-F	(AC)	55/ 4.3	4.9	6.1	7.6	5.8	5.7	108/1608	840/10.9	13.9	13.5	123	4.2	58	639	WJYO-F
11. WHTQ-F	(AOR)	52/ 4.0	4.0	3.7	4.7	3.7	4.1	111/1575	755/ 9.8	10.5	9.3	93	3.8	53	877	WHTQ-F
12. WXXO	(R/G)	45/ 3.5	.6	.4	.5	.4	1.3	45/ 354	354/ 4.6	2.3	2.7	120	.4	5	96	WXXO
13. WWNZ	(N/T)	42/ 3.3	4.3	3.9	3.7	4.7	3.8	51/ 884	706/ 9.1	9.9	9.0	76	3.1	43	557	WWNZ
14. WORL	(B)	23/ 1.8	3.6	5.2	4.8	3.6	3.9	23/ 438	438/ 5.7	7.6	8.6	72	2.2	31	538	WORL
WPRD	(BB)	23/ 1.8	.4	.8	---	---	.8	32/ 383	293/ 3.8	2.0	---	117	.8	11	244	WPRD
16. WLOQ-F	(J)	21/ 1.6	3.2	3.2	2.8	3.0	2.2	26/ 466	416/ 5.4	7.2	6.6	194	4.9	68	975	WLOQ-F
WWLV-F	(EZ)	21/ 1.6	2.7	2.4	.6	.6	1.8	115/1344	405/ 5.2	4.9	2.1	44	1.1	15	202	WWLV-F

12+ FM SHARE (METRO): 78.00% (936 of 1200) (SPG 87: 80.97%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WBJW-F+	1. WDIZ-F	1. WSTF-F	1. WOCL-F	1. WOCL-F	1. WDBO <
2. WJHM-F>	2. WSTF-F	2. WOCL-F<	2. WSTF-F>	2. WSTF-F	2. WWKA-F
3. WLAT-F>>	3. WJHM-F	3. WDIZ-F	3. WDIZ-F	3. WWKA-F	3. WSSP-F
4.	4. WHTQ-F	4. WWKA-F	WWKA-F	4. WDIZ-F	4. WOCL-F
5.	5. WBJW-F+	5. WJHM-F	5. WJHM-F	5. WJHM-F	5. WSTF-F
		6. WBJW-F+		6. WBJW-F+	

12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WWKA-F	1. WSTF-F	1. WSTF-F	1. WJHM-F>	1. WDBO >>
2. WSTF-F	2. WWKA-F	2. WWKA-F	2. WDBO	2. WSSP-F
3. WDBO	3. WOCL-F	3. WDIZ-F	3. WBJW-F+	WWKA-F
4. WBJW-F+	4. WSSP-F	4. WOCL-F	4. WDIZ-F	4. WJHM-F
5. WOCL-F	5. WDIZ-F<	5. WBJW-F+	5. WCAT-F	5. WTLN-F
6. WDIZ-F	6. WDBO	6. WJHM-F	6. WSSP-F	WWNZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WSTF-F	1. WSTF-F>>	1. WSTF-F>>	1. WSTF-F>	1. WSTF-F>
2. WCAT-F	2. WDIZ-F	2. WJHM-F	2. WOCL-F	2. WOCL-F
3. WDIZ-F	3. WBJW-F+	3. WBJW-F	3. WWKA-F	3. WWKA-F
4. WBJW-F+<	WCAT-F	WDIZ-F	4. WBJW-F+<	4. WJYO-F
5. WHTQ-F	5. WJHM-F	5. WOCL-F<	5. WJHM-F	5. WJHM-F
WWKA-F	6. WWKA-F	6. WWKA-F	6. WJYO-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WDIZ-F>>	1. WDIZ-F>>	1. WDIZ-F>	1. WDIZ-F	1. WOCL-F
2. WHTQ-F	2. WJHM-F	2. WJHM-F>	2. WOCL-F>	2. WDIZ-F
3. WBJW-F+	3. WHTQ-F	3. WOCL-F<	3. WSTF-F	3. WWKA-F
WCAT-F	4. WOCL-F	4. WHTQ-F<	4. WJHM-F	4. WSTF-F
5. WJHM-F	5. WBJW-F+	5. WSTF-F<	5. WWKA-F	5. WJHM-F
		6. WWKA-F	6. WHTQ-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	16 (1)	131 (2)	147 (3)	12.3	21.7
AOR/CLASSIC		147 (2)	147 (2)	12.3	12.5
AC/OLDIES/SOFT ROCK		281 (3)	281 (3)	23.4	17.6
MOR/VARIETY/FULL	103 (1)		103 (1)	8.6	7.7
COUNTRY		129 (1)	129 (1)	10.8	14.7
BLACK/URBAN	23 (1)	90 (1)	113 (2)	9.4	4.3
BTFL MUSIC/EZ		124 (3)	124 (3)	10.3	13.3
NEWS/TALK	42 (1)		42 (1)	3.5	5.0
NOSTALGIA	23 (1)		23 (1)	1.9	
RELIGION/GOSPEL	46 (2)	13 (1)	59 (3)	4.9	0.5
SPANISH					1.2
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		21 (1)	21 (1)	1.8	3.2
UNKNOWN/OTHERS	11 (1)		11 (1)	.9	0.5
	264 (8)	936 (14)	1200 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJL	1190	Pinecastle	.9/2.2
WPCV-F	97.5	Winter Haven	.9/3.4

MISCELLANEOUS COMMENTS WOKB changes calls to WXXO (May)... WKIS changes calls to WWNZ (May)... WORZ changes calls to WJHM (May)... WOCL changes from AC to Oldies (February)... WORZ changes from AOR to Urban (April)... WXXO changes from Black to Gospel (May)... WHOO changes from Country to AOR (July)..

RADIO STATIONS

WDBO, 580, 5 KW (DA-N)	, MOR	ABC-I,$ 64.00	(Katz)	New City		Bob Longwell
WHOO, 990, 50 KW/5 KW (DA-2)	, COUNTRY	,$ 24.00	(Eastman)	TK		Bill Parke
WONQ, 1140, 4 KW (DAYS)	, HISPANIC	,$ 15.00	(Lotus)			George Arroyo
WORL, 1270, 5 KW (DA-N)	, BLACK	CBS-R,$ 33.00	(HNWH)			
WPRD, 1440, 5 KW/1 KW (DA-N)	, NOSTALGIA	Trans,$ 12.00	(---)			Al Chubb
WWNZ, 740, 5 KW/1 KW (DA-N)	, NEWS/TALK	MBS,NBC,$ 50.00	(Christal)	Guy Gannett		Bob Clarke
WBJW-F, 105.1, 100 KW @ 1310, CHR		,$114.00	(Banner)	Nationwide		Rick Weinkauf
WCAT-F, 106.7, 100 KW @ 875, CHR		,$ 78.00	(Durpetti)	Southern Starr		Ricki Black
WDIZ-F, 100.3, 100 KW @ 890, AOR		ABC-R,$ 85.00	(MMR)	Shamrock-Lynett		George Duffy
WHTQ-F, 96.5, 100 KW @ 1609, AOR		,$ 58.00	(Eastman)	TK		Bill Parke
WJYO-F, 107.7, 100 KW @ 1613, SOFT AC		,$ 80.00	(Mc-Guild)	Metroplex		Peter Ferrara
WLOQ-F, 103.1, 3 KW @ 300, JAZZ		,$ 44.00	(Banner)			John Gross
WWKA-F, 92.3, 100 KW @ 1341, COUNTRY		,$120.00	(Katz)	New City		Bob Longwell
WOCL-F, 105.9, 100 KW @ 1650, OLDIES		APR,$ 52.00	(Christal)	American	(DE LAND)	George Toulas
WJHM-F, 101.9, 28 KW @ 1650, URBAN		,$ 40.00	(CBS)	Beasley	(DAYTONA BEACH)	
WSSP-F, 104.1, 100 KW @ 1609, BTFL/EZ		,$ 77.00	(Christal)	Guy Gannett	(COCOA BEACH)	Bob Clarke
WSTF-F, 101.1, 100 KW @ 1598, AC		,$ 90.00	(Republic)	Capitol-Goodmon	(COCOA BEACH)	Don Peterson

American Radio Spring 1988, Copyright 1988

OXNARD - VENTURA

Arbitron Rank/Pop (12+): 107/326,500

MSA Rank/Pop: 77/624,600
Los Angeles ADI
Average Person Ratings: 16.6
Market TSL: 22.3 hours

Stations: 31/11
Diaries: 683/478:1/48.9%
Sample Target: 700
% Below Line: 41.8
% Not Listed: 9.4

1987 Revenue: $7,000,000
HH Inc.: $44,448
Retail $: 3.9 Bil
Pop per Station: 29,682
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCAQ-F (CHR)	46/8.5	---	6.7	---	6.8	---	65/1077	737/22.6	---	18.6	56				KCAQ-F
2. KOXR (SP)	38/7.0	---	6.7	---	4.2	---	38/ 273	273/ 8.4	---	9.0	110				KOXR
3. KLOS-F (AOR)	35/6.5	---	4.5	---	4.2	---	58/ 767	415/12.7	---	11.5	98				KLOS-F
4. KHAY-F (C)	32/5.9	---	5.7	---	7.3	---	53/ 587	385/11.8	---	13.0	119				KHAY-F
5. KBBY-F (AC)	29/5.4	---	5.7	---	7.2	---	33/ 532	448/13.7	---	14.6	154				KBBY-F
6. KMYX-F (U/CHR)	28/5.2	---	6.7	---	4.5	---	28/ 408	402/12.3	---	12.8	62				KMYX-F
7. KZTR-F (AC)	26/4.8	---	2.4	---	2.1	---	37/ 411	316/ 9.7	---	6.7	140				KZTR-F
8. KVEN (T)	20/3.7	---	3.7	---	3.8	---	21/ 414	371/11.4	---	9.9	103				KVEN
9. KTYD-F (AOR)	19/3.5	---	2.7	---	2.8	---	53/ 966	325/10.0	---	6.8	91				KTYD-F
10. KRUZ-F (EZ)	18/3.3	---	5.1	---	5.2	---	53/ 721	240/ 7.4	---	8.6	67				KRUZ-F
KIIS-F (CHR)	18/3.3	---	2.7	---	3.1	---	42/ 750	329/10.1	---	9.3	106				KIIS-F
KBIG-F (AC)	18/3.3	---	2.7	---	3.8	---	42/ 503	212/ 6.5	---	7.6	88				KBIG-F

12+ FM SHARE (METRO): 73.67% (361 of 490) (SPG 87: 71.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCAQ-F>>	1. KLOS-F>	1. KLOS-F	1. KBBY-F	1. KBBY-F	1. KHAY-F	1. KOXR	1. KOXR	1. KCAQ-F>	1. KCAQ-F>>	1. KOXR
2. KMYX-F>>	2. KCAQ-F	2. KBBY-F	2. KOXR	2. KOXR	2. KOXR	2. KLOS-F	2. KBBY-F	2. KZTR-F<	2. KMYX-F	2. KMYX-F
3.	3. KBBY-F	3. KCAQ-F	KZTR-F	3. KHAY-F	3. KVEN	3. KHAY-F	3. KCAQ-F	3. KOXR	3. KOXR	KZTR-F
4.	KMYX-F	4. KZTR-F	4. KLOS-F	4. KZTR-F	KRUZ-F	4. KCAQ-F	4. KZTR-F	4. KBBY-F	KVEN	4.
5.	KTYD-F	5. KOXR	5. KHAY-F	5. KLOS-F	5.	5. KMYX-F	5. KHAY-F	5. KHAY-F	5. KLOS-F	5.
			6. KCAQ-F			6. KBBY-F<	6. KBIG-F	KLOS-F		
						7. KVEN	KTYD-F	7. KMYX-F		
						8. KNX	8. KRUZ-F	8. KTYD-F		
								9. KVEN		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KCAQ-F	1. KCAQ-F	1. KCAQ-F	1. KBBY-F	1. KBBY-F
2. KLOS-F	2. KLOS-F	2. KBBY-F	2. KCAQ-F	2. KOXR
KTYD-F>	3. KBBY-F	KOXR	3. KOXR	3. KCAQ-F
4. KTRO >	KOXR	4. KLOS-F	4. KLOS-F	KHAY-F
5.	5.	5.	5. KBIG-F	5. KBIG-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOS-F>	1. KLOS-F>>	1. KLOS-F>	1. KLOS-F	1. KZTR-F
2. KCAQ-F	2. KZTR-F	2. KZTR-F	2. KZTR-F>	2. KLOS-F
3. KMYX-F	3. KCAQ-F	3. KBBY-F	3. KBBY-F	3. KHAY-F
KTRO >	4. KMYX-F	KTYD-F	KHAY-F	4. KBBY-F
5.	KTDY-F	5. KTWV-F	5.	5. KOXR
				KVEN

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	13.7	10.9
AOR/CLASSIC		65 (4)	65 (4)	13.3	10.9
AC/OLDIES/SOFT ROCK	3 (1)	97 (6)	100 (7)	20.4	21.0
MOR/VARIETY/FULL					
COUNTRY		32 (1)	32 (1)	6.5	6.1
BLACK/URBAN		35 (2)	35 (2)	7.1	9.4
BTFL MUSIC/EZ		22 (2)	22 (2)	4.5	6.5
NEWS/TALK	52 (4)		52 (4)	10.6	10.1
NOSTALGIA	16 (1)		16 (1)	3.3	2.1
RELIGION/GOSPEL		13 (1)	13 (1)	2.7	1.5
SPANISH	58 (3)		58 (3)	11.8	15.3
CLASSICAL		7 (1)	7 (1)	1.4	0.4
JAZZ/NEW AGE/ECLECTIC		10 (1)	10 (1)	2.0	3.6
UNKNOWN/OTHERS		13 (1)	13 (1)	2.7	2.3
	129 (9)	361 (22)	490 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCZN	1400	Santa Paula	.6/1.6
KDAR-F	98.3	Oxnard	2.4/4.7
KIEZ-F	96.7	Santa Paula	2.4/6.3
KTRO	1520	Port Hueneme	3.0/6.9
KDB-F	93.7	Santa Barbara	1.3/1.9
KHTY-F	97.5	Santa Barbara	.6/3.7

See Los Angeles for more information about the following:

				KPWR-F	1.3/4.7
KABC	2.4/4.0	KMPC	3.0/6.5	KROQ-F	.7/2.7
KFI	.7/4.0	KNX	2.8/9.1	KRTH-F	3.0/8.9
KIQQ-F	.7/3.1	KNX-F	1.3/5.9	KTNQ	.7/2.4
KJOI-F	.7/1.7	KOST-F	.7/2.1	KTWV-F	1.8/5.5

RADIO STATIONS

KOGO, 1590, 5 KW (DA-1)	, NOSTALGIA	,$ 13.00	(Katz)	Woods		Jack Woods
KOXR, 910, 5 KW/1 KW (DA-2)	, HISPANIC	,$ 24.00	(Lotus)	Lotus		George Bradley
KTRO, 1520, 10 KW/1 KW (DA-2)	, HISPANIC	,$ 22.00	(Caballero)			B. Young
KVEN, 1450, 1 KW	, TALK	NBC-T,ABC-E,$ 21.00	(Radio Time)			
KBBY-F, 95.1, 28 KW @ 315, AC		,$ 30.00	(Katz)	Woods		Jack Woods
KCAQ-F, 104.7, 3 KW @ 1580, CHR		,$ 37.00	(Mc-Guild)			Harold Frank
KDAR-F, 98.3, 3 KW @ 240, RELIGION		,$ 14.00	(---)			Bob Dunker
KHAY-F, 100.7, 39 KW @ 1210, COUNTRY		,$ 27.00	(Radio Time)			David Loe
KIEZ-F, 96.7, 3 KW @ ?? , ? ?		MBS,$ 18.00	(---)			
KMYX-F, 105.5, 115 W @ 1260, URBAN/CHR		,$ 25.00	(K & P)			Mike Thomas
KZTR-F, 95.9, 430 W @ 1320, AC		,$ 17.00	(HNWH)			Steve Iker
KRUZ-F, 103.3, 105 KW @ 2980, BTFL/EZ		,$ 50.00	(Katz)	Schuele	(SANTA BARBARA)	Carl Schuele
KTYD-F, 99.9, 34 KW @ 1278, AOR		,$ 35.00	(Mc-Guild)	Home News	(SANTA BARBARA)	Andrew Reimer

Other ranked stations - See Los Angeles

MISCELLANEOUS COMMENTS KCAQ-F, KTRO: 70% sold for $4,500,000...

American Radio Spring 1988, Copyright 1988

PENSACOLA

Arbitron Rank/Pop (12+): 125/284,400

MSA Rank/Pop: 137/347,000
Mobile ADI
Average Person Ratings: 15.8
Market TSL: 21.3 hours

Stations: 14/10
Diaries: 756/376:1/55.0%
Sample Target: 640
% Below Line: 25.7
% Not Listed: 10.0

1987 Revenue: $8,000,000
HH Inc.: $30,324
Retail $: 2.0 Bil
Pop per Station: 28,440
#1 Biller: WOWW-F $1,700,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOWW-F (C)	57/12.7	12.0	10.5	---	8.6	----	70/661	512/18.0	21.6	19.6	108				WOWW-F
2. WBLZ-F (B)	50/11.2	10.4	11.7	---	7.1	----	90/735	438/15.4	14.4	16.7	108				WBLX-F
3. WMEZ-F (EZ)	39/ 8.7	8.4	10.9	---	10.2	----	66/768	478/16.8	14.3	19.2	80				WMEZ-F
WTKX-F (AOR)	39/ 8.7	9.1	8.8	---	5.6	----	76/719	406/14.3	15.3	16.0	90				WTKX-F
5. WCOA (MOR)	37/ 8.3	6.2	6.6	---	7.7	----	37/409	379/13.3	12.6	14.6	57				WCOA
6. WABB-F (CHR)	35/ 7.8	10.0	9.5	---	10.6	----	59/947	580/20.4	22.4	24.3	65				WABB-F
7. WIZD-F (AC)	30/ 6.7	6.2	7.8	---	15.9	----	48/649	395/13.9	16.5	19.3	163				WIZD-F
8. WJLQ-F (CHR)	26/ 5.8	5.8	7.0	---	6.3	----	38/705	471/16.6	18.4	19.3	60				WJLQ-F
9. WBOP (B)	24/ 5.4	6.2	5.3	---	3.3	----	26/286	280/ 9.8	10.3	11.2	117				WBOP
WXBM-F (C)	24/ 5.4	7.8	6.4	---	10.4	----	37/511	278/ 9.8	14.6	13.5	117				WXBM-F
11. WAVH-F (AC)	21/ 4.7	4.7	---	---	---	----	29/494	339/11.9	9.3	---	149				WAVH-F

12+ FM SHARE (METRO): 81.89% (330 of 403) (SPG 87: 83.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WABB-F	1. WBLX-F	1. WBLX-F	1. WBLX-F	1. WOWW-F	1. WOWW-F	1. WOWW-F	1. WOWW-F	1. WOWW-F	1. WBLX-F	1. WBLX-F<
2. WJLQ-F	2. WTKX-F>	2. WTKX-F	2. WOWW-F	2. WBLX-F	2. WCOA	2. WCOA >	2. WMEZ-F	2. WBLX-F	2. WCOA	2. WCOA
3. WBLX-F>>	3. WABB-F	3. WOWW-F	3. WIZD-F	3. WIZD-F	3. WMEZ-F>	3. WBLX-F	3. WIZD-F	3. WMEZ-F<	WABB-F	3. WMEZ-F
4.	4. WIZD-F	4. WIZD-F	4. WTKX-F	4. WTKX-F	4. WBOP	4. WMEZ-F	4. WBLX-F	WTKX-F	4. WMEZ-F	4. WOWW-F
5.	5. WOWW-F	5. WABB-F	5. WAVH-F	5. WMEZ-F	WAVH-F	5. WIZD-F	5. WTKX-F	5. WIZD-F	5. WTKX-F	5. WAVH-F
				WAVH-F		WTKX-F			6. WOWW-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBLX-F<	1. WBLX-F>>	1. WBLX-F>	1. WBLX-F>	1. WBLX-F
2. WTKX-F	2. WIZD-F	2. WIZD-F	2. WIZD-F	2. WIZD-F
3. WABB-F	WABB-F	3. WABB-F<	3. WOWW-F	WOWW-F
4. WJLQ-F	4. WTKX-F	4. WOWW-F<	4. WABB-F	4. WBOP
WOWW-F	5. WOWW-F	5. WBOP	5. WBOP	WAVH-F
		WXBM-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTKX-F>>	1. WTKX-F>>	1. WTKX-F	1. WTKX-F>	1. WOWW-F>
2. WABB-F	2. WBLX-F>>	2. WBLX-F>	2. WBLX-F	2. WTKX-F
3. WBLX-F	3. WABB-F	3. WIZD-F	3. WOWW-F>	WBLX-F
4. WJLQ-F	4. WJLQ-F	WOWW-F	4. WIZD-F	4. WIZD-F>
5.	WOWW-F	5.	5. WABB-F	5. WMEZ-F
				WXBM-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		6 (2)	6 (2)	15.1	17.8
AOR/CLASSIC		39 (1)	39 (1)	9.7	9.6
AC/OLDIES/SOFT ROCK	3 (1)	60 (3)	63 (4)	15.6	13.4
MOR/VARIETY/FULL	37 (1)		37 (1)	9.2	
COUNTRY		81 (2)	81 (2)	20.1	18.3
BLACK/URBAN	24 (1)	50 (1)	74 (2)	18.4	19.4
BTFL MUSIC/EZ		39 (1)	39 (1)	9.7	11.8
NEWS/TALK					
NOSTALGIA					7.1
RELIGION/GOSPEL	9 (1)		9 (1)	2.2	2.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.7
	73 (4)	330 (10)	403 (14)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXP	980	Gulf Breeze	.7/2.2
WHYM	610	Pensacola	2.0/2.6
WKRG-F	99.9	Mobile	2.0/7.5

RADIO STATIONS

WBOP, 1230, 1 KW	, BLACK	NBN,$ 17.00	(Durpetti)	Holt	Mike Carr
WCOA, 1370, 5 KW (DA-2)	, MOR/NOST	CBS,MBS,$ 19.00	(Mc-Guild)	Drubner	Jim Colley
WFXP, 980, 2.5 KW/1 KW (DA-2)	, OLDIES	SMN,$ 14.00	(Roslin)		Norm Azoon
WBSR, 1450, 1 KW	, AC	,$ 11.00	(Torbet)		Fred Brewer
WJLQ-F, 100.7, 100 KW @ 1555, CHR		ABC-C,$ 24.00	(Mc-Guild)	Drubner	Jim Colley
WMEZ-F, 94.1, 100 KW @ 1328, BTFL/EZ		ABC-D,$ 34.00	(Torbet)		Fred Brewer
WOWW-F, 107.3, 100 KW @ 1420, COUNTRY		US 2,$ 44.00	(Katz)	Colonial	Barb Oliphant
WTKX-F, 101.5, 100 KW @ 493, AOR		ABC-R,$ 33.00	(Durpetti)	Holt	Mike Carr
WXBM-F, 102.7, 100 KW @ 1328, COUNTRY		MBS,$ 28.00	(Torbet)		Lou Mahacek
WIZD-F, 104.1, 100 KW @ 1666, AC		CNN,$ 40.00	(Republic)	(ATMORE, AL)	

Other ranked stations - See Mobile

American Radio Spring 1988, Copyright 1988

PEORIA

Arbitron Rank/Pop (12+): 120/294,500

MSA Rank/Pop: 138/363,000
ADI # 110 (w/Bloomington)
Average Person Ratings: 14.4
Market TSL: 19.5 hours

Stations: 16/11
Diaries: 791/372:1/58.4%
Sample Target: 700
% Below Line: 7.1
% Not Listed: 8.7

1987 Revenue: $6,900,000
HH Inc.: $36,886
Retail $: 2.1 Bil
Pop per Station: 26,773
#1 Biller: WKZW-F $1,250,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKZW-F (CHR)	84/19.9	15.0	16.4	15.1	16.2	16.6	118/1633	1031/35.0	32.3	36.6	72				WKZW-F
2. WSWT-F (EZ)	65/15.4	15.5	13.3	13.8	12.2	14.5	87/1002	681/23.1	24.9	21.6	84				WSWT-F
3. WWCT-F (AOR)	53/12.5	16.3	15.2	17.5	18.1	15.4	73/ 957	623/21.2	28.0	26.6	101				WWCT-F
4. WMBD (MOR)	33/ 7.8	7.9	8.4	9.7	7.5	8.5	35/ 545	489/16.6	18.5	20.7	72				WMBD
WIRL (AC)	33/ 7.8	7.1	7.4	5.2	8.5	6.9	36/ 565	475/16.1	20.1	19.6	155				WIRL
6. WXCL (C)	32/ 7.6	8.2	9.3	8.6	6.9	8.4	34/ 379	347/11.8	15.9	17.4	141				WXCL
7. WKQA-F (AC)	16/ 3.8	4.2	5.5	3.2	2.8	4.2	20/ 404	316/10.7	10.7	14.0	111				WKQA-F
8. WBZM-F (O)	14/ 3.3	2.2	1.7	3.7	4.1	2.7	14/ 321	281/ 9.5	5.9	2.8	170				WBZM-F
9. WTAZ-F (T)	13/ 3.1	2.0	2.9	.6	.8	2.2	15/ 294	246/ 8.4	5.9	6.5	90				WTAZ-F
10. WGLO-F (AC)	11/ 2.6	3.8	4.6	4.1	3.7	3.8	15/ 301	265/ 9.0	9.8	11.1	142				WGLO-F

11.
12.
13.
14.
15.

12+ FM SHARE (METRO): 69.69% (269 of 386) (SPG 87: 66.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKZW-F>>	1. WKZW-F>	1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F>	1. WKZW-F	1. WSWT-F<	1. WKZW-F	1. WKZW-F>	1. WKZW-F>
2. WWCT-F>	2. WWCT-F>>	2. WWCT-F>	2. WWCT-F	2. WSWT-F	2. WMBD	2. WMBD >	2. WKZW-F>	2. WSWT-F	2. WWCT-F>>	2. WWCT-F
3. WKQA-F	3.	3. WSWT-F	3. WIRL	3. WWCT-F	3. WXCL	3. WXCL <	3. WWCT-F>	WWCT-F>	3. WTAZ-F	3. WMBD
4.	4.	4. WIRL	4. WSWT-F	4. WIRL	4. WIRL >	4. WWCT-F<	4. WIRL	4. WIRL	4. WMBD	WSWT-F
5.	5.	5. WXCL	WXCL	5. WXCL	5.	5. WIRL	5. WXCL	5. WXCL	5. WSWT-F	5. WXCL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKZW-F>>	1. WKZW-F>>	1. WKZW-F	1. WKZW-F>	1. WSWT-F>
2. WWCT-F	2. WWCT-F	2. WWCT-F	2. WSWT-F	2. WKZW-F
3. WSWT-F	3. WSWT-F	3. WSWT-F	3. WWCT-F	3. WIRL
4.	4. WKQA-F	4. WIRL	4. WIRL	WXCL
5.	5. WIRL	WKQA-F	WXCL	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKZW-F	1. WWCT-F	1. WWCT-F	1. WWCT-F	1. WWCT-F
WWCT-F>>	2. WKZW-F>>	2. WKZW-F>	2. WKZW-F>>	2. WKZW-F
3.	3.	3.	3. WIRL	3. WIRL
4.	4.	4.	4. WBZM-F	4. WXCL
5.	5.	5.	WXCL	5. WBZM-F
				WSWT-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		88 (2)	88 (2)	22.8	19.3
AOR/CLASSIC		53 (1)	53 (1)	13.7	16.4
AC/OLDIES/SOFT ROCK	40 (2)	41 (3)	81 (5)	21.0	20.0
MOR/VARIETY/FULL	33 (1)		33 (1)	8.5	11.8
COUNTRY	32 (1)	9 (1)	41 (2)	10.6	10.9
BLACK/URBAN					
BTFL MUSIC/EZ		65 (1)	65 (1)	16.8	14.3
NEWS/TALK	10 (2)	13 (1)	23 (3)	6.0	3.9
NOSTALGIA					1.8
RELIGION/GOSPEL	2 (1)		2 (1)	0.5	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	117 (7)	269 (9)	386 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPEO	1020	Peoria	.5/2.6
WAAG-F	94.9	Galesburg	2.1/4.1
WBBM	780	Chicago	.7/3.6
WBNQ-F	101.5	Bloomington	.9/5.0
WGN	720	Chicago	1.7/6.2
WLS	890	Chicago	1.7/5.7

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, AC	ABC-E,$ 30.00	(Christal)	Comm. Service		
WMBD, 1470, 5 KW (DA-2)	, MOR	CBS,$ 38.00	(Katz)	Midwest TV		Dave McAley
WPEO, 1020, 1 KW (DAYS)	, RELIGION	,$ 11.00	(---)			Bob Ulrich
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	,$ 28.00	(Banner)	Kelly		
WGLO-F, 95.3, 3 KW @ 300, AC		NBC,$ 14.00	(Roslin)	Cromwell	(PEKIN)	Jerry Scott
WKQA-F, 104.9, 3 KW @ 265, AC		US 1,$ 22.00	(Banner)	Kelly		
WKZW-F, 93.3, 40 KW @ 548, CHR		ABC-I,$ 41.00	(Katz)	Midwest TV		Dave McAley
WSWT-F, 106.9, 50 KW @ 450, BTFL/EZ		,$ 31.00	(Christal)	Comm. Service		
WTAZ-F, 102.3, 3 KW @ 300, TALK		NBC-T,ABC-T,$ 13.00	(---)			Lynette Demanes
WWCT-F, 105.7, 38 KW @ 571, AOR		Source,$ 34.00	(HNWH)			Bruce Foster
WBZM-F, 94.3, 3 KW @ 300, OLDIES		SMN,$ 15.00	(Regional)		(CHILLICOTHE)	Bob Momenteller

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PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,059,800

MSA Rank/Pop: 4/4,840,000
ADI # 4
Average Person Ratings: 19.1
Market TSL: 25.0 hours

Stations: 28/24
Diaries: 2697/1505:1/51.3%
Sample Target: 2440
% Below Line: 1.8
% Not Listed: 9.3

1987 Revenue: $115,600,000
HH Inc.: $35,793
Retail $: 33.3 Bil
Pop per Station: 169,158
#1 Biller: WMMR-F $14,600,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WUSL-F (B/U)	636/8.2	7.1	7.8	7.8	7.4	7.7	754/ 7594	5980/14.7	14.2	15.3	80	13.2	1016	8569	WUSL-F
2. WMMR-F (AOR)	608/7.8	7.7	8.1	8.1	8.9	7.9	800/10657	7914/19.5	18.9	20.8	106	10.6	820	7820	WMMR-F
3. WEGX-F (CHR)	540/7.0	6.5	4.8	3.3	3.0	5.4	640/ 9167	7535/18.6	13.8	10.9	61	7.6	588	7126	WEGX-F
4. KYW (N)	536/6.9	7.3	8.0	7.2	6.8	7.4	578/12127	10881/26.8	29.4	25.6	78	6.6	513	8652	KYW
5. WPEN (BB)	486/6.3	5.9	4.6	4.2	4.5	5.3	522/ 4681	4283/10.6	9.2	9.9	43	4.6	359	2811	WPEN
6. WEAZ-F (EZ)	473/6.1	7.6	7.4	6.5	7.4	6.9	579/ 7429	5919/14.6	15.9	15.9	93	4.2	327	5473	WEAZ-F
7. WKSZ-F (AC)	424/5.5	5.4	5.8	5.0	5.3	5.4	488/ 6684	5633/13.9	14.9	14.6	122	4.7	360	3745	WKSZ-F
8. WYSP-F (AOR)	376/4.8	4.7	4.6	4.0	4.2	4.5	533/ 8725	5937/14.6	14.0	14.2	110	6.9	535	6950	WYSP-F
9. WWDB-F (T)	338/4.4	5.3	5.2	5.1	4.4	5.0	393/ 4254	3522/ 8.7	9.4	9.8	68	3.4	263	2619	WWDB-F
10. WXTU-F (C)	330/4.3	4.6	3.5	4.6	3.3	4.3	444/ 5262	3678/ 9.1	9.0	7.9	130	3.9	305	2994	WXTU-F
11. WCAU (N/T)	320/4.1	2.6	2.9	3.7	3.5	3.3	365/ 6546	5556/13.7	11.4	13.7	66	2.8	215	3909	WCAU
12. WMGK-F (AC)	317/4.1	4.5	4.7	4.1	5.1	4.4	359/ 6280	5247/12.9	14.8	14.7	144	4.0	309	3763	WMGK-F
13. WDAS-F (B)	268/3.5	3.6	3.9	4.0	5.0	3.8	304/ 4394	3720/ 9.2	8.6	10.4	134	5.4	416	4471	WDAS-F
14. WSNI-F (AC)	263/3.4	2.8	3.3	3.7	4.4	3.3	306/ 5116	4201/10.3	9.9	11.5	159	3.3	258	2786	WSNI-F
15. WOGL-F (O)	233/3.0	3.0	3.5	3.4	4.3	3.2	301/ 5486	4172/10.3	14.0	16.9	150	2.6	197	2797	WOGL-F
16. WIOQ-F (O)	193/2.5	2.5	2.4	2.3	2.3	5.8	243/ 4471	3668/ 9.0	9.4	10.7	160	2.5	194	3038	WIOQ-F
17. WFLN-F (CL)	132/1.7	2.1	1.9	2.0	1.8	1.9	172/ 3085	2457/ 6.1	5.7	5.6	100	1.4	109	2206	WFLN-F
18. WDAS (B)	97/1.2	1.0	1.2	1.2	1.1	1.2	97/ 1729	1685/ 4.2	4.4	4.4	117	0.6	46	867	WDAS
19. WIP (I)	77/1.0	1.1	1.5	1.7	2.4	1.3	96/ 2279	1900/ 4.7	8.0	7.8	120	0.6	45	1183	WIP
20. WHAT (BB)	74/1.0	1.0	.9	1.0	1.0	1.0	74/ 1071	1071/ 2.6	2.9	2.6	70	0.4	29	547	WHAT
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 74.87% (5270 of 7039) (SPG 87: 75.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F	1. WMMR-F>	1. WMMR-F	1. WMMR-F	1. WMMR-F	1. WPEN	1. KYW >	1. WMMR-F<	1. WMMR-F<	1. WUSL-F>>	1. KYW >
2. WUSL-F>>	2. WUSL-F	2. WUSL-F>	2. WUSL-F	2. WKSZ-F<	2. KYW	2. WMMR-F	2. WEAZ-F<	2. WUSL-F	2. WCAU	2. WUSL-F
3.	3. WXSP-F	3. WYSP-F	3. WMGK-F<	3. WUSL-F	3. WEAZ-F	3. WYSP-F	3. WKSZ-F	3. WEGX-F	3. WEGX-F	3. WWDB-F>
4.	4. WEGX-F>	4. WGGX-F>	4. WKSZ-F	4. WMGK-F	4. WKSZ-F	4. WEGX-F	4. WPEN >	4. WPEN	4. WMMR-F	4. WCAU
5.	5. WDAS-F<	5. WKSZ-F	5. WSNI-F<	5. WXTU-F	5. WWDB-F	WPEN <	5. WUSL-F<	5. WEAZ-F	5. WWDB-F	5. WDAS-F
6.	6. WSNI-F<	WMGK-F	6. WYSP-F	6. KYW	6. WCAU	6. WUSL-F	6. WEGX-F	6. KYW	6. KYW	6. WXTU-F
7.	7. WMGK-F	7. WSNI-F	7. WDAS-F	WSNI-F	7. WXTU-F	7. WEAZ-F	7. WMGK-F	WKSZ-F	7. WKSZ-F<	7. WEAZ-F<
8.	8. WKSZ-F	8. WDAS-F	8. WEGX-F	8. WYSP-F	8. WMGK-F	8. WMGK-F<	8. WXTU-F	8. WYSP-F	8. WYSP-F	8. WKSZ-F<
9.	WOGL-F	9. WEAZ-F	WOGL-F	9. WEAZ-F	9.	9. WKSZ-F	WYSP-F	9. WWDB-F	9. WEAZ-F	9. WMMR-F
10.	10. WEAZ-F	WIOQ-F	10. KYW	10. WDAS-F	10.	10. WWDB-F	10. WSNI-F	WXTU-F	10. WXTU-F	10. WPEN
		WXTU-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WUSL-F	1. WUSL-F>	1. WUSL-F>	1. WUSL-F>	1. WKSZ-F
2. WEGX-F	2. WEGX-F<	2. WMMR-F<	2. WEGX-F	2. WUSL-F
3. WMMR-F>	3. WMMR-F>	3. WSNI-F	3. WKSZ-F	3. WMGK-F
4. WYSP-F	4. WYSP-F	4. WEGX-F	WMMR-F	4. WEAZ-F<
5. WDAS-F	5. WSNI-F	5. WYSP-F	5. WMGK-F	5. WSNI-F
6. WSNI-F	6. WDAS-F	6. WMGK-F	6. WSNI-F	6. WEGX-F
7. WOGL-F	7. WMGK-F	7. WDAS-F	7. WDAS-F	7. KYW
8. WKSZ-F	8. WKSZ-F	8. WKSZ-F	8. WYSP-F	8. WDAS-F<
9.	9.	9. WIOQ-F	9.	9. WMMR-F
10.	10.	10.	10.	10. WXTU-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>	1. WMMR-F>
2. WYSP-F	2. WYSP-F>	2. WYSP-F>	2. WYSP-F	2. WYSP-F<
3. WUSL-F>	3. WUSL-F>	3. WUSL-F	3. WUSL-F>	3. WXTU-F
4. WEGX-F>	4. WEGX-F>	4. WMGK-F	4. WEGX-F	4. KYW
5.	5. WDAS-F	5. WDAS-F	5. WOGL-F	WOGL-F
6.	6. WMGX-F	6. WEAZ-F	6. WDAS-F<	6. WIOQ-F
7.	7.	WOGL-F	7. WIOQ-F	7. WUSL-F
8.	8.	WSNI-F	8. WXTU-F	8. WSNI-F
9.	9.	9.	9. WSNI-F	9. WDAS-F<
10.	10.	10.	10. WMGX-F	10. WMGK-F

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		598 (2)	598 (2)	8.0	9.1
AOR/CLASSIC		987 (2)	984 (2)	14.0	16.8
AC/OLDIES/SOFT ROCK	88 (3)	1457 (6)	1545 (9)	22.0	19.2
MOR/VARIETY/FULL					3.0
COUNTRY		330 (1)	330 (1)	4.7	3.6
BLACK/URBAN	97 (1)	904 (2)	1001 (3)	14.2	14.8
BTFL MUSIC/EZ		527 (2)	527 (2)	7.5	8.7
NEWS/TALK	933 (3)	338 (1)	1271 (4)	18.1	16.2
NOSTALGIA	560 (2)		560 (2)	8.0	6.0
RELIGION/GOSPEL	91 (2)		91 (2)	1.3	0.7
SPANISH					
CLASSICAL		132 (1)	132 (1)	1.9	
JAZZ/NEW AGE					1.9
UNKNOWN/OTHERS					
	1769 (11)	5270 (17)	7039 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFIL	560	Philadelphia	.8/3.4
WNAP	1110	Norristown	.8/1.1
WPGR	1540	Philadelphia	.3/1.1
WZZD	990	Philadelphia	.4/1.2
WFMZ-F	100.7	Allentown	.7/1.7
WJBR	1290	Wilmington	--/ .1
WJBR-F	99.5	Wilmington	.3/2.4
WPST-F	97.5	Trenton	.7/3.9

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1)	, NEWS	NBC,$290.00	(Group W)	Westinghouse	Roy Shapiro
WCAU, 1210, 50 KW	, TALK/NEWS	CBS,$155.00	(CBS)	CBS	Allan Serxner
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 50.00	(HNWH)	Unity	Cody Andersbn
WDVT, 900, 1 KW (DAYS,DA)	, TALK	,$ 37.00	(---)		Jon Harmelin
WFIL, 560, 5 KW (DA-2)	, OLDIES	,$ 54.00	(Mc-Guild)		Jim DeCaro
WHAT, 1340, 1 KW	, NOSTALGIA	SBN,$ 46.00	(---)		R. Lavong
WIP , 610, 5 KW (DA-1)	, SPORTS	ABC-E,MBS,$ 85.00	(Katz)		Art Camiola
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	US 2,$145.00	(MMR)	Greater Media	Larry Wexler
WPGR, 1540, 50 KW (DAYS,DA)	, OLDIES	US 1,$ 50.00	(Durpetti)	Pyramid	Michael Marder
WTEL, 860, 10 KW (DAYS,DA)	, HISPANIC	,$ 32.00	(Caballero)	Beasley	Raul Delgado
WZZD, 990, 50 KW/10 KW (DA-2)	, RELIGION	,$ 31.00	(---)		Jennifer Lear

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK		,$ 95.00	(HNWH)	Unity	Cody Anderson
WEAZ, 101.1, 13 KW @ 1010, EZ		,$250.00	(Mc-Guild)		Jim DeCaro
WEGX, 106.1, 23 KW @ 740, CHR		ABC-C,$175.00	(Christal)	Malrite	Dave Noll
WFLN, 95.7, 50 KW @ 490, CLASSICAL		,$ 95.00	(CMBS)	Marlin	Harry Haas
WIOQ, 102.1, 30 KW @ 650, OLDIES		,$110.00	(Mc-Guild)	Outlet	Joseph Chairs
WKSZ, 100.3, 35 KW @ 600, SOFT AC		,$158.00	(HNWH)	(MEDIA)	Steve Chartrand
WMGK, 102.9, 9 KW @ 1140, AC		,$215.00	(MMR)	Greater Media	Larry Wexler
WMMR, 93.9, 25 KW @ 670, AOR		Source,$320.00	(Katz)	Metropolitan to Legacy	Michael Craven
WOGL, 98.1, 13 KW @ 1000, OLDIES		CBS-R,$140.00	(CBS)	CBS	Vince Benedict
WSNI, 104.5, 13 KW @ 873, AC		US 1,$170.00	(Durpetti)	Pyramid	Michael Martin
WUSL, 98.9, 18 KW @ 830, URBAN/BLACK		ABC-F,$185.00	(Eastman)	Tak	Bruce Holberg
WWDB, 96.5, 50 KW @ 500, TALK		ABC-I,$100.00	(Republic)	Panache	Charles Schwartz
WXTU, 92.5, 16 KW @ 900, COUNTRY		MBS,$145.00	(Durpetti)	Beasley	Jeff Laird
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR		ABC-R,$160.00	(Torbet)	Infinity	Ken Stevens

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WMMR-F: From Metropolitan to Silleman for $62,000,000

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PHOENIX

Arbitron Rank/Pop (12+): 23/1,625,000

MSA Rank/Pop: 20/1,960,000
ADI # 21
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 25/25
Diaries: 1353/1201:1/54.2%
Sample Target: 1460
% Below Line: 0
% Not Listed: 7.5

1987 Revenue: $65,500,000
HH Inc.: $32,627
Retail $: 13.5 Bil
Pop per Station: 65,000
#1 Biller: KNIX A/F $10,700,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KNIX A/F	(C)	362/13.0	14.1	17.4	14.1	13.1	14.7	454/4830	3944/24.3	28.9	24.0	124	16.1	490	4164	KNIX A/F
2. KTAR	(N/T)	295/10.5	10.2	6.3	7.5	7.0	8.6	315/3626	3433/21.1	16.4	18.4	78	7.8	237	2798	KTAR
3. KMEO A/F	(EZ)	266/ 9.5	11.5	13.2	12.7	11.7	11.7	291/3230	2933/18.0	19.7	18.8	58	6.6	199	2202	KMEO A/F
4. KZZP-F	(CHR)	265/ 9.5	11.1	10.3	12.2	11.8	10.8	282/4078	3872/23.8	24.4	25.7	67	16.8	510	4529	KZZP-F
5. KUPD-F	(AOR)	195/ 7.0	6.2	6.7	6.1	6.4	6.5	216/2804	2489/15.3	14.7	16.6	71	9.9	300	3164	KUPD-F
6. KSLX-F	(AOR)	125/ 4.5	3.9	3.8	3.9	4.5	4.0	126/1789	1742/10.7	8.5	9.8	138	4.4	134	1087	KSLX-F
7. KKLT-F	(AC)	123/ 4.4	3.4	3.9	2.6	4.0	3.6	128/2238	2052/12.6	9.6	12.2	134	2.7	82	1810	KKLT-F
8. KFYI	(N/T)	121/ 4.3	3.2	2.8	2.0	2.5	3.1	129/1713	1611/ 9.9	6.2	6.3	93	3.0	91	1309	KFYI
KDKB-F	(AOR)	121/ 4.3	4.1	3.1	4.0	3.7	3.9	190/2485	2052/12.6	10.8	11.2	123	4.3	130	2092	KDKB-F
10. KOOL-F	(O)	114/ 4.1	3.7	2.7	4.2	3.8	3.7	114/1687	1661/10.2	9.4	10.8	166	4.2	127	1171	KOOL-F
11. KOY-F	(CHR)	107/ 3.8	3.2	3.1	1.9	2.4	3.0	119/2385	2154/13.3	8.4	8.5	95	3.6	108	1931	KOY-F
12. KAMJ A/F	(AC)	93/ 3.3	3.0	4.6	3.7	3.6	3.7	111/1847	1690/10.4	11.1	7.8	124	2.1	63	782	KAMJ A/F
13. KKFR-F	(CHR)	78/ 2.8	3.6	3.0	2.9	3.2	3.1	80/1772	1751/10.8	7.7	11.2	61	3.2	96	1791	KKFR-F
14. KESZ-F	(AC)	72/ 2.6	2.9	2.1	2.6	3.0	2.6	73/1257	1230/ 7.6	6.0	9.7	150	1.3	39	1236	KESZ-F
15. KOOL	(O)	68/ 2.4	2.4	2.5	2.1	1.8	2.4	68/ 611	611/ 3.8	5.0	4.5	163	1.3	40	639	KOOL
16. KLFF	(BB)	47/ 1.7	1.5	2.6	1.6	1.6	1.9	48/ 560	546/ 3.4	4.2	3.6	18	.7	22	528	KLFF-F
17. KOY	(MOR)	41/ 1.5	1.1	1.2	1.9	1.8	1.4	46/ 907	837/ 5.2	4.5	6.5	47	1.2	37	977	KOY
18. KGRX-F	(J/NA)	30/ 1.1	.9	1.2	.9	1.2	1.0	38/ 578	457/ 2.8	3.2	4.0	164	1.2	37	565	KGRX-F
19. KONC-F	(CL)	24/ .9	.9	1.4	1.1	1.1	1.1	26/ 340	328/ 2.0	3.3	2.8	144	1.0	31	531	KONC-F
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 75.03% (1944 of 2591) (SPG 87: 75.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZP-F>>	1. KUPD-F	1. KNIX-F+>	1. KNIX-F+>>	1. KNIX-F+>>	1. KNIX-F<	1. KTAR	1. KNIX-F+	1. KNIX-F+>	1. KZZP-F>	1. KNIX-F
2. KUPD-F	2. KZZP-F	2. KZZP-F	2. KOOL-F	2. KTAR	2. KTAR	2. KNIX-F+>	2. KMEO-F+	2. KTAR	2. KUPD-F	2. KTAR
3. KOY-F	3. KSLX-F	3. KUPD-F	3. KSLX-F	3. KOOL-F	3. KMEO-F+>>	3. KZZP-F	3. KTAR	KZZP-F	3. KNIX-F+	3. KOY
4.	4. KDKB-F	4. KSLX-F	KZZP-F	4. KZZP-F	4. KFYI	4. KMEO-F+	4. KZZP-F	4. KMEO-F+>	4. KMEO-F+	4. KFYI
5.	5. KNIX-F+	5. KDKB-F	5. KTAR	5. KSLX-F	5. KOOL	5. KUPD-F	5. KUPD-F	5. KUPD-F	5. KTAR	KKLT-F<
6.	6. KKLT-F	6. KOOL-F	6. KKLT-F<	6. KKLT-F	6. KOOL-F	6. KFYI	6. KDKB-F	6. KFYI	6. KFYI	6. KMEO-F
7.	7. KESZ-F	7. KKLT-F	7. KDKB-F	7. KMEO-F	7. KAMJ-F+	KSLX-F	KKLT-F	7. KSLX-F	7. KOY-F	7. KUPD-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	KZZP-F
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZP-F	1. KZZP-F>	1. KKLT-F	1. KNIX-F+	1. KNIX-F+>>
2. KUPD-F>>	2. KKLT-F	2. KZZP-F	2. KZZP-F>	2. KKLT-F
3. KKLT-F	KUPD-F	3. KESZ-F	3. KKLT-F	3. KZZP-F
KOY-F	4. KOY-F	KSLX-F	4. KOY-F	4. KMEO-F+
5. KNIX-F+	5. KNIX-F+	5. KDKB-F	KUPD-F	5. KTAR <
6. KKFR-F	6. KDKB-F	KNIX-F+	6. KAMJ-F+	6. KAMJ-F+
7. KDKB-F	KSLX-F	KOY-F	7. KOOL-F	7. KOY-F
8. KAMJ-F+	8. KESZ-F	8. KOOL-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KUPD-F	1. KUPD-F	1. KSLX-F	1. KNIX-F+	1. KNIX-F+>
2. KZZP-F	2. KSLX-F	2. KUPD-F	2. KUPD-F	2. KTAR
3. KSLX-F	3. KDKB-F	3. KDKB-F<	3. KSLX-F	3. KOOL-F
4. KDKB-F	4. KNIX-F+<	4. KNIX-F+	4. KDKB-F	4. KSLX-F
5. KKFR-F	5. KZZP-F	5. KESZ-F	5. KOOL-F	5. KAMJ-F+
6. KNIX-F+	6. KESZ-F	6. KOOL-F	6. KZZP-F	KUPD-F
7.	7. KOOL-F<	7. KTAR	7.	7. KOOL <
8.	8. KKFR-F	8.	8.	8. KZZP-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		343 (2)	343 (2)	13.2	16.4
AOR/CLASSIC	19 (1)	441 (3)	460 (4)	17.8	17.6
AC/OLDIES/SOFT ROCK	72 (2)	505 (5)	577 (7)	22.3	19.4
MOR/VARIETY/FULL	41 (1)		41 (1)	1.6	1.9
COUNTRY	30 (1)	332 (1)	362 (2)	14.0	13.9
BLACK/URBAN					
BTFL MUSIC/EZ	8 (1)	258 (1)	266 (2)	10.3	12.3
NEWS/TALK	416 (2)		416 (2)	16.1	10.0
NOSTALGIA	47 (1)		47 (1)	1.8	1.7
RELIGION/GOSPEL	17 (1)	11 (1)	25 (2)	1.0	1.7
SPANISH					4.1
CLASSICAL		24 (1)	24 (1)	0.9	1.2
JAZZ/NEW AGE		30 (1)	30 (1)	1.2	
UNKNOWN/OTHERS					
	647 (10)	1944 (15)	2591 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLE-F	107.9	Chandler	.4/2.3
KOPA	1440	Scottsdale	.7/ .8
KRDS	1190	Tolleson	.5/1.7

RADIO STATIONS

AM STATIONS

KASA, 1540, 10 KW (DAYS,DA)	, RELIGION	,$ 11.00	(---)	Ostrander-Wilson		
KFYI, 910, 5 KW (DA-N)	, TALK/NEWS	CBS,NBC-T,$ 60.00	(Republic)			Fred Weber
KLFF, 1360, 5 KW/1 KW (DA-N)	, NOSTALGIA	ABC-D,$ 34.00	(---)			
KOOL, 960, 5 KW (DA-N)	, OLDIES	CBS-R,$ 41.00	(HNWH)	Adams		Jim Seemiller
KOY , 550, 5 KW/1 KW	, MOR	ABC-E,$ 60.00	(Eastman)	Edens		Michael Horne
KPHX, 1480, 1 KW/500 W (DA-2)	, HISPANIC	,$ 28.00	(Caballero)			Joe Alvarado
KRDS, 1190, 5 KW/250 W (DA-2)	, RELIGION	,$ 22.00	(---)	Interstate		Keith Passon
KTAR, 620, 5 KW (DA-N)	, NEWS/TALK	ABC-I,$175.00	(CBS)	Pulitzer		Jim Taszarek
KUKQ, 1060, 5 KW/500 W (DA-N)	, COUNTRY	,$ 30.00	(Banner)			Lloyd Milton
KVVA, 860, 1 KW (DA-N)	, HISPANIC	,$ 21.00	(Lotus)			
KXEG, 1010, 5 KW/250 W (DA-2)	, RELIGION	,$ 11.00	(---)	Mid-America Gospel		Jess Spurgin

FM STATIONS

KAMJ, 101.5, 100 KW @ 1740, SOFT AC		,$ 75.00	(Durpetti)	EZ		Tommy Vascocu
KDKB, 93.3, 100 KW @ 1480, AOR		,$ 68.00	(Christal)	Sandusky		Chuck Artigue
KESZ, 99.9, 100 KW @ 1670, AC		,$ 84.00	(Christal)			Jerry Ryan
KGRX, 100.3, 90 KW @ 2047, JAZZ/NEW AGE		,$ 41.00	(Torbet)	Daytona	(GLOBE)	Doug Tangeman
KKFR, 92.3, 100 KW @ 1600, CHR		,$ 56.00	(Republic)			Fred Weber
KKLT, 98.7, 115 KW @ 1650, AC		,$ 93.00	(CBS)	Pulitzer		Jim Taszarek
KMEO, 96.9, 100 KW @ 1556, BTFL/EZ		,$108.00	(Group W)	Westinghouse		Mike Burnett
KMLE, 107.9, 100 KW @ 1000, RELIGION		,$ 25.00	(---)	Sold to Shamrock	(CHANDLER)	
KNIX, 102.5, 100 KW @ 1610, COUNTRY		,$180.00	(Katz)	Buck Owens		Michael Owens
KONC, 106.3, 2 KW @ 400, CLASSICAL		ABC-D,$ 35.00	(CMBS)		(SUN CITY)	
KOOL, 94.5, 100 KW @ 1620, OLDIES		CBS-R,$ 74.00	(HNWH)	Adams		Jim Seemiller
KOY , 95.5, 100 KW @ 1550, CHR		,$ 57.00	(Eastman)	Edens		Michael Horne
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR		,$ 88.00	(MMR)	Cook Inlet		Reid Reker
KUPD, 97.9, 100 KW @ 1620, AOR		,$ 95.00	(Banner)			Lloyd Milton
KVVA, 107.1, 2 KW @ 405, HISPANIC		,$ 37.00	(Lotus)		[illegible]TION)	Pat Nugent
KZZP, 104.7, 100 KW @ 1550, CHR		,$160.00	(Mc-Guild)	Nationwide		Mickey Franko

CALL LETTER CHANGES

KLZI: Changes to KESZ

FORMAT CHANGES

STATION SALES

KMLE-F: Sold to Shamrock by Ostrander-Wilson for $8,000,000 (Blackburn)

MISCELLANEOUS COMMENTS

Arbitron fell 7.3% short of sample target

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PITTSBURGH

Arbitron Rank/Pop (12+): 16/1,986,400

MSA Rank/Pop: 18/2,140,000
ADI # 17

Average Person Ratings: 18.4
Market TSL: 24.5 hours

Stations: 32/31
Diaries: 1783/1114:1/55.1%
Sample Target: 1760
% Below Line: 0.3
% Not Listed: 8.1

1987 Revenue: $47,400,000
HH Inc.: $31,461
Retail $: 13.0 Bil
Pop per Station: 64,077
#1 Biller: KDKA $9,700,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKA	(MOR)	565/15.4	13.2	14.3	13.9	14.6	14.2	660/8296	6665/33.6	32.9	33.9	71	13.4	471	5097	KDKA
2. WBZZ-F	(CHR)	376/10.3	9.7	11.3	11.6	9.9	10.7	472/6987	5358/27.0	26.6	23.6	117	11.3	398	5009	WBZZ-F
3. WSHH-F	(EZ)	270/ 7.4	10.3	8.2	8.1	8.2	8.5	334/3645	2912/14.7	17.3	16.8	58	7.8	275	2298	WSHH-F
4. WMYG-F	(AOR)	235/ 6.4	5.4	5.5	5.3	3.9	5.7	293/3416	2861/14.4	13.8	10.6	130	8.3	290	2838	WMYG-F
5. WAMO-F	(B)	227/ 6.2	5.6	5.2	5.6	5.8	5.7	246/2388	2039/10.3	9.3	10.3	94	9.0	317	2663	WAMO-F
6. WDVE-F	(AOR)	198/ 5.4	5.7	5.6	7.3	8.0	6.0	296/4893	3293/16.6	15.1	16.6	130	7.0	246	2689	WDVE-F
WWSW-F	(O)	198/ 5.4	5.8	3.4	4.2	4.4	4.7	277/3652	2575/13.0	10.1	12.6	176	7.1	250	2416	WWSW-F
8. WTAE	(T)	147/ 4.0	3.2	3.6	2.0	3.1	3.2	152/2335	2217/11.2	13.8	10.1	73	3.0	105	1963	WTAE
9. WJAS	(BB)	140/ 3.8	3.6	3.2	3.8	3.8	3.6	143/1599	1566/ 7.9	8.0	9.3	55	2.3	80	738	WJAS
10. WHTX-F	(AC)	138/ 3.8	3.6	4.9	3.7	3.5	4.0	154/2485	2151/10.8	15.1	13.1	155	3.4	118	1611	WHTX-F
11. WDSY-F	(C)	127/ 3.5	4.1	4.2	4.6	4.4	4.1	164/2106	1527/ 7.7	8.7	8.4	106	2.9	103	1433	WDSY-F
12. WLTJ-F	(AC)	111/ 3.0	4.0	3.1	3.2	4.3	3.3	137/2177	1679/ 8.5	9.1	10.3	160	2.4	83	983	WLTJ-F
13. KQV	(N/T)	107/ 2.9	2.9	2.2	2.0	2.0	2.5	108/1659	1624/ 8.2	8.0	7.0	41	1.8	64	1105	KQV
14. WYDD-F	(CHR)	74/ 2.0	3.1	2.2	2.0	2.2	2.3	107/2336	1793/ 9.0	9.3	9.4	110	2.3	80	1352	WYDD-F
15. WXXP-F	(AOR)	64/ 1.7	1.3	1.1	1.0	1.2	1.3	66/1078	949/ 4.8	3.2	3.7	82	2.3	82	1002	WXXP-F
16. WMBS	(MOR)	53/ 1.4	1.0	1.6	1.7	1.4	1.4	55/ 563	475/ 2.4	3.0	2.9	21	1.1	40	409	WMBS
17. WEEP	(O)	43/ 1.2	1.4	2.8	1.9	1.1	1.8	54/ 787	640/ 3.2	3.7	3.0	175	1.0	36	471	WEEP
18.																
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 64.13% (2158 of 3365) (SPG 87: 63.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBZZ-F>	1. WBZZ-F	1. WBZZ-F	1. WBZZ-F	1. WBZZ-F	1. KDKA >>	1. KDKA >>	1. WSHH-F	1. WBZZ-F<	1. KDKA >>	1. KDKA >>
2. WAMO-F>	2. WMYG-F	2. WMYG-F	2. WWSW-F	2. KDKA	2. WSHH-F>	2. WBZZ-F>	2. KDKA <	2. KDKA	2. WBZZ-F	2. WDVE-F
3. WDVE-F	3. WDVE-F	3. WWSW-F	3. KDKA <	3. WWSW-F	3. WJAS	3. WMYG-F	3. WBZZ-F	3. WAMO-F<	3. WAMO-F	3. WSHH-F
4. WXXP-F	4. WAMO-F>	4. KDKA <	4. WMYG-F	4. WMYG-F	4. WTAE	4. WSHH-F	4. WMYG-F	4. WSHH-F	4. WMYG-F	4. WAMO-F<
5.	5. WHTX-F	5. WAMO-F<	5. WDVE-F	5. WDVE-F	5. WWSW-F	5. WHTX-F	5. WWSW-F	5. WMYG-F	5. WDVE-F	5. WMBS
6.	6. WWSW-F	6. WDVE-F	6. WHTX-F	6. WHTX-F<	6. KQV	6. WDVE-F	6. WDVE-F	6. WDVE-F<	6. WTAE	6. WLTJ-F
7.	7. KDKA	7. WHTX-F	7. WAMO-F	7. WAMO-F	WBZZ-F	7. WWSW-F	7. WAMO-F	7. WWSW-F	7. WSHH-F	WWSW-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBZZ-F	1. WBZZ-F>	1. WBZZ-F>	1. WBZZ-F>>	1. WBZZ-F
2. WAMO-F	2. WAMO-F>	2. WAMO-F	2. WAMO-F	2. KDKA >
3. WMYG-F	3. WMYG-F	3. WHTX-F	3. KDKA	3. WHTX-F
4. WYDD-F	4. WHTX-F	4. WMYG-F	4. WHTX-F	4. WLTJ-F<
5. WHTX-F	5. WWSW-F<	5. WWSW-F	5. WWSW-F	5. WAMO-F
6. WSHH-F	6. WYDD-F<	6. WLTJ-F	WMYG-F	6. WWSW-F
7.	7. WDVE-F	7. WDVE-F	7. WLTJ-F	7. WSHH-F
8.	8.	8.	8.	8. WMYG-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WMYG-F>	1. WMYG-F	1. WDVE-F	1. WMYG-F	1. WWSW-F
2. WAMO-F	2. WDVE-F>	2. WMYG-F>	2. WDVE-F	2. WMYG-F<
3. WDVE-F	3. WBZZ-F>	3. WBZZ-F	3. WWSW-F	3. WDVE-F
4. WBZZ-F	4. WAMO-F	4. WWSW-F	4. WBZZ-F	4. KDKA
5. WXXP-F	5. WWSW-F<	5. KDKA	5. KDKA	5. WBZZ-F
6.	6. KDKA	6. WHTX-F<	6. WAMO-F	6.
7.	7.	7. WDSY-F	7.	7.
8.	8.	8. WYDD-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		461 (3)	461 (3)	13.7	13.1
AOR/CLASSIC		497 (3)	497 (3)	14.8	10.0
AC/OLDIES/SOFT ROCK	73 (2)	490 (5)	563 (7)	16.7	19.9
MOR/VARIETY/FULL	666 (5)		666 (5)	19.8	19.1
COUNTRY	39 (2)	182 (4)	221 (6)	6.6	6.9
BLACK/URBAN	25 (1)	227 (1)	252 (2)	7.5	6.9
BTFL MUSIC/EZ		270 (1)	270 (1)	8.0	8.9
NEWS/TALK	254 (2)		254 (1)	7.5	8.7
NOSTALGIA	140 (1)		140 (1)	4.2	4.1
RELIGION/GOSPEL	10 (1)	31 (1)	41 (2)	1.2	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.7
	1207 (14)	2158 (18)	3365 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO	860	Pittsburgh	.7/2.4
WASP	1130	Brownsville	.6/1.3
WBVP	1230	Beaver Falls	.7/1.3
WCVI	1340	Connellsville	.3/ .8
WELA-F	104.3	E. Liverpool	.4/1.0
WESA-F	98.3	Charleroi	.5/1.6
WHJB	620	Greensburg	.3/1.4
WIXZ	1360	McKeesport	.5/2.4
WPIT	730	Pittsburgh	.3/1.3
WPIT-F	101.5	Pittsburgh	.8/3.4
WSSZ-F	107.1	Greensburgh	.4/1.5
WWKS-F	106.7	Beaver Falls	.7/1.7
WWSW	970	Pittsburgh	.8/3.4
WYTK-F	95.3	Washington	.7/ .7
WRKY-F	103.5	Steubenville	.3/1.3

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC,$185.00	(Group W)	Westinghouse		Rick Starr
KQV , 1410, 5 KW (DA-2)	, NEWS	CBS,US 2,$ 40.00	(---)			Bob Dickey
WAMO, 860, 1 KW (DAYS,DA)	, BLACK	SBN,$ NA	(HNWH)	Sheridan		Roger Fairfax
WEEP, 1080, 50 KW (DAYS,DA)	, OLDIES	ABC-D,$ 33.00	(Republic)	Entercom		Peter Casella
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA	UPI,$ 46.00	(MMR)	Renda		Tony Rizza
WMBS, 590, 1 KW (DA-N)	, VARIETY	CBS,$ 13.00	(Regional)		(UNIONTOWN)	Simon Rider
WPIT, 730, 5 KW (DAYS)	, RELIGION/GOSPEL	,$ 25.00	(---)	Pyramid		Michael Komichak
WTAE, 1250, 5 KW (DA-N)	, TALK/NEWS	US 2,ABC-E,$ 65.00	(Katz)	Hearst		Jim Carter
WWSW, 970, 5 KW (DA-2)	, OLDIES	ABC-I,ABC-D,$ NA	(Mc-Guild)	Shamrock		Diane Sutter

FM STATIONS

WAMO, 105.9, 72 KW @ 440, BLACK	SBN,$ 55.00	(HNWH)	Sheridan		Roger Fairfax
WBZZ, 93.7, 41 KW @ 547, CHR	,$137.00	(Banner)	EZ		Tex Meyer
WDSY, 107.9, 50 KW @ 500, COUNTRY	ABC-I,$ 50.00	(Republic)	Entercom		Peter Casella
WDVE, 102.9, 55 KW @ 820, AOR	Source,$107.00	(Christal)	Great American		Bob Roof
WHTX, 96.1, 50 KW @ 500, AC	ABC-E,$ 89.00	(Katz)	Hearst		Jim Carter
WLTJ, 92.9, 47 KW @ 890, SOFT AC	,$ 51.00	(CBS)			Carroll Larkin
WMYG, 96.9, 15 KW @ 930, CLASSIC ROCK	,$ 61.00	(MMR)			Stu Cohen
WPIT, 101.5, 48 KW @ 505, RELIGION	,$ 25.00	(---)	Pyramid		Michael Komichak
WSHH, 99.7, 11 KW @ 930, BTFL/EZ	,$ 78.00	(MMR)	Renda		Tony Rizza
WWKS, 106.7, 50 KW @ 500, AC	ABC-F,$ 25.00	(Dome)		(BEAVER FALLS)	Ted Ruscitti
WWSW, 94.5, 50 KW @ 810, OLDIES	ABC-D,$100.00	(Mc-Guild)	Shamrock		Diane Sutter
WYDD, 104.7, 50 KW @ 500, CHR	ABC-F,$ 41.00	(Roslin)	Salem		Andrea Dudley
WXXP, 100.7, 20 KW @ 500, AOR	,$ 32.00	(---)	Signature		Chris Wegmann

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PORTLAND, ME

Arbitron Rank/Pop (12+): 158/193,500

MSA Rank/Pop: 181/230,000
ADI # 69
Average Person Ratings: 15.7
Market TSL: 20.3 hours

Stations: 21/17
Diaries: 519/373:1/45.2%
Sample Target: 550
% Below Line: 6.3
% Not Listed: 9.5

1987 Revenue: $11,000,000
HH Inc.: $33,147
Retail $: 2.7 Bil
Pop per Station: 11,382
#1 Biller: WPOR A/F $2,000,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WBLM-F	(AOR)	51/16.8	11.2	12.1	---	11.6	----	114/1291	508/26.3	4.7	3.4	89			WBLM-F
2. WPOR A/F	(C)	44/14.5	15.8	15.2	---	14.1	----	106/1178	471/24.3	24.6	27.1	98			WPOR A/F
3. WMGX-F	(AC)	27/ 8.9	10.9	6.4	---	7.7	----	40/ 558	364/18.8	20.1	16.6	136			WMGX-F
WYNZ	(BB)	27/ 8.9	9.1	8.4	---	6.3	----	34/ 403	267/13.8	10.9	12.9	24			WYNZ
5. WWGT-F	(CHR)	20/ 6.6	1.1	2.7	---	4.2	----	37/ 526	273/14.1	8.4	9.7	150			WWGT-F
6. WTHT-F	(CHR)	18/ 5.9	11.9	11.8	---	7.7	----	87/ 930	318/16.4	22.7	21.3	85			WTHT-F
WKZS-F	(AC)	18/ 5.9	4.6	5.1	---	6.3	----	48/ 862	298/15.4	12.8	11.1	97			WKZS-F
8. WYNZ-F	(AC)	16/ 5.3	3.5	5.7	---	8.1	----	22/ 315	234/12.1	11.8	13.7	160			WYNZ-F
9. WGAN	(MOR)	15/ 4.9	4.6	3.4	---	6.3	----	18/ 425	299/15.5	14.6	14.4	116			WGAN
10. WHOM-F	(EZ)	10/ 3.3	5.6	7.1	---	6.3	----	40/ 541	132/ 6.8	12.0	11.6	42			WHOM-F

12+ FM SHARE (METRO): 80.73% (222 of 275) (SPG 87: 78.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WBLM-F	1. WBLM-F>>	1. WBLM-F>>	1. WBLM-F	1. WBLM-F	1. WPOR-AF	1. WBLM-F	1. WBLM-F>	1. WBLM-F	1. WBLM-F	1. WBLM-F
WTHT-F>>	2. WMGX-F	2. WMGX-F>	2. WMGX-F	2. WPOR-AF	2. WYNZ >>	2. WPOR-AF	2. WPOR-AF	2. WPOR-AF>	2. WPOR-AF	2. WGAN
3. WIGY-F	3. WWGT-F>	3. WPOR-AF	3. WPOR-AF	3. WMGX-F	3. WGAN	3. WYNZ	3. WMGX-F	3. WMGX-F	3. WGAN	WPOR-F
WPOR-AF	4. WTHT-F	4. WWGT-F	WWGT-F	4. WWGT-F	WKZS-F	4. WMGX-F	4. WYNZ	4. WKZS-F	4. WTHT-F	WBZ
WWGT-F	5.	5.	5. WYNZ-F	5. WYNZ-F	5. WHOM-F	5. WGAN	5. WWGT-F	WWGT-F	5. WMGX-F	5.
								6. WYNZ	WWGT-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WBLM-F<	1. WMGX-F	1. WWGT-F	1. WMGX-F	1. WPOR-AF
2. WMGX-F	WWGT-F	2. WYNZ-F	2. WBLM-F	2. WWGT-F
3. WKZS-F	3. WBLM-F	3. WMGX-F	3. WWGT-F	WYNZ-F
4. WTHT-F	4. WTHT-F	WTHT-F	4. WKZS-F	4. WMGX-F
5.	5. WYNZ-F	5.	WTHT-F	5. WTHT-F
			WYNZ-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WBLM-F>>	1. WBLM-F>>	1. WBLM-F>>	1. WBLM-F>>	1. WBLM-F>
2. WMGX-F>	2. WMGX-F>	2. WMGX-F<	2. WMGX-F	2. WPOR-AF
3. WPOR-AF	3. WPOR-AF	3. WWGT-F<	3. WPOR-AF>	3. WMGX-F>
WTHT-F	WWGT-F	4. WPOR-AF	4. WWGT-F	4. WWGT-F
5.	5.	5.	5.	5. WYNZ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		43 (3)	43 (3)	15.6	15.8
AOR/CLASSIC		52 (2)	52 (2)	18.9	16.2
AC/OLDIES/SOFT ROCK	1 (1)	66 (4)	67 (5)	24.4	23.5
MOR/VARIETY/FULL	21 (2)		21 (2)	7.6	8.1
COUNTRY	2 (1)	42 (1)	44 (2)	16.0	17.6
BLACK/URBAN					
BTFL MUSIC/EZ		12 (2)	12 (2)	4.4	8.5
NEWS/TALK					
NOSTALGIA	27 (1)		27 (1)	9.8	9.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		2 (1)	2 (1)	0.7	0.4
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (2)	5 (1)	7 (3)	2.5	0.7
	53 (7)	222 (14)	275 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAYU-F	93.9	Lewiston	1.6/5.0
WIGY-F	105.9	Bath	1.6/8.6
WJBQ	1590	Gorham	.3/2.8
WLOB	1310	Portland	.3/2.9
WPKM-F	106.3	Scarborough	.7/3.1
WBZ	1030	Boston	2.0/5.1
WCME-F	96.7	Boothbay Harbor	.7/2.1
WTOS-F	105.1	Showhegan	.3/2.8

MISCELLANEOUS COMMENTS WDCS changes to WPKM (April)... WKXA-AM changes to WCLZ-AM (March)... Arbitron fell 5.6% short of sample target... WJBQ sold for $236,000...

RADIO STATIONS

WGAN, 560, 5 KW (DA-1)	, MOR	NBC,$ 20.00	(Katz)	Sunshine		John Van Hoogenstyn
WYNZ, 970, 5 KW (DA-N)	, NOSTALGIA	CBS,$ 23.00	(Eastman)	Buckley		Mike Shaefer
WBLM-F, 107.5, 30 KW @ 600,	AOR	,$ 47.00	(Mc-Guild)	Fuller-Jeffrey	(LEWISTON)	Bob Caron
WCLZ-F, 98.9, 50 KW @ 400,	ECLECTIC	,$ 22.00	(Roslin)		(BRUNSWICK)	
WHOM-F, 94.9, 48 KW @ 3760,	BTFL/EZ	,$ 50.00	(Republic)	Barnstable	(MT. WASHINGTON)	Craig Harper
WIGY-F, 105.9, 50 KW @ 500,	CHR	ABC-F,$ 20.00	(Republic)		(BATH)	John Williams
WKZS-F, 99.9, 30 KW @ 650,	SOFT AC	,$ 33.00	(HNWH)		(AUBURN)	Ron Frizzell
WMGX-F, 93.1, 50 KW @ 500,	AC	,$ 37.00	(Katz)	Sunshine		John Van Hoogenstyn
WPKM-F, 106.3, 3 KW @ 300,	CLASSICAL	,$ 20.00	(CMBS)			Michael Horn
WPOR-F, 101.9, 50 KW @ 492,	COUNTRY	ABC-E,$ 54.00	(Mc-Guild)			Bob Gold
WTHT-F, 102.9, 100 KW @ 1460,	CHR	,$ 38.00	(Banner)	Taylor		David Fitts
WYNZ-F, 100.9, 3 KW @ 300,	AC	,$ 27.00	(Eastman)	Buckley		Mike Schaefer
WWGT-F, 97.9, 16 KW @ 900,	CONTEMP	US 1,$ 23.00	(Christal)	Porter		Tom Talbott

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PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,319,900

MSA Rank/Pop: 41/1,370,000
ADI # 26
Average Person Ratings: 15.2
Market TSL: 20.5 hours

Stations: 29/27
Diaries: 1490/886:1/51.8%
Sample Target: 1420
% Below Line: 0.8
% Not Listed: 7.5

1987 Revenue: $40,000,000
HH Inc.: $32,454
Retail $: 9.5 Bil
Pop per Station: 48,885
#1 Biller: KINK-F $4,700,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F (CHR)	182/9.1	10.8	8.0	9.8	9.0	9.4	206/3062	2761/20.9	18.6	21.2	74	13.1	290	3570	KKRZ-F
2. KKCW-F (AC)	144/7.2	4.4	4.6	6.3	6.5	5.6	156/2128	1952/14.8	12.7	13.7	125	6.6	146	1677	KKCW-F
3. KXL (N/T)	139/6.9	5.9	7.9	5.0	6.4	6.4	152/1913	1738/13.2	14.0	14.7	70	6.3	140	1918	KXL
4. KINK-F (AOR)	130/6.5	6.9	6.9	6.5	6.1	6.7	151/2000	1726/13.1	14.5	12.6	143	7.0	156	1681	KINK-F
5. KEX (MOR)	127/6.3	7.6	5.7	5.1	6.7	6.2	133/1880	1739/13.2	13.5	14.5	87	6.1	136	1813	KEX
6. KUPL-F (C)	114/5.7	6.4	5.9	6.7	6.5	6.2	147/1704	1398/10.6	9.9	11.2	107	5.0	110	1446	KUPL-F
7. KXYQ-F (CHR)	112/5.6	6.7	5.3	5.1	4.6	5.7	160/2460	1757/13.3	12.5	9.8	59	9.1	201	2447	KXYQ-F
8. KMJK-F (AOR)	105/5.2	4.2	5.1	3.8	4.1	4.6	113/1609	1428/10.8	10.7	12.4	137	5.7	126	1218	KMJK-F
9. KGON-F (AOR)	100/5.0	4.5	5.6	7.3	6.5	5.6	116/1960	1717/13.0	12.7	14.6	104	6.8	150	1951	KGON-F
10. KXL-F (EZ)	99/4.9	5.4	5.9	5.6	7.6	5.5	127/1490	1259/ 9.5	11.0	12.4	104	3.4	6	858	KXL-F
11. KKSN-F (O)	95/4.7	4.5	2.4	2.9	2.6	3.6	109/1599	1380/10.5	7.8	7.5	147	3.7	81	1088	KKSN-F
12. KYTE (BB)	82/4.1	5.1	3.6	4.4	4.3	4.3	85/ 924	860/ 6.5	8.6	7.5	27	1.8	39	617	KYTE
13. KWJJ-F (C)	69/3.4	3.1	3.5	3.7	3.4	3.4	89/1230	1004/ 7.6	8.7	7.6	109	2.5	56	1066	KWJJ-F
14. KYTE-F (CL)	63/3.1	2.8	5.3	3.0	3.0	3.6	70/1289	1092/ 8.3	10.1	8.2	74	2.7	59	815	KYTE-F
KGW (AC)	63/3.1	4.1	4.9	4.0	4.1	4.0	72/1832	1601/12.1	14.4	13.5	129	4.2	93	2297	KGW
16. KWJJ (C)	38/1.9	1.2	1.8	2.4	1.9	1.8	42/ 803	738/ 5.6	5.3	5.6	68	1.8	40	792	KWJJ
17. KPDQ-F (R/G)	37/1.8	1.7	1.5	1.9	1.4	1.7	43/ 749	655/ 5.0	4.4	5.3	117	1.3	28	589	KPDQ-F
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 68.08% (1267 of 1861) (SPG 87: 66.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. NA	1. KKRZ-F	1. KKCW-F<	1. KINK-F	1. KINK-F	1. KXL	1. KXL	1. KKCW-F<	1. KKRZ-F	1. KKRZ-F>	1. KXL >
2.	2. KINK-F<	2. KINK-F<	2. KKCW-F	2. KKCW-F	2. KEX	2. KKRZ-F<	2. KINK-F	2. KKCW-F	2. KXL	2. KKCW-F
3.	3. KKCW-F	3. KKRZ-F	3. KMJK-F	3. KMJK-F	3. KXL-F	3. KEX >	3. KKRZ-F<	3. KINK-F	3. KXYQ-F<	3. KUPL-F<
4.	4. KMJK-F	4. KMJK-F	4. KKSN-F	4. KKSN-F<	4. KYTE	4. KWJJ-F<	4. KXL-F	4. KKSN-F	4. KINK-F	4. KWJJ-F<
5.	5. KGON-F	5. KGON-F	5. KKRZ-F	5. KKRZ-F	5. KUPL-F>	5. KINK-F<	5. KMJK-F	KMJK-F	5. KKCW-F	5. KEX
6.	6. KXYQ-F	6. KKSN-F	6. KGON-F	6. KUPL-F	6.	6. KUPL-F	6. KUPL-F	KWJJ-F+	6. KEX	6. KKRZ-F
7.	7.	7. KXXQ-F	7. KUPL-F	7.	7.	7. KKCW-F	7. KXL	7. KXYQ-F	7. KXL-F	7.
8.	8.	8.	8. KEX	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKRZ-F	1. KKCW-F	1. KKCW-F>	1. KKCW-F	1. KKCW-F
2. KKCW-F	2. KKRZ-F	2. KINK-F	2. KKRZ-F	2. KINK-F<
3. KXYQ-F	3. KINK-F>	3. KKRZ-F	3. KINK-F>	3. KKRZ-F>
4. KINK-F	4. KMJK-F	4. KMJK-F>	4. KMJK-F	4. KEX
5. KMJK-F	5. KXYQ-F	5. KXYQ-F	5. KKSN-F	KKSN-F
6.	6.	6. KKSN-F	6. KXYQ-F	KUPL-F
7.	7.	KGON-F	7. KEX	KXL-F
8.	8.	KGW	KUPL-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGON-F	1. KGON-F>	1. KMJK-F	1. KGON-F	1. KINK-F
2. KKRZ-F	2. KMJK-F	2. KINK-F	2. KMJK-F	2. KMJK-F
3. KXYQ-F	3. KINK-F	3. KGON-F>	3. KINK-F	3. KGON-F
4. KWJJ-F<	4. KKRZ-F	4. KKCW-F	4. KKRZ-F<	4. KKSN-F
5. KMJK-F	5. KXYQ-F	5. KKSN-F	5. KKSN-F	5. KKCW-F
6.	6. KWJJ-F<	6. KXYQ-F	6. KKCW-F	6. KXL
7.	7. KKCW-F	7. KWJJ-F	7. KWJJ-F	7. KUPL-F
8.	8.	8.	KXYQ-F	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		294 (2)	294 (2)	15.8	19.2
AOR/CLASSIC		335 (3)	335 (3)	18.0	13.7
AC/OLDIES/SOFT ROCK	104 (3)	239 (2)	343 (5)	18.4	17.8
MOR/VARIETY/FULL	145 (3)		145 (3)	7.8	7.3
COUNTRY	58 (2)	200 (4)	258 (4)	13.9	13.4
BLACK/URBAN					
BTFL MUSIC/EZ		99 (1)	99 (1)	5.3	8.3
NEWS/TALK	139 (1)		139 (1)	7.5	8.3
NOSTALGIA	98 (2)		98 (2)	5.3	4.6
RELIGION/GOSPEL	20 (2)	37 (1)	57 (3)	3.1	3.0
SPANISH					
CLASSICAL		63 (1)	63 (1)	3.4	3.2
JAZZ/NEW AGE					
UNKNOWN/OTHERS	30 (2)		30 (2)	1.6	1.1
	594 (15)	1267 (14)	1861 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBMS	1480	Vancouver	.8/1.1
KKEY	1150	Portland	.6/1.9
KKSN	910	Vancouver	.9/2.8
KPDQ	800	Portland	.3/2.8
KSGO	1520	Oregon City	1.1/3.7
KSLM	1390	Salem	.5/1.2
KUPL	1330	Portland	.5/1.5
KVAN	1550	Vancouver	.3/ .7
KVIX	1290	Lake Oswego	.8/2.3
KZRC	1010	Milwaukee	.6/1.7
KFAT-F	106.1	Corvallis	.4/1.0
KRKT	990	Albany	---/ .2
KRKT-F	99.9	Albany	.4/ .8

RADIO STATIONS

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I,$ 86.00	(Katz)	Great American	Clint Sly
KGW , 620, 5 KW (DA-N)	, AC	APR,$ 81.00	(MMR)	King	Kenn Brown
KKEY, 1150, 5 KW (DAYS,DA)	, RELIGION	MBS,$ 26.00	(---)		
KKSN, 910, 5 KW (DA-2)	, OLDIES	,$ 30.00	(Republic)	Heritage	
KKUL, 1410, 5 KW (DAYS)	, ? ?	,$ NA	(---)		
KPDQ, 800, 1 KW (DAYS,DA)	, RELIGION	,$ 25.00	(---)	Salem	Jack Kandel
KSGO, 1520, 50 KW/10 KW (DA-1)	, OLDIES	,$ 31.00	(HNWH)	Ackerly	Dan Hern
KUIK, 1360, 5 KW (DA-N)	, VARIETY	,$ 20.00	(---)		Don McCoun
KUPL, 1330, 5 KW (DA-1)	, COUNTRY	APR,$ NA	(Banner)	Scripps-Howard	Ed Hardy
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E,$ 35.00	(Republic)	Park	Dave Pederson
KXL , 750, 50 KW/10 KW (DA-1)	, NEWS/TALK	NBC,$ 72.00	(Mc-Guild)	Alexander	Ray Watson
KYTE, 970, 5 KW (DA-1)	, NOSTALGIA	CBS,$ 39.00	(Christal)	Henry	

FM STATIONS

KGON, 92.3, 100 KW @ 920, AOR		,$ 87.00	(HNWH)	Ackerly	Don Hern
KINK, 101.9, 100 KW @ 1611, AOR		,$101.00	(MMR)	King	Paul Clithero
KKCW, 103.3, 100 KW @ 1654, AC		,$ 74.00	(Durpetti)	Trumper	Ron Saito
KKSN, 97.1, 100 KW @ 980, OLDIES		,$ 55.00	(Republic)	Heritage	
KKRZ, 100.3, 100 KW @ 920, CHR		ABC-F,$ 84.00	(Katz)	Great American	Carl Gardner
KMJK, 106.7, 100 KW @ 877, CLASSIC ROCK		Source,$ 51.00	(Christal)		Dave McDonald
KPDQ, 93.7, 100 KW @ 247, RELIGION		,$ 24.00	(---)	Salem	Jack Kandel
KUPL, 98.5, 100 KW @ 1100, COUNTRY		APR,$ 65.00	(Banner)	Scripps-Howard	Ed Hardy
KWJJ, 99.5, 100 KW @ 920, COUNTRY		ABC-E,$ 48.00	(Republic)	Park	Dave Pederson
KXL , 95.5, 100 KW @ 920, BTFL/EZ		,$ 60.00	(Mc-Guild)	Alexander	Ray Watson
KXYQ, 105.1, 100 KW @ 1099, CHR		ABC-C,$ 53.00	(Banner)	Daytona (SALEM)	Denice Swanson
KYTE, 101.1, 100 KW @ 635, CLASSICAL		,$ 50.00	(Christal)	Henry	

CALL LETTER CHANGES

KKLI-F: Changes to KKSN-F (February)

FORMAT CHANGES

STATION SALES

KKSN A/F: Sold to Heritage for $5,900,000 (Americom)

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PORTSMOUTH - DOVER - ROCHESTER, NH

Arbitron Rank/Pop (12+): 117/307,000

MSA Rank/Pop: 146/317,200
Boston ADI
Average Person Ratings: 15.9
Market TSL: 21.5 hours

Stations: 31/9
Diaries: 786/391:1/49.7%
Sample Target: 680
% Below Line: 50.9
% Not Listed: 9.2

1987 Revenue: $9,000,000
HH Inc.: $38,647
Retail $: 2.8 Bil
Pop per Station: 34,111
#1 Biller: WOKQ-F $2,900,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOKQ-F (C)	62/12.7	12.9	13.0	---	16.0		65/796	739/24.1	22.3	22.9	117				WOKQ-F
2. WHEB-F (AOR)	42/ 8.6	5.2	10.9	---	9.1		42/593	593/19.3	16.0	22.2	94				WHEB-F
3. WERZ-F (CHR)	30/ 6.2	4.8	6.3	---	6.5		31/483	453/14.8	17.9	18.1	95				WERZ-F
4. WSSH-F (AC)	26/ 5.3	7.9	5.9	---	9.9		29/462	424/13.8	16.8	16.2	132				WSSH-F
5. WRKO (T)	22/ 4.5	4.2	4.0	---	2.8		22/301	279/ 9.1	7.8	8.7	82				WRKO
WBCN-F (AOR)	22/ 4.5	4.8	4.2	---	5.3		23/315	292/ 9.5	10.9	10.9	98				WBCN-F
7. WBZ (MOR)	21/ 4.3	6.9	6.1	---	5.5		23/374	347/11.3	13.7	13.1	60				WBZ
8. WZOU-F (CHR)	20/ 4.1	3.4	2.9	---	1.2		20/227	227/ 7.4	7.4	8.1	44				WZOU-F
9. WODS-F (O)	18/ 3.7	1.2	1.5	---	2.6		19/264	259/ 8.4	3.8	4.2	149				WODS-F
WKOS-F (AC)	18/ 3.7	2.4	2.7	---	.6		19/320	304/ 9.9	6.4	6.4	111				WKOS-F

12+ FM SHARE (METRO): 83.26% (368 of 442) (SPG 87: 79.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WERZ-F	1. WHEB-F>>	1. WHEB-F+	1. WOKQ-F>	1. WOKQ-F>	1. WOKQ-F>>	1. WOKQ-F>	1. WOKQ-F>	1. WOKQ-F>	1. WBZ >	1. WTSN
WTHT-F	2. WBCN-F	2. WOKQ-F>	2. WHEB-F+	2. WHEB-F+	2. WRKO	2. WHEB-F>	2. WHEB-F>	2. WHEB-F	2. WTHT-F	2. WBZ
3. WZOU-F>	3. WERZ-F	3. WERZ-F	3. WSSH-F	3. WSSH-F	3. WSSH-F	3. WTSN	3. WSSH-F	3. WSSH-F	3. WERZ-F	3. WOKQ-F>>
4.	WOKQ-F	4.	4. WERZ-F	4. WERZ-F	WBZ	WBZ	4. WERZ-F	4. WERZ-F	WOKQ-F	4. WHEB-F
5.	5. WZOU-F	5.	5. WODS-F	5. WODS-F	5.	5. WERZ-F	5. WBCN-F	WRKO	5. WHEB-F	WRKO
								WZOU-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHEB-F+	1. WHEB-F+>	1. WHEB-F+	1. WOKQ-F	1. WOKQ-F
2. WZOU-F	2. WERZ-F	2. WOKQ-F	2. WHEB-F+	2. WSSH-F
3. WCGY-F	3. WZOU-F	WERZ-F	3. WSSH-F>	3. WERZ-F
4. WERZ-F	4. WOKQ-F	4. WSSH-F	4. WERZ-F	4. WHEB-F+
5.	5. WCGY-F	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHEB-F+>	1. WHEB-F+>>	1. WHEB-F+>	1. WHEB-F+	1. WOKQ-F>
2. WBCN-F	2. WBCN-F	2. WOKQ-F>	2. WOKQ-F>	2. WHEB-F+>
WTHT-F	3. WOKQ-F	3.	3. WBCN-F	3. WODS-F
4. WERZ-F	4. WERZ-F	4.	4. WERZ-F	4. WBCN-F
WZOU-F	5.	5.	5. WODS-F	5. WERZ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		79 (5)	79 (5)	17.9	13.6
AOR/CLASSIC		108 (7)	108 (7)	24.4	23.7
AC/OLDIES/SOFT ROCK		83 (7)	83 (7)	18.8	17.5
MOR/VARIETY/FULL	36 (3)		36 (3)	8.1	11.9
COUNTRY		67 (3)	67 (3)	15.2	16.4
BLACK/URBAN					
BTFL MUSIC/EZ		29 (2)	29 (2)	6.6	8.7
NEWS/TALK	30 (2)		30 (2)	6.8	6.4
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		2 (1)	2 (1)	0.5	
JAZZ/NEW AGE/ECLECTIC					1.7
UNKNOWN/OTHERS		8 (1)	8 (1)	1.8	
	66 (5)	376 (26)	442 (31)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCDQ-F	92.1	Sanford	1.0/ 3.8
WHOM-F	94.9	Mt. Washington	2.9/ 9.1
WKOS	930	Rochester	1.6/ 4.7
WQMI-F	95.3	York	.4/ 1.3
WTSN	1270	Dover	2.7/10.2
WGIR-F	101.1	Manchester	2.9/ 9.5
WHOB-F	106.3	Nashua	1.0/ 2.2
WLYT-F	92.5	Haverhill, MA	2.5/ 8.3
WPOR-F	101.9	Portland, ME	.6/ 1.4
WTHT-F	102.9	Portland, ME	3.1/ 6.4
WZID-F	95.7	Manchester	3.1/ 6.2

See Boston for more information about the following:

WAAF-F	.4/1.6	WHDH	.4/2.5
WBOS-F	.4/3.2	WMJX-F	.6/3.3
WCGY-F	.2/5.9	WROR-F	.8/5.6
WCRB-F	.4/1.5	WXKS-F	1.8/5.5
WEEI	1.6/5.8	WZLX-F	2.3/4.6

RADIO STATIONS

WKOS, 930, 5 KW (DA-2)	, AC (?)	CBS,$ 14.00	(Christal)		Kathleen Allen
WMYF, 1540, 5 KW (DAYS)	, MOR/AC	,$ 11.00	(Mc-Guild)	Precision	Al Perry
WQMI, 1380, 1 KW (DA-N)	, OLDIES	,$ 12.00	(Kadetsky)		Duncan Lamb
WTSN, 1270, 5 KW (DA-2)	, MOR	ABC-I,$ 20.00	(Torbet)		Jerome Lupman
WCDQ-F, 92.1, 3 KW @ 300, CLASSIC ROCK		,$ 15.00	(---)		Don Crown
WERZ-F, 107.1, 3 KW @ 300, CHR		,$ 41.00	(Mc-Guild)	Precision	Al Perry
WHEB-F, 100.3, 32 KW @ 140, AOR		UPI,$ 47.00	(Banner)	Knight	Dick Rozek
WKOS-F, 96.7, 3 KW @ 280, AC		,$ 16.00	(Christal)		Kathleen Allen
WOKQ-F, 97.5, 50 KW @ 350, COUNTRY		,$ 75.00	(Mc-Guild)	Fuller-Jeffrey	Martin Lessard
WLYT-F, 92.5, 25 KW @ 710, AC		,$ 30.00	(---)	(HAVERHILL, MA)	Michael Gaier

Other ranked stations - See Manchester, Boston or Portland

American Radio Spring 1988, Copyright 1988

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,249,400

MSA Rank/Pop: 58/897,000
ADI # 44
Average Person Ratings: 18.6
Market TSL: 24.5 hours

Stations: 39/22
Diaries: 1510/827:1/51.4%
Sample Target: 1370
% Below Line: 17.5
% Not Listed: 8.1

1987 Revenue: $23,000,000
HH Inc.: $34,268
Retail $: 5.9 Bil
Pop per Station: 56,791
#1 Biller: WPRO-F $4,600,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	391/16.8	15.4	13.5	14.0	13.5	14.9	413/4959	4543/36.4	32.2	32.2	77	23.7	536	4695	WPRO-F
2. WLKW-F (EZ)	288/12.4	10.5	11.3	10.9	11.0	11.3	300/2637	2445/19.6	19.4	20.6	73	7.8	176	1877	WLKW-F
3. WHJY-F (AOR)	184/ 7.9	8.4	9.7	10.5	9.8	9.1	206/2970	2325/18.6	21.9	23.1	105	11.1	251	2956	WHJY-F
4. WHJJ (N/T)	147/ 6.3	6.7	7.1	5.7	5.9	6.5	148/1575	1538/12.3	12.7	14.1	51	3.8	86	1278	WHJJ
5. WSNE-F (AC)	125/ 5.4	4.0	5.6	3.5	3.7	4.6	130/2084	1935/15.5	14.2	11.8	150	3.5	79	1022	WSNE-F
6. WWLI-F (AC)	114/ 4.9	6.0	6.3	6.5	5.9	5.9	125/1773	1519/12.2	12.7	14.1	161	5.0	114	1077	WWLI-F
7. WPRO (MOR)	102/ 4.4	5.7	5.0	5.7	5.4	5.2	102/1890	1841/14.7	15.5	16.1	109	3.5	79	2045	WPRO
8. WODS-F (O)	63/ 2.7	2.3	1.0	.4	.4	1.6	111/1618	956/ 7.7	3.3	1.6	163	2.5	56	983	WODS-F
9. WBRU-F (AOR)	52/ 2.2	2.7	3.3	3.6	3.6	3.0	56/1423	1282/10.3	11.7	13.0	118	3.2	73	1540	WBRU-F
10. WHIM (C)	50/ 2.2	3.3	1.5	3.4	2.3	2.6	51/ 451	439/ 3.5	2.9	4.0	114	1.6	36	519	WHIM
11. WWAZ (BB)	49/ 2.1	1.3	1.6	1.3	2.8	1.6	53/ 673	634/ 5.1	5.0	5.3	24	.8	17	548	WWAZ
WWRX-F (AOR)	49/ 2.1	2.2	2.0	1.5	1.3	2.0	107/1781	948/ 7.6	6.0	5.3	162	2.1	47	881	WWRX-F
13. WBZ (MOR)	48/ 2.1	1.4	1.2	1.5	2.0	1.6	91/1421	622/ 5.0	3.6	4.1	62	1.5	35	609	WBZ

12+ FM SHARE (METRO): 74.45% (1591 of 2137) (SPG 87: 68.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPRO-F>>	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WPRO-F>	1. WLKW-F>>	1. WPRO-F>	1. WLKW-F	1. WPRO-F>	1. WPRO-F>>	1. WHJJ >
2.	2. WHJY-F>>	2. WHJY-F>	2. WHJY-F	2. WLKW-F	2. WHJJ	2. WLKW-F	2. WPRO-F>	2. WLKW-F>	2. WHJY-F	2. WBZ
3.	3. WSNE-F	3. WSNE-F	3. WSNE-F	3. WHJY-F	3. WPRO-F	3. WHJY-F	3. WHJY-F	3. WHJY-F	WLKW-F	3. WPRO-F
4.	4. WBRU-F	4. WWLI-F	4. WWLI-F	4. WSNE-F	4. WPRO	4. WPRO <	4. WHJJ	4. WHJJ	4. WHJJ	4. WPRO
5.	WWLI-F	5.	5. WLKW-F	5. WWLI-F	5. WWLI-F	5. WHJJ	5. WSNE-F	5. WSNE-F	5. WWLI-F	5. WHJY-F
	6. WWRX-F						WWLI-F	6. WWLI-F	WSNE-F	6. WLKW-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPRO-F>>	1. WPRO-F>>	1. WPRO-F>	1. WPRO-F>>	1. WPRO-F>
2. WHJY-F>	2. WHJY-F	2. WSNE-F	2. WSNE-F	2. WSNE-F
3. WBRU-F	3. WSNE-F>	3. WHJY-F	3. WWLI-F	3. WWLI-F
WSNE-F	4. WWLI-F	4. WWLI-F	4. WHJY-F	4. WLKW-F>
5.	5. WBRU-F	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPRO-F	1. WHJY-F	1. WHJY-F>	1. WHJY-F	1. WHJY-F
2. WHJY-F>	2. WPRO-F>>	2. WPRO-F>	2. WPRO-F>>	2. WPRO-F>
3.	3.	3. WWRX-F	3.	3. WLKW-F
4.	4.	4. WSNE-F	4.	4. WODS-F<
5.	5.	5. WWLI-F	5.	5. WSNE-F
		WBRU-F		WWLI-F
		7. WHJJ		WWRX-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		447 (3)	447 (3)	20.9	19.0
AOR/CLASSIC		352 (6)	352 (6)	16.5	17.5
AC/OLDIES/SOFT ROCK	32 (1)	391 (7)	423 (8)	19.8	18.3
MOR/VARIETY/FULL	184 (6)		184 (6)	8.6	10.9
COUNTRY	50 (1)	29 (1)	79 (2)	3.7	4.1
BLACK/URBAN					
BTFL MUSIC/EZ		299 (2)	299 (2)	14.0	12.4
NEWS/TALK	222 (6)		222 (6)	10.4	10.9
NOSTALGIA	49 (1)	28 (1)	77 (2)	3.6	4.0
RELIGION/GOSPEL					0.9
SPANISH					
CLASSICAL		25 (1)	25 (1)	1.2	0.8
JAZZ/NEW AGE/ECLECTIC		12 (1)	12 (1)	0.6	0.5
UNKNOWN/OTHERS	9 (1)	8 (1)	17 (2)	0.8	0.7
	546 (16)	1591 (23)	2137 (39)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WADK	1540	Newport	.6/1.3
WALE	1400	Fall River	1.0/1.9
WBSM	1420	New Bedford	.7/2.1
WICE	550	Pawtucket	1.4/3.0
WMYS-F	98.1	New Bedford	1.7/6.8
WNBH	1340	New Bedford	.4/1.6
WNRI	1380	Woonsocket	.3/ .8
WOTB-F	100.3	Middletown	.5/1.3
WPEP	1570	Taunton	.4/1.0
WWKX-F	106.3	Woonsocket	.3/1.2
WWON	1240	Woonsocket	.3/1.0
WAAF-F	107.3	Worcester	.6/2.7
WBCN-F	104.1	Boston	.6/2.4
WBOS-F	92.9	Brookline	1.2/4.7
WCRB-F	102.5	Waltham	1.1/2.3
WEEI	590	Boston	.5/2.6
WHDH	850	Boston	.4/1.7
WJIB-F	96.9	Boston	.5/1.8
WMJX-F	106.7	Boston	.4/1.3
WPLM-F	99.1	Plymouth	1.2/4.1
WRKO	680	Boston	.5/1.9
WROR-F	98.5	Boston	.7/3.8
WVBF-F	105.7	Framingham	1.0/2.4
WXKS-F	107.9	Medford	1.2/5.7
WZLX-F	100.7	Boston	1.7/3.5
WZOU-F	94.5	Boston	1.2/4.7

RADIO STATIONS

WHIM, 1110, 5 KW/250 W (DA-N) , COUNTRY	CBS,$ 24.00	(Roslin)			Dick Muserlian
WHJJ, 920, 5 KW (DA-N) , NEWS/TALK	ABC-I,$ 57.00	(Katz)	Federal		Janet Karger
WICE, 550, 1 KW/500 W (DA-N) , OLDIES	ABC-D,$ 21.00	(Republic)			Joe Lambo
WPRO, 630, 5 KW (DA-N) , MOR/AC	ABC-I,$ 64.00	(Banner)	Cap Cities/ABC		Mitch Dolan
WWAZ, 790, 5 KW (DA-N) , NOSTALGIA	SMN,$ 34.00	(Mc-Guild)	Eastern		Tim Gorman
WBRU-F, 95.5, 20 KW @ 440, AOR	Source,$ 44.00	(MMR)			Grace Murphy
WHJY-F, 94.1, 50 KW @ 500, AOR	ABC-R,$ 91.00	(Katz)	Federal		Janet Karger
WLKW-F, 101.5, 50 KW @ 500, BTFL/EZ	,$ 74.00	(Christal)	Wilks-Schwartz		Scott Bacherman
WPRO-F, 92.3, 39 KW @ 550, CHR	ABC-C,$101.00	(Banner)	Cap Cities/ABC		Mitch Dolan
WSNE-F, 93.3, 50 KW @ 500, AC	,$ 54.00	(Eastman)	Beck-Ross	(TAUNTON)	Bill Campbell
WWLI-F, 105.1, 50 KW @ 500, SOFT AC	Trans,$ 68.00	(Mc-Guild)	Eastern		Tim Gorman
WWRX-F, 103.7, 50 KW @ 500, AOR (?)	,$ 38.00	(Roslin)		(WESTERLY)	Phil Urso
WMYS-F, 98.1, 50 KW @ 500, AC	,$ 40.00	(Torbet)	Hall		Christine Lodge

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PUEBLO

Arbitron Rank/Pop (12+): 225/102,100

MSA Rank/Pop: 285/124,400
ADI # 99 (w/Colorado Springs)
Average Person Ratings: 14.9
Market TSL: 20.5 hours

Stations: 16/8
Diaries: 533/192:1/48.2%
Sample Target: 550
% Below Line: 36.8
% Not Listed: 9.9

1987 Revenue: $3,400,000
HH Inc.: $25,845
Retail $: .68 Bil
Pop per Station: 12,763
#1 Biller: KCCY-F $825,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCCY-F (C)	25/16.4	---	12.3	---	13.0	----	29/365	267/26.2	---	23.4	114				KCCY-F
2. KRDO-F (EZ)	21/13.8	---	9.9	---	8.9	----	78/826	191/18.7	---	13.5	87				KRDO-F
3. KKMG-F (CHR)	15/ 9.9	---	13.0	---	6.3	----	18/282	194/19.0	---	19.7	81				KKMG-F
4. KCSJ (N/T)	14/ 9.2	---	10.5	---	8.3	----	17/267	198/19.4	---	19.4	73				KCSJ
5. KILO-F (AOR)	13/ 8.6	---	10.5	---	9.4	----	82/918	220/21.5	---	17.6	108				KILO-F
6. KDZA (O)	8/ 5.3	---	9.9	---	6.3	----	10/221	179/17.5	---	21.9	202				KDZA
KATM-F (CHR)	8/ 5.3	---	.6	---	3.1	----	34/514	164/16.1	---	7.8	25				KATM-F
8. KIDN (C)	6/ 3.9	---	5.6	---	6.3	----	14/214	105/10.3	---	13.5	103				KIDN
KOA (N/T)	6/ 3.9	---	.6	---	1.6	----	23/491	72/ 7.1	---	5.5	103				KOA
10. KIKX-F (CHR)	5/ 3.3	---	3.7	---	3.6	----	68/951	134/13.1	---	12.3	0				KIKX-F
KVUU-F (AC)	5/ 3.3	---	3.1	---	3.6	----	49/851	135/13.2	---	13.4	203				KVUU-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 70.80% (97 of 137) (SPG 87: 63.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KATM-F	1. KILO-F	1. KCCY-F	1. KCCY-F>	1. KCCY-F>	1. KRDO-F<	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KILO-F>	1. KDZA
KKMG-F>>	2. KKMG-F>	2. KKMG-F	2. KDZA	2. KRDO-F	2. KCCY-F	2. KCSJ >	2. KRDO-F>	2. KILO-F	2. KCCY-F	2. KILO-F
3. KCCY-F	3. KCCY-F>	KILO-F	3. KILO-F	3. KDZA	3. KCSJ-F>	3. KRDO-F	3. KKMG-F	KRDO-F>	KKMG-F	3. KCCY-F
KIKX-F	4. KATM-F	4. KDZA	4. KKMG-F	4. KILO-F	4.	4. KKMG-F	4. KILO-F	4. KATM-F	4. KATM-F	KSPZ-F
KILO-F	5.	5.	5.	5. KKMG-F	5.	5.	5. KDZA	KCSJ	5.	5.
								KKMG-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KKMG-F	1. KKMG-F	1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KKMG-F	1. KILO-F>	1. KILO-F	1. KILO-F	1. KCCY-F>
2. KATM-F	2. KCCY-F	KDZA	2. KKMG-F	2. KRDO-F>	KIKX-F	2. KKMG-F>	2. KKFM-F	2. KCCY-F	2. KILO-F
KCCY-F	KILO-F	KKMG-F	3. KRDO-F>	3. KDZA	KILO-F	3. KKFM-F	3. KKMG-F	3. KDZA	3. KDZA
KILO-F	4. KATM-F	KILO-F	4. KDZA	KKMG-F	4.	4.	KVUU	KIDN	KKFM-F
5.	KRDO-F	KRDO-F	KILO-F	5.	5.	5.	5.	KKFM-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	20.4	18.8
AOR/CLASSIC		17 (2)	17 (2)	12.4	13.4
AC/OLDIES/SOFT ROCK	8 (1)	6 (2)	14 (3)	10.2	16.8
MOR/VARIETY/FULL					
COUNTRY	7 (2)	25 (1)	32 (3)	23.4	20.8
BLACK/URBAN					
BTFL MUSIC/EZ		21 (1)	21 (1)	15.3	10.7
NEWS/TALK	20 (2)		20 (2)	14.5	12.1
NOSTALGIA					2.7
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	1.3
SPANISH	4 (1)		4 (1)	2.9	3.4
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	40 (7)	97 (9)	137 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFEL	970	Pueblo	.7/4.8
KRMX	690	Pueblo	2.6/4.9
KKFM-F	96.5	Colorado Springs	2.6/8.2
KSPZ-F	92.9	Colorado Springs	.7/7.4
KSSS	740	Colorado Springs	.7/2.4

MISCELLANEOUS COMMENTS KCSJ, KUSN-F sold for $1,200,000... KAYK sold for $195,000... Arbitron fell 3.1% short of sample target...

RADIO STATIONS

KAYK, 1480, 1 KW (DAYS,DA)	, NOSTALGIA	,$ 9.00	(Hix)		
KCSJ, 590, 1 KW (DA-2)	, NEWS/TALK	CBS,$ 15.00	(Eastman)		Jim Cooper
KDZA, 1230, 1 KW	, OLDIES	US 1,$ 11.00	(Banner)	Surrey	Dennis Lamme
KFEL, 970, 1 KW (DAYS)	, RELIGION	,$ 8.00	(---)		Iva Rafferty
KIDN, 1350, 5 KW/1 KW (DA-N)	, COUNTRY	NBC,$ 14.00	(Roslin)		J. Salardino
KRMX, 690, 250 W (DAYS)	, HISPANIC	UPI,$ 12.00	(Caballero)		Andres Neidig
KATM-F, 100.7, 100 KW @ 640, CHR		,$ 14.00	(Banner)	Surrey	Dennis Lamme
KCCY-F, 97.9, 100 KW @ 1236, COUNTRY		ABC-E,$ 28.00	(Mc-Guild)	McCoy	Jack Carter
KCSJ-F, 107.1, 3 KW @ 77, AC		,$ 12.00	(Eastman)		Jim Cooper
KKMG-F, 98.9, 100 KW @ 750, CHR		,$ 19.00	(Mc-Guild)		Gary Goodell

Other ranked stations - See Colorado Springs

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RALEIGH - DURHAM

Arbitron Rank/Pop (12+): 61/558,100

MSA Rank/Pop: 70/661,000
ADI # 35
Average Person Ratings: 15.5
Market TSL: 21.0 hours

Stations: 25/21
Diaries: 1141/489:1/53.7%
Sample Target: 890
% Below Line: 4.6
% Not Listed: 14.4

1987 Revenue: $24,300,000
HH Inc.: $34,512
Retail $: 4.5 Bil
Pop per Station: 26,576
#1 Biller: WRAL-F $5,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRDU-F (AOR)	92/10.7	8.3	6.5	10.9	7.9	9.1	187/2186	1093/19.6	14.9	16.1	103	9.7	95	1025	WRDU-F
2. WDCG-F (CHR)	78/ 9.0	9.4	6.7	7.8	7.4	8.2	143/2518	1288/23.1	19.2	19.9	70	10.1	99	1619	WDCG-F
3. WQDR-F (C)	63/ 7.3	7.4	9.1	8.2	8.1	8.0	187/2476	771/13.8	17.3	14.1	142	9.3	91	941	WQDR-F
4. WFXC-F (B)	60/ 7.0	9.2	3.1	4.0	6.1	5.8	63/ 855	745/13.3	9.5	15.6	83	9.7	95	840	WFXC-F
5. WPTF (N/T)	56/ 6.5	8.2	8.9	8.1	9.0	7.9	94/1372	812/14.5	16.3	16.4	71	7.6	75	965	WPTF
WQOK-F (B)	56/ 6.5	6.4	7.4	7.3	---	6.9	107/1118	643/11.5	10.6	---	112	8.3	82	1069	WQOK-F
WRAL-F (AC)	56/ 6.5	9.4	9.9	7.9	7.7	8.4	233/3012	932/16.7	22.4	20.6	138	8.7	86	1066	WRAL-F
8. WTRG-F (AC)	45/ 5.2	3.9	3.7	3.3	4.5	4.0	86/1645	772/13.8	13.8	11.3	140	4.3	42	851	WTRG-F
9. WYLT-F (AC)	36/ 4.2	3.6	6.3	4.1	5.9	4.6	55/ 981	562/10.1	14.0	11.4	114	3.3	32	492	WYLT-F
10. WDUR (B)	31/ 3.6	3.6	3.2	2.6	4.7	3.3	32/ 331	311/ 5.6	4.0	5.8	86	1.4	14	260	WDUR
11. WZZU-F (CHR)	28/ 3.2	2.8	4.1	5.2	5.4	3.8	65/1599	697/12.5	13.5	14.7	66	3.6	35	899	WZZU-F
12. WLLE (B)	23/ 2.7	2.8	2.5	3.3	2.8	2.8	25/ 290	275/ 4.9	5.8	4.9	85	1.4	14	383	WLLE
13. WDNC (BB)	21/ 2.4	2.5	3.3	2.3	2.6	2.6	24/ 440	333/ 6.0	8.2	7.3	42	1.7	17	413	WDNC

12+ FM SHARE (METRO): 75.91% (561 of 739) (SPG 87: 70.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WDCG-F>>	1. WRDU-F>	1. WRDU-F>	1. WRDU-F	1. WRDU-F	1. WPTF	1. WRDU-F	1. WRDU-F	1. WRDU-F	1. WDCG-F	1. WFXC-F
2. WFXC-F	2. WDCG-F<	2. WDCG-F	2. WQDR-F	2. WQDR-F	2. WQDR-F>	2. WPTF	2. WRAL-F<	2. WDCG-F	2. WFXC-F	2. WPTF-F
3. WZZU-F	3. WFXC-F<	WQDR-F	3. WRAL-F	3. WRAL-F	3. WRAL-F	3. WQDR-F<	3. WQDR-F	3. WQDR-F	3. WRDU-F	3. WQOK-F
4. WQOK-F	4. WQOK-F	4. WFXC-F	4. WQOK-F<	4. WQOK-F	4. WDUR	4. WRAL-F<	4. WDCG-F	4. WQOK-F	4. WQOK-F	4. WDNC
WRDU-F	5. WTRG-F	WQOK-F	5. WTRG-F	WTRG-F	5. WDNC	5. WDCG-F	5. WTRG-F	5. WRAL-F<	5. WPTF	5. WQDR-F
						6. WFXC-F		6. WFXC-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WDCG-F	1. WDCG-F	1. WTRG-F<	1. WDCG-F	1. WRAL-F
2. WFXC-F<	2. WRDU-F	2. WRAL-F	2. WFXC-F	2. WDCG-F
3. WRDU-F	WTRG-F	3. WDCG-F	WRAL-F	3. WQDR-F
4. WTRG-F	4. WFXC-F	WQOK-F	WRDU-F	WTRG-F
5. WQOK-F	5. WRAL-F	WRDU-F	5. WQOK-F	5. WQOK-F
6. WTRG-F	6. WQOK-F	6. WYLT-F	WTRG-F	WYLT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRDU-F>>	1. WRDU-F>>	1. WRDU-F>>	1. WRDU-F>	1. WRDU-F
2. WFXC-F	2. WQOK-F	2. WQOK-F	2. WQDR-F	2. WQDR-F>
3. WDCG-F	3. WFXC-F	3. WTRG-F	3. WQOK-F	3. WRAL-F
4. WQOK-F<	4. WDCG-F	4. WFXC-F	4. WFXC-F	4. WQOK-F
5. WQDR-F	5. WTRG-F	5. WDCG-F	5. WDCG-F	5. WTRG-F
			WRAL-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	14.3	15.6
AOR/CLASSIC		101 (2)	101 (2)	13.7	11.3
AC/OLDIES/SOFT ROCK	9 (1)	137 (3)	146 (4)	19.8	25.8
MOR/VARIETY/FULL	3 (1)		3 (1)	0.4	10.9
COUNTRY	9 (2)	88 (3)	97 (5)	13.1	11.6
BLACK/URBAN	62 (3)	122 (3)	184 (6)	24.9	20.6
BTFL MUSIC/EZ		7 (1)	7 (1)	0.9	
NEWS/TALK	56 (1)		56 (1)	7.6	
NOSTALGIA	21 (1)		21 (1)	2.8	3.1
RELIGION/GOSPEL	18 (2)		18 (2)	2.4	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.7
	178 (11)	561 (14)	739 (25)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZZ-F	103.9	Fuquay-Varina	.8/2.0
WCHL	1360	Chapel Hill	.3/1.9
WCLY	1550	Raleigh	.9/1.6
WKIX	850	Raleigh	1.0/4.8
WPJL	1240	Raleigh	1.2/2.5
WSRC	1410	Durham	.9/2.9
WTIK	1310	Durham	.3/1.3
WYRN	1480	Louisburg	.7/1.1
WKRR-F	92.3	Asheboro	1.0/3.1
WNCT-F	107.9	Greenville	.8/ .9
WPCM-F	101.1	Burlington	2.1/5.0
WQMG-F	97.1	Greensboro	.7/1.9

RADIO STATIONS

WCLY, 1550, 1 KW	, BLACK	NBN,$ 16.00	(K & P)		Benny Moore
WDNC, 620, 5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,$ 27.00	(Republic)		Bill Smith
WDUR, 1490, 1 KW	, BLACK	NBN,ABC-R,$ 24.00	(Eastman)	Pinnacle	Tom Campbell
WKIX, 850, 10 KW/5 KW (DA-N)	, OLDIES	US 2,$ 22.00	(Mc-Guild)	Metroplex	Gary Weiss
WLLE, 570, 500 W (DAYS)	, BLACK	SBN,$ 20.00	(K & P)		Henry Monroe
WPTF, 680, 50 KW (DA-N)	, TALK/MOR	NBC,ABC-I,$ 73.00	(Mc-Guild)	Durham Life	Bryan McIntyre
WTIK, 1310, 5 KW/1 KW (DA-1)	, COUNTRY	MBS,$ 17.00	(---)		Harry Welch
WDCG-F, 95.1, 99 KW @ 1141, CHR		ABC-F,$ 65.00	(Republic)		Bill Smith
WFXC-F, 107.1, 3 KW @ 300, BLACK		,$ 46.00	(Eastman)	Pinnacle	Martin Seligson
WQDR-F, 94.7, 100 KW @ 1025, COUNTRY		ABC-E,$ 64.00	(Mc-Guild)	Durham Life	Bryan McIntyre
WRAL-F, 101.5, 100 KW @ 1900, AC		,$105.00	(Katz)	Capitol-Goodmon	
WRDU-F, 106.1, 100 KW @ 1350, AOR		Source,$ 81.00	(MMR)	Voyager	Phil Zachary
WYLT-F, 96.1, 98 KW @ 930, SOFT AC		,$ 55.00	(Mc-Guild)	Metroplex	Gary Weiss
WZZU-F, 93.9, 100 KW @ 1811, CHR		,$ 50.00	(Torbet)	Village	Peter Jorgenson
WTRG-F, 100.7, 100 KW @ 1968, AC		,$ 57.00	(Banner)	Capitol-Johnson	Darrel Gooden
WQOK-F, 97.5, 100 KW @ 1020, BLACK		ABC-C,$ 40.00	(HNWH)	Joyner (S. BOSTON, VA)	Mike Slenski

American Radio Spring 1988, Copyright 1988

RENO

Arbitron Rank/Pop (12+): 141/228,600

MSA Rank/Pop: 185/230,000
ADI # 121
Average Person Ratings: 16.4
Market TSL: 21.8 hours

Stations: 18/18
Diaries: 656/348:1/49.7%
Sample Target: 610
% Below Line: 0
% Not Listed: 10.1

1987 Revenue: $9,400,000
HH Inc.: $32,684
Retail $: 2.2 Bil
Pop per Station: 12,700
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KOZZ-F (AOR)	42/11.2	6.3	8.7	14.4	13.0	----	56/635	456/19.9	17.1	22.1	110	13.7	54	660	KOZZ-F
2. KWNZ-F (CHR)	40/10.7	9.3	8.7	12.0	10.6	----	51/683	524/22.9	24.5	21.2	68	12.9	51	663	KWNZ-F
3. KNEV-F (EZ)	40/10.7	8.3	11.5	8.2	4.2	----	52/492	349/15.3	14.0	14.4	64	6.6	26	272	KNEV-F
4. KIIQ-F (C)	32/ 8.5	5.0	5.0	7.5	6.1	----	58/562	340/14.9	10.2	11.1	91	4.6	18	258	KIIQ-F
5. KRNO-F (AC)	30/ 8.0	6.6	5.3	7.2	9.7	----	36/484	350/15.3	14.5	16.2	143	6.6	26	262	KRNO-F
6. KOH (N/T)	28/ 7.5	8.6	6.8	6.5	8.5	----	34/395	279/12.2	16.1	11.4	91	6.1	24	310	KOH
7. KRZQ-F (AOR)	22/ 5.9	8.9	9.9	.7	.3	----	24/308	288/12.6	16.8	16.3	108	8.6	34	290	KRZQ-F
8. KHTZ-F (CHR)	20/ 5.3	7.0	9.0	8.2	7.6	----	26/521	374/16.4	18.0	22.1	77	8.1	32	500	KHTZ-F
KBUL-F (C)	20/ 5.3	4.6	3.4	2.1	3.3	----	26/414	322/14.1	9.0	8.1	121	5.8	23	279	KBUL-F
10. KSXY-F (AC)	14/ 3.7	4.6	4.3	5.1	---	----	16/234	203/ 8.9	11.1	12.3	122	2.5	10	192	KSXY-F
11. KROW (C)	12/ 3.2	3.6	3.1	3.4	3.9	----	29/493	216/ 9.4	10.9	10.4	100	3.3	13	214	KROW
12. KROI-F (AC)	9/ 2.4	3.0	3.1	1.4	6.4	----	13/218	176/ 7.7	8.1	8.5	58	3.5	14	166	KROI-F
13. KPLY (MOR)	8/ 2.1	3.3	2.2	1.0	3.3	----	11/172	147/ 6.4	5.9	6.7	129	1.5	6	111	KPLY
14. KCBN (O)	6/ 1.6	2.3	1.9	4.1	1.8	----	8/200	170/ 7.4	8.4	8.6	169	2.0	8	160	KCBN
15. KONE (BB)	5/ 1.3	2.0	.9	1.0	1.8	----	5/117	108/ 4.7	6.6	4.3	108	.8	3	98	KONE

12+ FM SHARE (METRO): 80.71% (272 of 337) (SPG 87: 75.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWNZ-F>>	1. KOZZ-F>	1. KOZZ-F>	1. KOZZ-F	1. KOZZ-F	1. KNEV-F>	1. KNEV-F	1. KNEV-F<	1. KOZZ-F	1. KWNZ-F>>	1. KOH >
2. KHTZ-F>>	2. KRZQ-F	2. KRNO-F	2. KRNO-F>	2. KRNO-F>	2. KOH	2. KOZZ-F	2. KOZZ-F<	2. KNEV-F	2. KHTZ-F	2. KWNZ-F
3. KOZZ-F>>	3. KWNZ-F	KWNZ-F	3. KWNZ-F	3. KIIQ-F	3. KIIQ-F	3. KIIQ-F	3. KIIQ-F	3. KWNZ-F	KNEV-F	3. KNEV-F
4.	4. KRNO-F	4. KRZQ-F	4. KIIQ-F	4. KWNZ-F	4. KBUL-F	4. KWNZ-F	4. KRNO-F	4. KIIQ-F	4. KOZZ-F	4. KRZQ-F
5.	5. KIIQ-F	5. KIIQ-F	5. KRZQ-F	5. KNEV-F	5. KRNO-F	5. KBUL-F	5. KWNZ-F<	5. KOH	KRNO-F	5.
			6. KOH	KOH		6. KOH	6. KOH			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWNZ-F>	1. KWNZ-F	1. KRNO-F	1. KWNZ-F>	1. KRNO-F
2. KOZZ-F	2. KOZZ-F	2. KOZZ-F	2. KRNO-F	2. KIIQ-F
3. KIIQ-F	3. KRNO-F	3. KIIQ-F	3. KIIQ-F	KWNZ-F
KROI-F	4. KIIQ-F	KHTZ-F	KOZZ-F	4. KOH
KRZQ-F	5.	KWNZ-F	5. KSXY-F	5.
KSXY-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KOZZ-F	1. KOZZ-F>	1. KOZZ-F>	1. KOZZ-F>	1. KOZZ-F>
2. KRZQ-F	2. KRZQ-F>	2. KRZQ-F>	2. KRNO-F	2. KRNO-F
3. KWNZ-F	3. KRNO-F	3. KRNO-F	KRZQ-F	3. KRZQ-F
4.	KWNZ-F	4. KIIQ-F	4. KWNZ-F	4. KIIQ-F
5.	5. KIIQ-F	KWNZ-F	5. KIIQ-F	KNEV-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		69 (3)	69 (3)	20.5	19.2
AOR/CLASSIC		64 (2)	64 (2)	19.0	20.2
AC/OLDIES/SOFT ROCK	6 (1)	44 (2)	50 (3)	14.8	16.5
MOR/VARIETY/FULL	8 (1)		8 (1)	2.4	6.1
COUNTRY	15 (2)	52 (2)	67 (4)	19.9	18.2
BLACK/URBAN					
BTFL MUSIC/EZ		40 (1)	40 (1)	11.9	12.5
NEWS/TALK	28 (1)		28 (1)	8.3	7.4
NOSTALGIA	5 (1)		5 (1)	1.5	
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		3 (1)	3 (1)	0.9	
UNKNOWN/OTHERS	3 (1)		3 (1)	0.9	
	65 (7)	272 (11)	337 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLKT-F	100.1	Incline Village	.8/3.3
KPTL	1300	Carson City	.8/3.9
KQLO	920	Reno	.8/3.8

MISCELLANEOUS COMMENTS KBUL-F sold by TM to Marathon for $_____ ...

RADIO STATIONS

KCBN, 1230, 1 KW	, OLDIES	CBS-R,$ 16.00	(Torbet)	Roth		Bob Ordonez
KOH , 630, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS,ABC-T,$ 28.00	(Katz)			Ken Mendenhall
KQLO, 920, 5 KW/1 KW (DA-N)	, COUNTRY	NBC,$ 19.00	(Banner)	Constant		Larry Shipp
KONE, 1450, 1 KW	, NOSTALGIA	ABC-C,$ 15.00	(Eastman)	Lotus		Dave Newman
KPLY, 1270, 5 KW (DAYS)	, MOR	,$ 14.00	(Durpetti)		(SPARKS)	Max Reeder
KRCV, 1340, 1 KW	, RELIGION	,$ 14.00	(Unirep)			Paul Pitts
KROW, 780, 50 KW (DA-N)	, COUNTRY	ABC-I,$ 17.00	(Mc-Guild)	John Price		John O'Brien
KIIQ, 1590, 5 KW (DAYS)	, COUNTRY	UPI,$ 15.00	(Christal)	Olympic	(SUN VALLEY)	Dave Plowden
KBUL-F, 98.1, 76 KW @ 2274,	COUNTRY	MBS,$ 21.00	(Durpetti)	Marathon		Dave Graupner
KIIQ-F, 104.5, 25 KW @ 2930,	COUNTRY	,$ 25.00	(Christal)	Olympic		
KNEV-F, 95.5, 60 KW @ 2270,	BTFL/EZ	,$ 30.00	(Mc-Guild)	John Price		John O'Brien
KOZZ-F, 105.7, 75 KW @ 2120,	AOR	Source,$ 35.00	(Eastman)	Lotus		Dave Newman
KRNO-F, 106.9, 37 KW @ 2956,	SOFT AC	,$ 36.00	(Torbet)	Roth		Bob Ordonez
KROI-F, 100.9, 300 W @ 840,	CONTEMP	,$ 26.00	(Durpetti)		(SPARKS)	Max Reeder
KRZQ-F, 96.5, 85 W @ 2350,	AOR	,$ 30.00	(MMR)		(TAHOE CITY, CA)	John Feeley
KHTZ-F, 103.7, 1 KW @ 2870,	CHR	,$ 30.00	(Katz)	Americom	(CARNELIAN BAY, CA)	Ken Sutherland
KSXY-F, 101.7, 1 KW @ 150,	AC	Trans,$ 19.00	(Katz)			Ken Mendenhall
KWNZ-F, 97.3, 87 KW @ 2126,	CHR	,$ 33.00	(Banner)	Constant	(CARSON CITY)	Larry Shipp

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RICHMOND

Arbitron Rank/Pop (12+): 54/690,300

MSA Rank/Pop: 63/824,000
ADI # 62
Average Person Ratings: 17.7
Market TSL: 23.3 hours

Stations: 18/18
Diaries: 1227/563:1/60.3%
Sample Target: 1020
% Below Line: 0
% Not Listed: 9.1

1987 Revenue: $24,200,000
HH Inc.: $35,205
Retail $: 5.7 Bil
Pop per Station: 38,350
#1 Biller: WRVA $5,300,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F	(CHR)	177/14.5	13.2	12.1	13.3	11.6	13.3	228/2514	2021/29.3	27.7	28.1	101	18.1	245	2295	WRVQ-F
2. WRVA	(MOR)	155/12.7	14.6	13.3	12.4	15.0	10.8	168/1985	1760/25.5	27.9	29.3	69	9.9	133	1637	WRVA
3. WRXL-F	(AOR)	132/10.8	13.2	13.2	12.2	10.8	12.4	143/1609	1420/20.6	21.0	18.6	127	17.1	231	1886	WRXL-F
4. WCDX-F	(B)	116/ 9.5	6.3	3.8	2.5	3.7	5.5	121/1065	1020/14.8	9.0	9.2	79	9.8	132	1317	WCDX-F
5. WEZS-F	(AC)	105/ 8.6	7.9	6.8	9.0	9.1	8.1	119/1552	1317/19.1	18.7	19.6	135	6.4	86	877	WEZS-F
WPLZ-F	(B)	105/ 8.6	9.5	12.2	14.5	12.6	11.2	117/1353	1173/17.0	19.1	20.2	101	12.0	162	1567	WPLZ-F
7. WTVR A/F	(C)	89/ 7.3	5.6	6.9	5.9	6.3	6.4	107/1359	1050/15.2	15.4	14.3	101	4.6	62	895	WTVR A/F
8. WQSF-F	(EZ)	48/ 3.9	6.3	5.2	4.4	5.5	5.0	56/ 750	647/ 9.4	9.9	9.6	85	2.7	36	507	WQSF-F
9. WKHK-F	(C)	33/ 2.7	2.9	4.3	1.4	3.8	2.8	35/ 574	536/ 7.8	8.4	7.5	119	2.2	30	407	WKHK-F
10. WPLZ	(R/G)	31/ 2.5	1.4	1.3	3.3	1.1	2.1	34/ 292	272/ 3.9	1.5	2.6	84	1.0	13	235	WPLZ
11. WLEE	(BB)	26/ 2.1	2.8	2.2	2.1	1.9	2.3	27/ 319	298/ 4.3	5.3	4.0	29	2.2	30	354	WLEE
12. WFTH	(R/G)	23/ 1.9	1.5	2.5	1.2	1.8	1.8	23/ 276	276/ 4.0	3.8	3.5	105	.7	9	157	WFTH
13. WRNL	(O)	22/ 1.8	2.1	1.2	2.6	2.1	1.9	24/ 437	414/ 6.0	6.2	7.5	128	.7	10	383	WRNL

12+ FM SHARE (METRO): 73.10% (810 of 1108) (SPG 87: 69.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WRVQ-F>>	1. WRXL-F	1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA >>	1. WRVA >	1. WRVQ-F	1. WRVQ-F>	1. WRVA	1. WRVA
2. WCDX-F	2. WRVQ-F	2. WRXL-F	2. WRXL-F	2. WRXL-F	2. WTVR-F+	2. WRVQ-F>	2. WEZS-F	2. WRXL-F	2. WRVQ-F	2. WCDX-F
3. WPLZ-F	3. WCDX-F	3. WCDX-F	3. WEZS-F	3. WEZS-F>	3. WRVQ-F	3. WRXL-F	3. WRXL-F	3. WCDX-F<	3. WCDX-F	3. WPLZ-F
4. WRXL-F	4. WEZS-F<	WEZS-F	4. WPLZ-F	4. WPLZ-F	4. WQSF-F	4. WEZS-F	4. WRVA <	4. WRVA	4. WPLZ-F	4. WRXL-F
5.	5. WPLZ-F	5. WPLZ-F	5. WCDX-F	WRVA	5. WEZS-F	5. WCDX-F	5. WTRV-F+	5. WEZS-F	5. WRXL-F	5. WRVQ-F
			6. WRVA	6. WCDX-F		6. WPLZ-F	6. WCDX-F	6. WPLZ-F		6. WEZS-F
								WTVR-F+		7. WKHK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRVQ-F	1. WRVQ-F>	1. WRVQ-F>>	1. WRVQ-F>	1. WRVQ-F>	1. WCDX-F	1. WRXL-F>>	1. WRXL-F>>	1. WRXL-F>>	1. WRXL-F>>
2. WCDX-F	2. WCDX-F	2. WCDX-F<	2. WEZS-F	2. WEZS-F>	2. WRXL-F	2. WCDX-F	2. WEZS-F	2. WRVQ-F	2. WRVQ-F
3. WEZS-F>	3. WEZS-F	3. WEZS-F<	3. WCDX-F	3. WPLZ-F	3. WPLZ-F	3. WPLZ-F<	3. WRVQ-F	3. WCDX-F	3. WEZS-F<
4. WPLZ-F	4. WPLZ-F	4. WPLZ-F	4. WPLZ-F>	4. WCDX-F	4. WRVQ-F>	4. WRVQ-F	4. WPLZ-F	4. WPLZ-F	4. WRVA
5. WRXL-F	5. WRXL-F	WRXL-F	5. WRXL-F	5. WRVA	5. WTVR-F+	5. WEZS-F	5. WCDX-F	5. WEZS-F	5. WPLZ-F
				6. WTVR-F+			WTVR-F+	6. WTVR-F+	6. WTVR-F+

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		177 (1)	177 (1)	16.0	12.6
AOR/CLASSIC		132 (1)	132 (1)	11.9	11.8
AC/OLDIES/SOFT ROCK	22 (1)	105 (1)	127 (2)	11.5	12.2
MOR/VARIETY/FULL	155 (1)		155 (1)	14.0	16.8
COUNTRY	8 (2)	118 (2)	126 (4)	11.4	11.4
BLACK/URBAN	33 (2)	221 (2)	254 (4)	22.9	22.7
BTFL MUSIC/EZ		48 (1)	48 (1)	4.3	6.0
NEWS/TALK					
NOSTALGIA	26 (1)		26 (1)	2.3	2.0
RELIGION/GOSPEL	54 (2)	9 (1)	63 (3)	5.7	4.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	298 (9)	810 (9)	1108 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANT	990	Richmond	1.2/4.8
WDYL-F	92.1	Chester	.7/3.0
WKIE	1540	Richmond	1.5/4.7
WXGI	950	Richmond	.3/1.9

MISCELLANEOUS COMMENTS WRFK-F sold to Daytona for $6,500,000 (Sailors)...

RADIO STATIONS

WANT, 990, 1 KW/_____	, BLACK	NBN,$ 15.00	(---)			Jim Johnson
WFTH, 1590, 5 KW (DAYS)	, GOSPEL	,$ 15.00	(---)	Willis		Jack Johnson
WKIE, 1540, 10 KW (DAYS,DA)	, BLACK	,$ 18.00	(Roslin)			Larry Jones
WLEE, 1480, 5 KW (DA-2)	, NOSTALGIA	CBS,$ 29.00	(HNWH)	Gilcom		Tony Booth
WRNL, 910, 5 KW (DA-N)	, OLDIES	UPI,$ NA	(Katz)	Capitol-Goodmon		Claire Shaffner
WRVA, 1140, 50 KW (DA-1)	, MOR	NBC,$109.00	(Eastman)	Edens		Bob Jones
WTVR, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NA	(Christal)	Park		Eddie Anderson
WCDX-F, 92.7, 3 KW @ 300,	BLACK	,$ 37.00	(Torbet)	Sinclair		
WEZS-F, 103.7, 20 KW @ 750,	AC	,$ 86.00	(MMR)	Ragan Henry		Don Kidwell
WKHK-F, 95.3, 1.6 KW @ 400,	COUNTRY	,$ 35.00	(HNWH)	Brill	(COLONIAL HEIGHTS)	Paul Moore
WRVQ-F, 94.5, 200 KW @ 355,	CHR	ABC-C,$ 97.00	(Eastman)	Edens		Phil Goldman
WRXL-F, 102.1, 140 KW @ 320,	AOR	,$ 85.00	(Katz)	Capitol-Goodmon		Claire Shaffner
WTVR-F, 98.1, 50 KW @ 840,	COUNTRY	ABC-E,$ 53.00	(Christal)	Park		Eddie Anderson
WQSF-F, 96.5, 50 KW @ 500,	BTFL/EZ	,$ 45.00	(HNWH)		(WILLIAMSBURG)	Don Cuthrell
WRFK-F, 106.5, 50 KW @ 240,	FINE ARTS	,$ NA	(---)	Sold to Daytona		
WDYL-F, 92.1, 3 KW @ 300,	RELIGION	UPI,$ 15.00	(---)		(CHESTER)	Paul Bulifant
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	US 1,$ 70.00	(Mc-Guild)		(PETERSBURG)	Glenn Mahone

American Radio Spring 1988, Copyright 1988

RIVERSIDE - SAN BERNARDINO

Arbitron Rank/Pop (12+): 19/978,900

MSA Rank/Pop: 19/2,060,000
Los Angeles ADI
Average Person Ratings: 17.1
Market TSL: 23.0 hours

Stations: 44/15
Diaries: 1216/805:1/47.9%
Sample Target: 1280
% Below Line: 49.0
% Not Listed: 11.8

1987 Revenue: $14,000,000
HH Inc.: $33,611
Retail $: 12.2 Bil
Pop per Station: 65,260
#1 Biller: KGGI-F $3,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDUO-F	(EZ)	135/8.1	8.1	7.3	8.3	7.7	8.0	169/1973	1475/15.1	12.7	12.9	59	3.7	61	724	KDUO-F
2. KGGI-F	(CHR)	105/6.3	7.4	7.0	8.5	7.4	7.3	128/2212	1723/17.6	17.3	18.6	78	13.9	227	2762	KGGI-F
3. KIIS A/F	(CHR)	102/6.1	6.0	6.3	6.5	5.5	6.2	162/2647	1577/16.1	14.9	16.2	92	6.7	110	1525	KIIS A/F
4. KRTH-F	(O)	91/5.4	4.8	5.0	7.4	7.2	5.7	135/1731	1279/13.1	13.7	15.2	152	5.3	87	1229	KRTH-F
5. KLOS-F	(AOR)	85/5.1	5.9	4.2	3.6	4.2	4.7	114/1532	1091/11.1	10.0	8.6	133	6.2	101	1390	KLOS-F
6. KCAL-F	(AOR)	76/4.5	4.1	5.7	2.9	2.5	4.3	96/1192	957/ 9.8	9.8	7.0	131	4.4	72	756	KCAL-F
7. KCKC	(C)	72/4.3	2.6	2.8	2.5	2.9	3.1	83/ 690	603/ 6.2	5.5	5.7	65	2.8	46	514	KCKC
8. KOST-F	(AC)	68/4.1	4.1	3.6	3.1	3.4	3.7	109/1688	987/10.1	9.0	10.6	129	3.6	58	675	KOST-F
9. KNX	(N)	53/3.2	3.2	2.6	3.3	2.3	3.1	79/1329	917/ 9.4	9.3	7.6	63	2.7	44	893	KNX
KFI	(T)	53/3.2	2.8	3.7	3.2	3.8	3.2	91/1402	804/ 8.2	11.8	10.5	122	2.5	43	675	KFI
11. KROQ-F	(AOR)	43/2.6	1.5	2.0	2.5	2.2	2.2	64/ 782	514/ 5.3	5.5	5.6	31	5.3	87	1076	KROQ-F
KOLA-F	(CHR)	43/2.6	3.1	2.6	2.0	2.3	2.6	66/1682	1178/12.0	10.6	9.7	77	1.5	25	904	KOLA-F
13. KFXM	(BB)	41/2.4	2.2	1.3	2.5	3.2	2.1	46/ 565	485/ 5.0	4.0	5.4	25	1.4	23	443	KFXM
14. KQLH-F	(AC)	39/2.3	2.9	3.0	2.4	3.1	2.7	40/ 708	625/ 6.4	7.6	6.8	100	2.6	42	475	KQLH-F
KBIG-F	(EZ)	39/2.3	2.5	2.3	3.0	2.7	2.5	63/1028	668/ 6.8	7.2	7.4	126	2.2	36	274	KBIG-F

12+ FM SHARE (METRO): 75.02% (1108 of 1477) (SPG 87: 76.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KGGI-F	1. KLOS-F	1. KIIS-AF<	1. KRTH-F	1. KRTH-F	1. KDUO-F>>	1. KIIS-AF<	1. KDUO-F	1. KDUO-F>	1. KGGI-F	1. KCKC
2. KROQ-F	2. KCAL-F	2. KRTH-F<	2. KLOS-F	2. KLOS-F	2. KCKC	2. KDUO-F	2. KRTH-F	2. KLOS-F	2. KIIS-F>	2. KIIS-F
3. KIIS-AF>	KIIS-AF	3. KLOS-F	3. KCAL-F	3. KCAL-F	3. KNX	3. KGGI-F	3. KGGI-F>	3. KIIS-AF	3. KCAL-F	3. KLOS-F
4. KPWR-F	4. KGGI-F	4. KCAL-F	4. KIIS-AF	4. KIIS-AF	4. KFI	4. KLOS-F	4. KOST-F	4. KGGI-F	KRTH-F	4. KQLH-F
5. KOLA-F	5. KRTH-F	5. KGGI-F	5. KOST-F<	5. KOST-F	5. KFXM	5. KCKC	5. KCKC	KRTH-F	5. KROQ-F	5. KDUO-F
			6. KGGI-F		KRTH-F	KNX	6. KLOS-F	6. KCAL-F>	6. KDUO-F	KBIG-F
						7. KRTH-F	7. KIIS-AF	7. KOST-F	7. KOST-F	KNX
						8. KFI	8. KCAL-F	8. KOLA-F	8. KPWR-F	
						9. KOST-F	9. KFI	9. KCKC	9. KOLA-F	
						10. KCAL-F	KFXM	10. KNX	10. KNX <	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KGGI-F>	1. KGGI-F	1. KIIS-F	1. KGGI-F	1. KIIS-AF
2. KIIS-AF>	2. KIIS-AF>	2. KRTH-F	2. KIIS-AF	KRTH-F
3. KCAL-F	3. KCAL-F	3. KOST-F	3. KRTH-F	3. KGGI-F
4. KOST-F	KOST-F	4. KGGI-F	4. KOST-F	KOST-F
5. KOLA-F	5. KRTH-F	5. KCAL-F	5. KCAL-F	5. KDUO-F
KPWR-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KLOS-F	1. KLOS-F>	1. KLOS-F>	1. KLOS-F>	1. KLOS-F
2. KIIS-AF>	2. KCAL-F	2. KCAL-F	2. KCAL-F	2. KRTH-F
3. KCAL-F	3. KRTH-F	3. KRTH-F>>	3. KRTH-F	3. KCAL-F>
4. KROQ-F	4. KIIS-AF>	4. KGGI-F	4. KIIS-AF	4. KFI
5. KOLA-F>	5.	KIIS-AF	5. KOST-F	5. KOST-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	2 (1)	253 (4)	255 (5)	17.3	17.6
AOR/CLASSIC		256 (6)	256 (6)	17.3	16.0
AC/OLDIES/SOFT ROCK	38 (3)	284 (7)	322 (10)	21.8	23.5
MOR/VARIETY/FULL					
COUNTRY	86 (2)	94 (4)	180 (6)	12.2	10.5
BLACK/URBAN		33 (1)	33 (1)	2.2	3.0
BTFL MUSIC/EZ		142 (2)	142 (2)	9.6	9.1
NEWS/TALK	149 (4)		149 (4)	10.1	6.9
NOSTALGIA	58 (3)		58 (3)	3.9	2.6
RELIGION/GOSPEL	17 (2)		17 (2)	1.2	1.4
SPANISH	19 (1)	13 (1)	32 (2)	2.2	3.9
CLASSICAL		6 (1)	6 (1)	0.4	1.4
JAZZ/NEW AGE/ECLECTIC		27 (2)	27 (2)	1.8	2.3
UNKNOWN/OTHERS					1.9
	369 (16)	1108 (28)	1477 (44)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBON-F	103.9	Lake Arrowhead	1.2/4.7
KCAL	1410	Redlands	1.1/1.7
KHSJ	1320	Hemet	.6/1.7
KHYE-F	105.7	Hemet	.7/1.1
KLFE	1240	San Bernardino	.4/1.5
KMEN	1290	San Bernardino	1.1/4.1
KNTF-F	93.5	Ontario	1.8/4.0
KWDJ-F	92.7	Riverside	1.7/4.0
KDES-F	104.7	Palm Springs	.3/1.1
KPLM-F	106.1	Palm Springs	.3/ .8

See Los Angeles for more information about the following:

		KKGO-F	.7/2.3	KNX-F	1.1/5.2
KBRT	.6/1.5	KLAC	.8/2.7	KPWR-F	2.0/7.0
KFAC-F	.4/1.8	KLSX-F	.9/2.2	KRLA	.8/2.4
KFWB	.3/1.7	KLVE-F	.8/2.3	KRTH	.4/1.6
KIQQ-F	1.2/3.0	KMPC	.4/2.0	KTWV-F	1.0/4.5
KJOI-F	.4/1.5	KNAC-F	1.1/1.5	KZLA-F	1.5/3.8

RADIO STATIONS

KCAL, 1410, 5 KW/1 KW (DA-N)	, HISPANIC		,$ 19.00	(Lotus)	Alfredo Gonzalez
KCKC, 1390, 5 KW/500 W (DA-2)	, COUNTRY		ABC-I,$ 34.00	(HNWH)	Sheila Brown
KDIF, 1440, 1 KW (DA-1)	, HISPANIC		,$ 18.00	(Katz Hisp.)	Gilberto Esquivel
KFXM, 590, 1 KW (DA-2)	, NOSTALGIA	ABC-E,ABC-D,	$ 25.00	(Katz) Henry	Al Smith
KMEN, 1290, 5 KW (DA-2)	, OLDIES/AC		,$ 18.00	(Mc-Guild) American	
KCAL-F, 96.7, 3 KW @ 100, AOR		CBS-R,	$ 42.00	(Torbet)	Tim Sullivan
KDUO-F, 97.5, 72 KW @ 530, BTFL/EZ		ABC-D,	$ 61.00	(Katz) Henry	Al Smith
KGGI-F, 99.1, 3 KW @ 1530, CHR			,$ 83.00	(Mc-Guild) American	
KNTF-F, 93.5, 3 KW @ -165, COUNTRY			,$ 37.00	(---)	B. Howell
KOLA-F, 99.9, 31 KW @ 1630, CHR		ABC-R,	$ 41.00	(Banner)	Fred Cote
KQLH-F, 95.1, 50 KW @ ?? , SOFT AC		MBS,	$ 40.00	(Torbet)	
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY		MBS,	$ 30.00	(Gillis)	O. Sherpa

Other ranked stations - See Los Angeles

MISCELLANEOUS COMMENTS Arbitron fell 5% short of sample target...

American Radio Spring 1988, Copyright 1988

ROANOKE - LYNCHBURG

Arbitron Rank/Pop (12+): 94/367,800

MSA Rank/Pop: Roanoke - 187/224,500
ADI # 73 Lynchburg - 248/144,700
Average Person Ratings: 16.5
Market TSL: 22.0 hours

Stations: 20/17
Diaries: 893/412:1/63.9%
Sample Target: 760
% Below Line: 2.0
% Not Listed: 11.4

1987 Revenue: $11,300,000
HH Inc.: $31,700
Retail $: 2.5 Bil
Pop per Station: 21,635
#1 Biller: WXLK-F $3,500,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	127/20.9	22.7	22.2	21.6	17.2	----	283/3516	1495/40.6	39.8	38.9	100			WXLK-F
2. WYYD-F (C)	77/12.7	11.0	12.1	10.4	9.1	----	117/1260	812/22.1	16.2	15.7	102			WYYD-F
3. WPVR-F (EZ)	67/11.0	13.4	11.2	12.6	14.1	----	107/1277	742/20.2	20.6	17.3	83			WPVR-F
4. WSLQ-F (AC)	50/ 8.2	6.5	8.3	7.0	8.3	----	103/1760	796/21.6	17.2	21.6	111			WSLQ-F
5. WSLC (C)	31/ 5.1	4.8	6.1	4.8	4.2	----	40/ 513	418/11.4	9.1	11.9	61			WSLC
6. WJLM-F (C)	28/ 4.6	3.8	3.2	2.2	3.9	----	31/ 387	353/ 9.6	8.1	7.6	104			WJLM-F
WTOY (B)	28/ 4.6	3.6	2.9	3.0	2.4	----	28/ 174	170/ 4.6	4.7	6.5	111			WTOY
8. WROV (AC)	19/ 3.1	1.7	2.1	3.2	3.9	----	19/ 333	306/ 8.3	7.0	4.8	135			WROV
9. WKZZ-F (CHR)	16/ 2.6	3.1	2.4	3.6	5.0	----	18/ 356	296/ 8.0	8.2	9.5	88			WKZZ-F
WFIR (MOR)	16/ 2.6	3.3	3.9	3.0	3.7	----	18/ 308	231/ 6.3	9.0	8.7	96			WFIR
WJJS (B)	15/ 2.6	3.4	3.2	3.3	5.0	----	17/ 188	175/ 4.8	4.9	4.0	131			WJJS
12. WBLT (?)	14/ 2.3	.5	.5	.7	1.9	----	14/ 62	62/ 1.7	.9	1.3	13			WBLT

12+ FM SHARE (METRO): 73.61% (396 of 538) (SPG 87: 73.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WXLK-F>	1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F>	1. WYYD-F	1. WXLK-F>	1. WXLK-F	1. WXLK-F>	1. WXLK-F>>	1. WXLK-F>
2.	2. WSLQ-F>>	2. WYYD-F<	2. WYYD-F	2. WYYD-F>	2. WPVR-F>	2. WYYD-F	2. WPVR-F	2. WYYD-F	2. WYYD-F	2. WPVR-F<
3.	3. WYYD-F	3. WSLQ-F>	3. WSLQ-F	3. WPVR-F	3. WXLK-F	3. WPVR-F	3. WYYD-F	3. WPVR-F	3. WPVR-F	3. WFIR
4.	4. WJLM-F	4. WPVR-F	4. WPVR-F	WSLQ-F	4.	4. WSLQ-F	4. WSLQ-F	4. WSLQ-F	4. WSLQ-F	4.
5.	5.	5. WTOY	5.	5.	5.	5.	5.	5.	5. WJLM-F	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F>	1. WXLK-F>>	1. WXLK-F>>	1. WXLK-F>	1. WXLK-F>>	1. WXLK-F>
2.	2. WSLQ-F>	2. WSLQ-F>>	2. WSLQ-F	2. WYYD-F	2. WSLQ-F	2. WSLQ-F>>	2. WSLQ-F	2. WYYD-F	2. WYYD-F
3.	3. WTOY >	3.	3. WYYD-F	3. WPVR-F	3. WJLM-F	3. WYYD-F>>	3. WYYD-F>	3. WSLQ-F>	3. WSLQ-F
4.	4.	4.	4. WPVR-F	4. WSLQ-F	WYYD-F	4.	4.	4.	4. WPVR-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5. WROV

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		143 (2)	143 (2)	26.6	27.0
AOR/CLASSIC		4 (1)	4 (1)	0.7	
AC/OLDIES/SOFT ROCK	19 (1)	61 (2)	80 (3)	14.9	14.7
MOR/VARIETY/FULL	23 (2)		23 (2)	4.3	7.3
COUNTRY	31 (1)	110 (3)	141 (4)	26.2	25.0
BLACK/URBAN	53 (3)	11 (2)	64 (5)	11.9	10.5
BTFL MUSIC/EZ		67 (1)	67 (1)	12.5	12.2
NEWS/TALK					
NOSTALGIA					2.0
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	14 (1)		14 (1)	2.6	
	142 (9)	396 (11)	538 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGOL-F	98.3	Lynchburg	1.8/5.3
WLVA	590	Lynchburg	1.2/3.5
WRIS	1410	Roanoke	.3/1.5
WSAY	1480	Salem	1.5/2.0
WXYU-F	101.7	Lynchburg	1.3/4.3
WAKG-F	103.3	Danville	.8/3.1
WQOK-F	97.5	South Boston	.5/2.9
WVVV-F	104.9	Blacksburg	.7/1.4

MISCELLANEOUS COMMENTS WLLL, WGOL-F (Lynchburg) sold to George Douglas for $1,450,000 (Chapman)...

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR	CBS,$ 23.00	(HNWH)	Gibbons	(ROANOKE)	Terry Gibbons
WROV, 1240, 1 KW	, AC	ABC-D,$ 20.00	(Roslin)		(ROANOKE)	Burt Levine
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC,$ 28.00	(Katz)	Mel Wheeler	(ROANOKE)	Herm Reavis
WTOY, 910, 1 KW (DAYS,DA)	, BLACK	SBN,$ 17.00	(K & P)		(ROANOKE)	Mike Waldvogel
WJJS, 1320, 1 KW/24 W (DA-1)	, BLACK	ABC-E,$ 18.00	(K & P)		(LYNCHBURG)	Denny Dee Royer
WLLL, 930, 5 KW (DAYS)	, NOSTALGIA	,$ 14.00	(Roslin)		(LYNCHBURG)	Mike Ceferatti
WLVA, 590, 5 KW/1 KW (DA-2)	, MOR	ABC-I,$ 14.00	(Southern)		(LYNCHBURG)	Tom Bukley
WBLT, 1350, 1 KW (DAYS)	, ? ?	APR,$ 5.00	(---)		(BEDFORD)	Jim Patterson
WJLM-F, 93.5, 3 KW @ 83,	COUNTRY	MBS,US 2,$ 20.00	(---)		(SALEM)	L. Gochenour
WPVR-F, 94.9, 50 KW @ 1980,	BTFL/EZ	,$ 36.00	(HNWH)	Gibbons	(ROANOKE)	Terry Gibbons
WSLQ-F, 99.1, 200 KW @ 1985,	AC	ABC-F,$ 43.00	(Katz)	Mel Wheeler	(ROANOKE)	Herm Reavis
WXLK-F, 92.3, 93 KW @ 2050,	CHR	US 1,$ 83.00	(Torbet)	Coleman	(ROANOKE)	Jan Jeffries
WGOL-F, 98.3, 3 KW @ 240,	AC	,$ 17.00	(Roslin)		(LYNCHBURG)	Dick Singer
WKZZ-F, 100.1, 3 KW @ 155,	CHR	US 1,CBS-R,$ 19.00	(Banner)	Bahakel	(LYNCHBURG)	Mike Carroll
WXYU-F, 101.7, 3 KW @ 300,	URBAN/CHR	ABC-F,$ 18.00	(K & P)		(LYNCHBURG)	Denny Dee Royer
WYYD-F, 107.9, 20 KW @ 1720,	COUNTRY	MBS,$ 34.00	(Eastman)		(AMHERST)	Barb Rexrode

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ROCHESTER

Arbitron Rank/Pop (12+): 43/830,200

MSA Rank/Pop: 47/995,000
ADI # 72
Average Person Ratings: 16.8
Market TSL: 22.0 hours

Stations: 17/14
Diaries: 1207/688:1/49.5%
Sample Target: 1130
% Below Line: 1.6
% Not Listed: 12.0

1987 Revenue: $23,000,000
HH Inc.: $38,832
Retail $: 5.3 Bil
Pop per Station: 59,300
#1 Biller: WVOR-F $5,200,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	(AOR)	223/16.0	15.2	13.7	14.0	14.8	14.7	257/2547	2246/27.1	25.3	26.0	93	23.5	332	2553	WCMF-F
2. WPXY A/F	(CHR)	187/13.4	14.9	14.4	15.8	13.2	14.6	192/2648	2516/30.3	32.0	27.9	84	12.0	169	2739	WPXY A/F
3. WBEE-F	(C)	158/11.3	7.7	8.4	8.8	7.4	9.1	180/1632	1358/16.4	15.5	15.0	142	7.3	104	1083	WBEE-F
4. WHAM	(MOR)	149/10.7	8.7	8.2	8.7	7.7	9.1	155/1925	1777/21.4	21.0	20.1	66	6.7	95	1737	WHAM
5. WVOR-F	(AC)	134/ 9.6	9.4	11.1	9.1	10.2	9.8	154/2244	1995/24.0	24.0	23.4	159	9.9	140	2070	WVOR-F
6. WZSH-F	(EZ)	90/ 6.4	6.9	8.0	5.8	7.0	6.8	116/1412	1127/13.6	15.2	12.7	69	4.0	56	876	WZSH-F
7. WEZO-F	(AC)	85/ 6.1	6.4	6.0	6.8	7.7	6.3	100/1428	1331/16.0	15.6	18.3	120	2.7	38	978	WEZO-F
8. WKLX-F	(O)	56/ 4.0	4.5	5.8	4.8	4.7	4.8	70/1378	1151/13.9	15.9	14.7	153	4.2	60	1033	WKLX-F
9. WDKX-F	(B)	55/ 3.9	5.9	3.9	5.3	5.6	4.8	55/ 624	624/ 7.5	7.6	8.9	72	12.5	177	1501	WDKX-F
10. WNYR	(BB)	41/ 2.9	3.2	2.7	2.9	2.2	2.9	42/ 646	607/ 7.3	6.0	6.5	41	1.8	26	373	WNYR

12+ FM SHARE (METRO): 82.43% (1013 of 1229) (SPG 87: 84.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPXY-F+>>	1. WCMF-F>	1. WCMF-F>	1. WCMF-F<	1. WBEE-F	1. WHAM >	1. WCMF-F	1. WCMF-F	1. WCMF-F	1. WCMF-F	1. WCMF-F>
2. WCMF-F	2. WPXY-F+>	2. WPXY-F+	2. WVOR-F	2. WVOR-F	2. WBEE-F	2. WPXY-F+	2. WPXY-F+	2. WPXY-F+	2. WPXY-F	2. WHAM
3. WDKX-F>	3. WVOR-F	3. WVOR-F	3. WBEE-F	3. WCMF-F	3. WZSH-F	3. WHAM	3. WBEE-F	3. WBEE-F	3. WHAM >	3. WVOR-F
4.	4. WBEE-F	4. WBEE-F>>	4. WPXY-F+>	4. WPXY-F+>	4. WVOR-F	4. WBEE-F	4. WVOR-F	4. WVOR-F	4. WBEE-F	4. WBEE-F
5.	5. WEZO-F	5. WEZO-F	5. WEZO-F	5. WEZO-F<	5. WEZO-F	5. WVOR-F	5. WHAM	5. WHAM	5. WDKX-F	5. WEZO-F<
	6. WKLX-F	6. WKLX-F	6. WKLX-F	6. WHAM	6. WNYR		6. WEZO-F		6. WVOR-F	WZSH-F
										7. WDKX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WCMF-F>	1. WCMF-F	1. WPXY-F+	1. WCMF-F	1. WVOR-F>
2. WPXY-F+>	2. WPXY-F+>	2. WVOR-F	WPXY-F+	2. WPXY-F+
3. WVOR-F	3. WVOR-F	3. WCMF-F>	3. WVOR-F>>	3. WBEE-F>
4. WDKX-F	4. WEZO-F	4. WEZO-F	4. WBEE-F	4. WCMF-F
5. WBEE-F<	5. WBEE-F	5. WBEE-F	5. WEZO-F	5. WEZO-F
6. WEZO-F	6. WDKX-F			6. WHAM
WKLX-F				

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WCMF-F>>	1. WCMF-F>>	1. WCMF-F>	1. WCMF-F>>	1. WCMF-F<
2. WPXY-F+>>	2. WPXY-F+<	2. WBEE-F>	2. WBEE-F>	2. WBEE-F>
3. WEZO-F<	3. WBEE-F>	3. WVOR-F	3. WPXY-F+	3. WVOR-F
4. WDKX-F	4. WVOR-F	4. WPXY-F+	4. WVOR-F	4. WPXY-F+
5. WBEE-F	5. WKLX-F	5. WKLX-F	5. WKLX-F	5. WKLX-F
WKLX-F				6. WHAM

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	6 (1)	197 (3)	203 (4)	16.5	16.5
AOR/CLASSIC		230 (2)	230 (2)	18.7	23.0
AC/OLDIES/SOFT ROCK	13 (1)	275 (3)	288 (4)	23.4	24.8
MOR/VARIETY/FULL	149 (1)		149 (1)	12.1	9.4
COUNTRY		166 (2)	166 (2)	13.5	9.4
BLACK/URBAN		55 (1)	55 (1)	4.5	6.5
BTFL MUSIC/EZ		90 (1)	90 (1)	7.3	8.1
NEWS/TALK					
NOSTALGIA	41 (1)		41 (1)	3.3	
RELIGION/GOSPEL	7 (1)		7 (1)	0.6	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.2
	216 (5)	1013 (12)	1229 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBBF	950	Rochester	.9/5.0
WFLC-F	102.3	Canadaguia	.6/1.7
WWWG	1460	Rochester	.5/2.3
WBYR-F	107.7	Weathersfield	.5/2.3
WKSE-F	98.5	Niagara Falls	.5/1.9
WNTQ-F	93.1	Syracuse	.6/1.2

MISCELLANEOUS COMMENTS WNYR, WEZO-F sold by Dorton to Atlantic Ventures for $7,300,000... WKLX changed from Classic Rock to Oldies... WEZO-F changed calls to WRMM in July...

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, OLDIES	US 2,$ 25.00	(Katz)	Heritage	Carol Merz
WHAM, 1180, 50 KW	, MOR	CBS,NBC-T,$ 59.00	(Mc-Guild)	Lincoln	Jack Murphy
WNYR, 990, 5 KW/2.5 KW (DA-2)	, NOSTALGIA	ABC-I,$ 23.00	(HNWH)	Atlantic Ventures	Jay Meyers
WWWG, 1460, 5 KW (DA-N)	, RELIGION	,$ 12.00	(---)	Brandon	Sue Bahner
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	US 2,$ 52.00	(Katz)	Heritage	Carol Merz
WCMF-F, 96.5, 50 KW @ 457,	AOR	,$ 95.00	(Torbet)	Stoner	Peter Coughlin
WDKX-F, 103.9, 1 KW @ 530,	BLACK	NBN,$ 35.00	(Roslin)		Andrew Langston
WKLX-F, 98.9, 50 KW @ 340,	OLDIES	,$ 47.00	(Durpetti)		Wachs/Dudenhoff
WPXY-F, 97.9, 50 KW @ 456,	CHR	,$ 75.00	(MMR)		Bill Cusak
WRMM-F, 101.3, 27 KW @ 637,	SOFT AC	ABC-E,$ 61.00	(HNWH)	Atlantic Ventures	Jay Meyers
WVOR-F, 100.5, 50 KW @ 490,	AC	,$104.00	(Mc-Guild)		Jack Palvino
WZSH-F, 95.1, 11 KW @ 993,	BTFL/EZ	,$ 39.00	(Torbet)	(BRISTOL CENTER)	Jim Doyle

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ROCKFORD

Arbitron Rank/Pop (12+): 138/231,600

MSA Rank/Pop: 155/279,900
ADI # 114
Average Person Ratings: 15.6
Market TSL: 20.3 hours

Stations: 20/10
Diaries: 628/369:1/50.3%
Sample Target: 610
% Below Line: 20.7
% Not Listed: 9.9

1987 Revenue: $6,900,000
HH Inc.: $34,346
Retail $: 1.8 Bil
Pop per Station: 23,160
#1 Biller: WROK $2,000,000

12+ METRO	1/4/SHARE	FAL 88	SPG 87	FAL 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WZOK-F (CHR)	75/20.7	---	23.0	---	24.6	---	119/1470	807/34.8	---	35.0	67				WZOK-F
2. WROK (MOR)	60/16.6	---	17.0	---	13.6	---	65/ 917	843/36.4	---	37.2	108				WROK
3. WKMQ-F (O)	47/13.0	---	3.4	---	2.9	---	55/ 721	558/24.1	---	11.2	175				WKMQ-F
4. WGN (T)	29/ 8.0	---	9.5	---	8.7	---	64/1056	369/15.9	---	17.7	79				WGN
5. WYBR-F (AOR)	23/ 6.4	---	8.0	---	5.5	---	25/ 421	341/14.7	---	15.2	108				WYBR-F
6. WRWC-F (AC)	18/ 5.0	---	6.3	---	6.1	---	23/ 434	265/11.4	---	14.2	148				WRWC-F
7. WSJY-F (EZ)	14/ 3.9	---	4.9	---	3.8	---	26/ 329	161/ 7.0	---	8.6	82				WSJY-F
8. WQFL-F (R/G)	11/ 3.0	---	2.9	---	2.3	---	20/ 242	164/ 7.1	---	7.7	87				WQFL-F
9. WKKN (C)	10/ 2.8	---	2.9	---	5.5	---	15/ 250	160/ 6.9	---	7.8	39				WKKN
10. WBBM (N)	8/ 2.2	---	2.3	---	2.9	---	25/ 580	161/ 7.0	---	7.3	73				WBBM
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 63.19% (206 of 326) (SPG 87: 57.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZOK-F>>	1. WZOK-F>	1. WZOK-F	1. WKMQ-F>	1. WKMQ-F	1. WROK >	1. WROK >	1. WZOK-F>	1. WZOK-F>	1. WZOK-F>>	1. WROK >
2.	2. WKMQ-F>	2. WKMQ-F>	2. WROK	2. WROK >	2. WGN	2. WZOK-F>	2. WROK	2. WROK	2. WKMQ-F	2. WGN
3.	3. WYBR-F>	3. WROK >	3. WZOK-F>	3. WZOK-F>	3. WKMQ-F>	3. WKMQ-F	3. WKMQ-F>	3. WKMQ-F>	3. WROK	3. WZOK-F
4.	4. WROK	4. WYBR-F	4. WRWC-F	4. WRWC-F	4.	4. WGN	4. WGN	4. WYBR-F	4. WGN	4. WKMQ-F
5.	5. WRWC-F	5. WRWC-F	5. WYBR-F	5. WYBR-F	5.	5.	5. WYBR-F	5. WGN	5.	5. WBBM
							6. WRWC-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WZOK-F>>	1. WZOK-F>>	1. WZOK-F	1. WZOK-F>>	1. WROK <	1. WZOK-F>	1. WKMQ-F	1. WKMQ-F>	1. WKMQ-F>	1. WKMQ-F>
2.	2. WKMQ-F	2. WKMQ-F	2. WKMQ-F<	2. WKMQ-F	2. WYBR-F	2. WZOK-F	2. WYBR-F	2. WZOK-F	2. WROK >
3.	3. WROK	3. WROK	3. WROK >	WZOK-F>	3.	3. WYBR-F>	3. WROK	3. WROK	3. WYBR-F
4.	WYBR-F	WRWC-F	4. WRWC-F	4. WRWC-F	4.	4. WROK	WZOK-F	4. WYBR-F	WZOK-F
5.	5.	5.	5. WYBR-F	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		81 (3)	81 (3)	24.8	26.9
AOR/CLASSIC		23 (1)	23 (1)	7.1	10.5
AC/OLDIES/SOFT ROCK	2 (1)	65 (2)	67 (3)	20.6	14.4
MOR/VARIETY/FULL	62 (2)		62 (2)	19.0	30.2
COUNTRY	10 (1)	7 (1)	17 (2)	5.2	4.9
BLACK/URBAN					
BTFL MUSIC/EZ		17 (2)	17 (2)	5.2	5.6
NEWS/TALK	44 (4)		44 (4)	13.5	4.3
NOSTALGIA					
RELIGION/GOSPEL		11 (1)	11 (1)	3.4	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	2 (1)	2 (1)	4 (2)	1.2	
	120 (9)	206 (11)	326 (20)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBEL	1380	South Beloit	.6/2.6
WLUV-F	96.7	Loves Park	.6/2.7
WXXQ-F	98.5	Freeport	.8/5.3
WAUR	930	Sandwich	.6/1.5
WDEK-F	92.5	DeKalb	.8/5.5
WEKZ-F	93.7	Monroe	.8/1.3
WJVL-F	99.9	Janesville	1.9/5.9
WLS	890	Chicago	.6/4.9
WLUP	1000	Chicago	1.1/2.2
WMAQ	670	Chicago	.8/5.1

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1)	, COUNTRY	ABC-I,$ 16.00	(HNWH)	Midwest Family		Duane Daniels
WROK, 1440, 5 KW/500 W (DA-D)	, MOR	ABC-C,$ 44.00	(Mc-Guild)			John Nolte
WKMQ-F, 95.3, 1 KW @ 515,	CLASSIC ROCK/OLDIES	ABC-R,$ 20.00	(HNWH)	Midwest Family		Duane Daniels
WQFL-F, 100.9, 3 KW @ 300,	RELIGION	UPI,$ NA	(---)			Barry Armstrong
WRWC-F, 103.1, 3 KW @ 300,	SOFT AC	,$ 24.00	(Roslin)			Bill Dommer
WYBR-F, 104.9, 3 KW @ 300,	AOR	,$ 20.00	(Banner)			Greg Capogna
WZOK-F, 97.5, 50 KW @ 433,	CHR	,$ 48.00	(Mc-Guild)			John Nolte
WJVL-F, 99.9, 20 KW @ 200,	COUNTRY	,$ 15.00	(---)	Gazette	(JANESVILLE, WI)	Bob Dailey

WSJY-F - See Madison

Other ranked stations - See Chicago

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SACRAMENTO

Arbitron Rank/Pop (12+): 31/1,113,800

MSA Rank/Pop: 35/1,330,000
ADI # 20
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 28/22
Diaries: 1315/847:1/53.1%
Sample Target: 1240
% Below Line: 5.1
% Not Listed: 10.4

1987 Revenue: $42,900,000
HH Inc.: $35,054
Retail $: 9.4 Bil
Pop per Station: 50,627
#1 Biller: KRAK A/F $8,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KCTC-F (EZ)	164/8.7	11.4	10.1	7.9	10.5	9.5	192/2226	1777/16.0	16.5	18.3	82	7.2	147	1483	KCTC-F
2. KFBK (N/T)	147/7.8	8.9	8.3	9.5	8.3	8.6	195/2525	1962/17.6	16.7	18.5	82	6.4	132	1754	KFBK
3. KZAP-F (AOR)	137/7.3	7.0	7.2	8.8	6.3	7.6	193/2406	1753/15.7	17.3	15.2	134	8.1	165	2029	KZAP-F
4. KXOA-F (AC)	129/6.9	8.1	8.0	8.2	7.6	7.8	152/2041	1761/15.8	17.3	20.0	146	6.4	131	1629	KXOA-F
5. KSFM-F (CHR)	117/6.2	5.1	6.4	7.2	6.0	6.2	152/2796	2048/18.4	20.8	19.1	61	8.2	168	2547	KSFM-F
6. KRXQ-F (AOR)	110/5.8	6.7	4.1	4.0	3.4	5.2	113/1416	1325/11.9	8.8	9.8	69	7.1	145	1309	KRXQ-F
7. KRAK-F (C)	103/5.5	7.5	8.0	6.9	6.9	7.0	149/2072	1577/14.2	15.8	14.5	116	7.5	154	1846	KRAK-F
8. KROY-F (CHR)	101/5.4	4.0	4.7	4.6	7.0	4.7	106/1885	1679/15.1	13.9	15.6	72	7.6	156	1753	KROY-F
9. KWOD-F (CHR)	87/4.6	6.5	6.2	6.1	7.5	5.9	124/2565	1727/15.5	18.2	19.3	61	7.8	160	2282	KWOD-F
10. KHYL-F (O)	78/4.1	2.7	2.2	3.1	2.4	3.0	88/1510	1179/10.6	9.4	9.2	141	2.0	40	699	KHYL-F
11. KRAK (C)	64/3.4	3.4	3.1	2.9	4.0	2.7	144/1807	853/ 7.7	7.8	8.4	115	4.4	91	851	KRAK
12. KAER-F (AC)	58/3.1	3.7	3.0	3.9	3.0	3.4	60/1137	1073/ 9.6	9.4	9.5	135	4.1	83	857	KAER-F
13. KXOA (BB)	53/2.8	1.9	2.1	2.8	3.3	2.4	53/ 658	658/ 5.9	4.8	6.7	57	.9	18	390	KXOA
14. KQPT-F (J)	51/2.7	---	1.1	.4	---	1.1	52/ 668	633/ 5.7	2.0	---	159	2.0	41	583	KQPT-F
15. KSMJ (O)	31/1.6	1.0	2.3	.6	.8	1.4	37/ 485	402/ 3.6	4.0	1.8	163	.9	18	257	KSMJ
KNBR (MOR)	31/1.6	.7	1.3	2.8	1.6	1.6	82/1266	527/ 4.7	3.5	5.8	138	1.5	31	732	KNBR
17. KRCX (SP)	28/1.5	1.8	1.9	---	1.4	1.3	31/ 310	220/ 2.0	1.3	1.7	80	1.4	29	291	KRCX
18. KGNR (O)	27/1.4	.9	1.1	.8	2.4	1.1	38/ 700	578/ 5.2	4.4	5.2	114	1.0	20	270	KGNR
19. KOWL (?)	27/1.4	---	---	---	---	.4	27/ 115	115/ 1.0	---	---	93	---	---	---	KOWL
20. KFIA (R/G)	26/1.4	1.1	1.2	.7	1.0	1.1	34/ 650	427/ 3.8	2.4	4.0	64	.5	11	288	KFIA
KGO (N/T)	26/1.4	1.0	1.7	1.7	1.6	1.2	85/1100	374/ 3.4	4.7	4.3	79	1.7	34	465	KGO
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 67.73% (1142 of 1686) (SPG 87: 69.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWOD-F	1. KZAP-F>	1. KZAP-F	1. KZAP-F<	1. KXOA-F<	1. KCTC-F	1. KFBK >	1. KCTC-F	1. KCTC-F	1. KRXQ-F<	1. KFBK >
2. KROY-F	2. KSFM-F<	2. KXOA-F	2. KXOA-F>	2. KZAP-F>	2. KFBK >	2. KCTC-F	2. KXOA-F<	2. KZAP-F<	2. KROY-F	2. KAER-F
3. KSFM-F	3. KRXQ-F	3. KSFM-F	3. KRAK-F	3. KCTC-F	3. KXOA-F	3. KXOA-F	3. KZAP-F	3. KXOA-F	3. KCTC-F	3. KXOA-F
4. KRXQ-F>>	4. KROY-F	4. KRXQ-F<	4. KHYL-F	4. KFBK	4. KRAK-F	4. KSFM-F	4. KFBK	4. KRXQ-F	4. KSFM-F	4. KRXQ-F<
5.	5. KXOA-F	5. KRAK-F	5. KCTC-F	KRAK-F	5. KRAK	KZAP-F	5. KRAK-F	5. KSFM-F	5. KWOD-F	5. KCTC-F
6.	6. KHYL-F	6. KHYL-F	6. KFBK	6. KHYL-F	6. KXOA	6. KRXQ-F	6. KHYL-F	6. KROY-F<	6. KFBK	KNBR
7.	7.	7. KROY-F	7.	7.	7.	7. KRAK-F	7. KROY-F	7. KRAK-F	7. KZAP-F	7. KROY-F
8.	8.	8.	8.	8.	8.	8.	KSFM-F	KWOD-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KSFM-F>	1. KXOA-F	1. KXOA-F>	1. KXOA-F>	1. KXOA-F>
2. KRXQ-F<	2. KSFM-F	2. KROY-F	2. KRAK-F	2. KCTC-F
3. KRAK-F	3. KROY-F	3. KAER-F	3. KSFM-F	3. KRAK-F
4. KWOD-F	4. KHYL-F	KZAP-F	4. KCTC-F<	4. KAER-F
5. KHYL-F	5. KAER-F	5. KHYL-F	5. KHYL-F<	5. KHYL-F
6. KROY-F	KRAK-F	6. KQPT-F	6. KAER-F	KZAP-F
KXOA-F	7. KZAP-F	KSFM-F	7. KZAP-F	7. KROY-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRXQ-F	1. KZAP-F>	1. KZAP-F>>	1. KZAP-F>	1. KZAP-F>
2. KZAP-F<	2. KRXQ-F>	2. KRXQ-F>	2. KRXQ-F>	2. KFBK
3. KSFM-F	3. KSFM-F	3. KCTC-F<	3. KFBK	3. KHYL-F
4. KROY-F	4. KROY-F>	4. KFBK <	4. KSFM-F<	KXOA-F<
5.	5. KQPT-F	5. KHYL-F	5. KHYL-F	5. KRXQ-D<
6.	6. KWOD-F	6. KROY-F<	6. KXOA-F	6. KCTC-F
7.	7. KHYL-F	KXOA-F	7. KROY-F	7. KQPT-F
8.	8.	8. KRAK-F	8.	KRAK-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		312 (4)	312 (4)	18.5	23.5
AOR/CLASSIC		247 (2)	247 (2)	14.7	11.1
AC/OLDIES/SOFT ROCK	75 (3)	265 (3)	340 (6)	20.2	15.6
MOR/VARIETY/FULL	31 (1)		31 (1)	1.8	1.8
COUNTRY	64 (1)	103 (1)	167 (2)	9.9	16.0
BLACK/URBAN					
BTFL MUSIC/EZ		164 (1)	164 (1)	9.7	12.1
NEWS/TALK	182 (3)		182 (3)	10.8	12.0
NOSTALGIA	66 (2)		66 (2)	3.9	4.5
RELIGION/GOSPEL	26 (1)	20 (1)	46 (2)	2.7	1.1
SPANISH	37 (2)		37 (2)	2.2	1.7
CLASSICAL	16 (1)		16 (1)	0.9	
JAZZ/NEW AGE		51 (1)	51 (1)	3.0	
UNKNOWN/OTHERS	27 (1)		27 (1)	1.6	0.5
	524 (15)	1162 (13)	1686 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKSA	1030	Folsom	.9/2.1
KSAC	1240	Sacramento	.9/2.9
KYLO-F	105.5	Davis	1.1/3.3
KCVR	1570	Lodi	.5/ .9
KCBS	740	San Francisco	.5/1.2
KFRC	610	San Francisco	.7/2.2
KMLE-F	106.1	San Francisco	.4/1.5

RADIO STATIONS

AM STATIONS

KFBK, 1530, 50 KW (DA-2)	, NEWS	APR,NBC,$ 98.00	(Group W)	Westinghouse		Rick Eytcheson
KFIA, 710, 10 KW/250 W (DA-2)	, RELIGION	CNN,$ 24.00	(---)			Jamie Clark
KGNR, 1320, 5 KW (DA-2)	, OLDIES	CBS,$ 34.00	(Christal)	Tribune Co.		Doug Stewart
KRAK, 1140, 50 KW (DA-2)	, COUNTRY	,$ 75.00	(Durpetti)	EZ		John Winkle
KRCX, 1110, 5 KW/500 W	, HISPANIC	,$ 40.00	(Lotus)	Fuller-Jeffrey		Ramsey Elliott
KSAC, 1240, 1 KW	, CLASSICAL	,$ 36.00	(CMBS)			John Stolzenburg
KSMJ, 1380, 5 KW (DA-2)	, OLDIES	SMN,$ 34.00	(MMR)	Genesis		Jerry McKenna
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA	APR,$ 37.00	(Banner)	Brown		John Geary

FM STATIONS

KAER, 92.5, 50 KW @ 449, SOFT AC		,$ 49.00	(Group W)	Westinghouse		Rick Eytcheson
KCTC, 96.1, 50 KW @ 476, BTFL/EZ		,$ 85.00	(Christal)	Tribune Co.		Doug Stewart
KQPT, 100.5, 115 KW @ 380, JAZZ/NEW AGE		Source,$ 37.00	(Republic)	Duchoissois		
KRAK, 105.1, 50 KW @ 500, COUNTRY		,$100.00	(Durpetti)	EZ		John Winkle
KROY, 96.9, 50 KW @ 500, CHR		US 1,Source,$ 55.00	(HNWH)			John Squyres
KRXQ, 93.7, 25 KW @ 324, AOR		,$ 61.00	(Torbet)	Fuller-Jeffrey		Michael John
KWOD, 106.5, 50 KW @ 310, CHR		ABC-F,CBS-R,$ 57.00	(CBS)			Ed Stolz
KXOA, 107.9, 50 KW @ 420, AC		,$125.00	(Banner)	Brown		John Geary
KZAP, 98.5, 50 KW @ 495, AOR		,$ 96.00	(Mc-Guild)	Nationwide		Tim Weidle
KSFM, 102.5, 50 KW @ 500, CHR		,$ 94.00	(MMR)	Genesis	(WOODLAND)	Jerry McKenna
KHYL, 101.1, 36 KW @ 567, OLDIES		,$ 40.00	(Torbet)	Parker	(AUBURN)	John Buckley

CALL LETTER CHANGES

KEBR: Changes to KQPT (April)

FORMAT CHANGES

KHYL-F: From AC to Oldies (June)
KQPT-F: From Religion to Jazz (April)

STATION SALES

American Radio Spring 1988, Copyright 1988

SAGINAW - BAY CITY - MIDLAND

Arbitron Rank/Pop (12+): 105/328,100

MSA Rank/Pop: 111/408,000
ADI # 59 (w/Flint)
Average Person Ratings: 17.2
Market TSL: 22.3 hours

Stations: 18/13
Diaries: 791/415:1/57.6%
Sample Target: 740
% Below Line: 6.7
% Not Listed: 7.1

1987 Revenue: $9,100,000
HH Inc.: $32,341
Retail $: 2.9 Bil
Pop per Station: 25,238
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WIOG-F (CHR)	137/24.3	29.9	33.8	30.3	23.5	----	409/4228	1459/44.5	50.7	51.8	92	28.7	196	1658	WIOG-F
2. WHNN-F (AC)	77/13.7	7.7	10.6	9.2	10.9	----	129/1651	903/27.5	20.6	23.4	150	12.3	84	952	WHNN-F
3. WSGW (MOR)	75/13.3	15.0	14.2	11.2	11.7	----	89/ 924	728/22.2	24.6	25.2	68	9.1	62	601	WSGW
4. WKCQ-F (C)	61/10.8	8.7	10.9	9.3	9.2	----	126/1508	752/22.9	20.7	21.7	141	11.3	77	885	WKCQ-F
5. WKQZ-F (AOR)	47/ 8.3	7.3	5.6	7.6	8.2	----	52/ 624	518/15.8	14.4	11.8	65	10.0	68	776	WKQZ-F
6. WGER-F (EZ)	37/ 6.6	8.9	6.7	9.0	9.0	----	44/ 551	467/14.2	15.1	14.7	71	4.2	29	439	WGER-F
7. WWWS-F (B)	14/ 2.5	2.8	2.1	2.9	6.0	----	24/ 373	144/ 4.4	3.6	4.5	96	8.9	61	540	WWWS-F
8. WSAM (O)	12/ 2.1	1.6	1.7	1.0	1.5	----	13/ 214	199/ 6.1	6.8	6.5	143	2.5	17	163	WSAM
9. WJR (MOR)	10/ 1.8	3.8	2.6	1.9	1.8	----	79/1334	237/ 7.2	8.6	6.8	94	1.9	13	406	WJR
10. WFDF (MOR)	9/ 1.6	1.0	.9	.5	---	----	42/ 485	95/ 2.9	2.4	2.7	44	.7	5	47	WFDF
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 76.10% (398 of 523) (SPG 87: 76.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>	1. WIOG-F	1. WIOG-F<	1. WSGW >	1. WIOG-F>	1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>	1. WSGW
2. WKQZ-F>>	2. WHNN-F	2. WHNN-F>	2. WHNN-F>	2. WHNN-F>	2. WKCQ-F	2. WSGW >	2. WHNN-F	2. WHNN-F	2. WKQZ-F<	2. WIOG-F>
3.	3. WKQZ-F>>	3. WKCQ-F	3. WKCQ-F>>	3. WKCQ-F>	3. WGER-F	3. WHNN-F	3. WSGW	3. WSGW <	3. WSGW	3. WHNN-F
4.	4. WKCQ-F	4. WKQZ-F>	4. WSGW	4. WSGW >	4. WHNN-F	4. WKCQ-F>>	4. WKCQ-F	4. WKCQ-F>	4. WHNN-F>	4. WGER-F
5.	5.	5. WSGW	5. WKQZ-F	5. WKQZ-F	5. WIOG-F	5. WGER-F	5. WGER-F	WKQZ-F	5. WKCQ-F	WKZQ-F
							6. WKQZ-F	6. WGER-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WIOG-F>>	1. WIOG-F>>	1. WIOG-F>	1. WIOG-F>>	1. WIOG-F
2. WHNN-F	2. WHNN-F>>	2. WHNN-F>>	2. WHNN-F>>	2. WHNN-F>
WKQZ-F	3. WKQZ-F	3. WKCQ-F	3. WKCQ-F>	3. WKCQ-F>>
4.	4. WKCQ-F	4.	4. WKQZ-F	4. WSGW
5.	5.	5.	5. WSGW	5. WGER-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOG-F	1. WIOG-F>	1. WIOG-F>	1. WIOG-F>	1. WHNN-F
WKQZ-F>>	2. WKQZ-F	2. WHNN-F>	2. WHNN-F	WIOG-F
3. WHNN-F	3. WHNN-F>>	3. WKQZ-F	3. WKQZ-F	3. WKCQ-F>
4. WKCQ-F	4. WKCQ-F	4. WKCQ-F	4. WKCQ-F	4. WSGW
WWWS-F	5.	5.	5. WSGW	5. WKQZ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		137 (1)	137 (1)	26.2	36.1
AOR/CLASSIC		54 (2)	54 (2)	10.3	6.6
AC/OLDIES/SOFT ROCK	12 (1)	87 (3)	99 (4)	18.9	13.5
MOR/VARIETY/FULL	98 (4)		98 (4)	18.7	20.6
COUNTRY	5 (1)	69 (2)	74 (3)	14.1	13.1
BLACK/URBAN		14 (1)	14 (1)	2.7	2.2
BTFL MUSIC/EZ		37 (1)	37 (1)	7.1	7.1
NEWS/TALK					
NOSTALGIA	7 (1)		7 (1)	1.3	
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.9
	125 (8)	398 (10)	523 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCM	1440	Bay City	.5/2.8
WKNX	1210	Saginaw	1.2/3.4
WLFS-F	100.9	Pinconning	1.1/2.9
WMPX	1490	Midland	.7/2.4
WXOX	1250	Bay City	.9/3.3
WCEN-F	94.5	Mt. Pleasant	1.4/4.0
WCRZ-F	107.9	Flint	.7/4.2
WWCK-F	105.5	Flint	1.2/3.0

MISCELLANEOUS COMMENTS WWWS-F sold for $650,000... WXOX (Bay City) sold for $105,000...

RADIO STATIONS

WSAM, 1400, 1 KW	, OLDIES	ABC-D,$ 16.00	(Christal)	MacDonald	Ken MacDonald
WSGW, 790, 5 KW/1 KW (DA-2)	, MOR	NBC,NBC-T,$ 39.00	(Katz)	Booth	John Casey
WGER-F, 106.3, 3 KW @ 325,	EZ	,$ 36.00	(Mc-Guild)		Jack Fitzgerald
WHNN-F, 96.1, 100 KW @ 1032,	AC	US 2,$ 45.00	(Republic)	Liggett	Dan Stewart
WIOG-F, 102.5, 86 KW @ 870,	CHR	CBS-R,ABC-C,$ 80.00	(Katz)	Booth	John Casey
WKCQ-F, 98.1, 50 KW @ 500,	COUNTRY	ABC-D,$ 41.00	(Christal)	MacDonald	Ken MacDonald
WKQZ-F, 93.5, 3 KW @ 300,	AOR	US 1,$ 31.00	(Eastman)		Rod Prahin
WWWS-F, 107.1, 2 KW @ 360,	BLACK	SBN,$ 17.00	(Banner)		Cheryl Mayle

WJR - See Detroit WFDF - See Flint

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ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,028,000

MSA Rank/Pop: 12/2,460,000
ADI # 18
Average Person Ratings: 17.9
Market TSL: 23.3 hours

Stations: 26/26
Diaries: 1887/1075:1/56.5%
Sample Target: 1740
% Below Line: 0
% Not Listed: 6.1

1987 Revenue: $60,000,000
HH Inc.: $35,349
Retail $: 17.2 Bil
Pop per Station: 78,000
#1 Biller: KMOX $18,400,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOX (T)	906/25.0	21.3	22.1	25.5	23.0	23.5	1065/10699	8904/43.9	42.7	40.9	90	18.0	732	8045	KMOX
2. KSHE-F (AOR)	345/ 9.5	10.0	9.9	10.6	11.5	10.0	472/ 5281	4005/19.7	20.2	22.8	79	15.7	641	5514	KSHE-F
3. KMJM-F (B)	234/ 6.4	7.0	8.2	5.7	7.2	6.8	238/ 2377	2276/11.2	11.2	11.1	88	12.2	498	3915	KMJM-F
4. WIL-F (C)	225/ 6.2	5.4	4.2	4.5	3.4	5.1	303/ 3302	2611/12.9	10.0	9.9	100	5.2	211	2409	WIL-F
5. KEZK-F (EZ)	217/ 6.0	6.9	7.1	7.2	6.8	6.8	245/ 3306	2916/14.4	15.4	15.2	72	4.9	200	2404	KEZK-F
6. KSD-F (AOR)	193/ 5.3	5.3	3.8	3.3	4.1	4.4	221/ 3259	2946/14.5	11.0	11.9	126	6.3	257	3362	KSD-F
7. KHTR-F (CHR)	173/ 4.8	6.0	4.9	5.9	6.8	5.4	209/ 4398	3689/18.2	17.3	18.5	81	6.2	254	4210	KHTR-F
8. KYKY-F (AC)	144/ 4.0	5.0	3.9	4.5	3.3	4.4	148/ 2507	2399/11.8	12.7	11.9	155	2.9	120	1994	KYKY-F
9. KRJY-F (AC)	134/ 3.7	2.0	3.2	1.8	1.6	2.7	138/ 2196	2073/10.2	9.1	5.5	162	1.5	61	1382	KRJY-F
10. WKBQ-F (CHR)	117/ 3.2	3.0	3.0	3.3	4.0	3.1	131/ 2563	2347/11.6	12.4	14.3	50	4.0	163	3375	WKBQ-F
11. WMRY-F (AOR)	82/ 2.3	2.0	2.6	1.8	2.5	2.2	82/ 1327	1301/ 6.4	7.0	6.2	117	2.2	89	1476	WMRY-F
12. WKKX-F (C)	76/ 2.1	1.8	1.7	2.0	1.9	1.9	89/ 1525	1310/ 6.5	5.2	4.8	157	1.9	77	1483	WKKX-F
13. KATZ (B)	69/ 1.9	2.2	2.1	1.2	1.7	1.9	69/ 995	995/ 4.9	5.0	4.8	137	1.2	47	825	KATZ
14. KGLD (O)	67/ 1.8	1.0	2.0	1.3	1.1	1.5	72/ 1441	1356/ 6.7	6.3	4.3	183	.9	38	819	KGLD
15. KUSA (C)	64/ 1.8	1.6	1.8	2.3	2.7	1.9	97/ 1662	952/ 4.7	5.3	8.6	100	1.7	68	843	KUSA
16. WRTH (BB)	62/ 1.7	2.7	3.3	1.8	2.2	2.4	63/ 1104	1042/ 5.1	6.3	6.9	24	1.6	65	821	WRTH
17. KSTZ-F (AC)	48/ 1.3	.9	---	---	---	1.1	67/ 1287	954/ 4.7	---	---	69	1.5	62	979	KSTZ-F
18. WESL (R/G)	39/ 1.1	1.1	1.4	2.0	1.6	1.4	39/ 543	543/ 2.7	2.5	3.3	109	1.5	63	645	WESL
19. WIL (C)	38/ 1.0	1.0	1.0	.4	1.0	0.9	42/ 791	714/ 3.5	2.6	2.7	80	.8	31	582	WIL
KFUO-F (CL)	38/ 1.0	1.3	1.2	.8	1.0	1.1	39/ 839	830/ 4.1	4.1	3.3	130	1.1	44	820	KFUO-F
KATZ-F (B)	38/ 1.0	1.0	1.2	1.8	1.4	1.3	38/ 934	928/ 4.6	4.4	4.9	120	.9	36	811	KATZ-F
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 61.29% (2088 of 3407) (SPG 87: 61.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHTR-F	1. KSHE-F>	1. KMOX	1. KMOX >>	1. KMOX >>	1. KMOX >>	1. KMOX >>	1. KMOX >>	1. KMOX >>	1. KMOX >>	1. KMOX >>
2. KSHE-F	2. KSD-F	2. KSHE-F>	2. KSHE-F	2. KSHE-F	2. KEZK-F	2. KSHE-F	2. KSHE-F	2. KSHE-F	2. KSHE-F	2. KMJM-F
3. KMJM-F	3. KMOX	3. KMJM-F	3. KSD-F	3. KSD-F	3. WIL-F>	3. KMJM-F<	3. KEZK-F	3. KEZK-F<	3. KMJM-F>	3. KSHE-F
4. WKBQ-F>>	4. KMJM-F>	4. KSD-F	4. KYKY-F	4. KYKY-F	4.	4. KSD-F	4. WIL-F	4. KMJM-F<	4. KHTR-F>	4. WIL-F
5.	5. KYKY-F	5. KYKY-F	5. KMJM-F<	WIL-F<	5.	5. WIL-F	5. KSD-F	5. WIL-F	5. WKBQ-F	5. KEZK-F>
6.	6. KHTR-F	WIL-F	6. KRJY-F	6. KRJY-F	6.	6. KYKY-F	6. KRJY-F	6. KSD-F	6. WIL-F	6. KRJY-F
7.	WIL-F	7. KRJY-F	7. WIL-F	7. KMJM-F	7.	7. KEZK-F	KYKY-F	7. KHTR-F	7. KEZK-F	WKKX-F
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KSHE-F	1. KSHE-F	1. KMOX	1. KMOX >	1. KMOX >>
2. KMJM-F	2. KSD	2. KSD-F	2. KSHE-F<	2. KRJY-F
3. KSD-F	3. KMJM-F	3. KSHE-F	3. KMJM-F	3. KYKY-F
4. WIL-F	4. KHTR-F	4. KYKY-F	4. KSD-F<	4. KMJM-F<
5. WKBQ-F	5. KMOX	5. KMJM-F	5. WIL-F	5. WIL-F
6. KHTR-F	6. WIL-F<	6. KHTR-F	6. KRJY-F<	6. KEZK-F
7.	7. KYKY-F	7. KRJY-F	7. KHTR-F<	KHTR-F
8.	8.	8.	8. KYKY-F	KSD-F
9.	9.	9.	9.	9. KSHE-F
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSHE-F>>	1. KSHE-F>>	1. KMOX	1. KMOX	1. KMOX >>
2. KMJM-F	2. KMOX	2. KSHE-F	2. KSHE-F>>	2. KSHE-F
3. WMRY-F	3. KSD-F	3. KSD-F>>	3. KSD-F	3. KSD-F
4. WKBQ-F<	4. KMJM-F	4. KYKY-F	4. KMJM-F	4. WIL-F
5. KSD-F<	5. WMRY-F	5. KMJM-F	5. KYKY-F<	5. KYKY-F
6. KHTR-F	6. KYKY-F	WMRY-F	6. WMRY-F	6. KMJM-F
7. KMOX	7.	7. WIL-F	7. WIL-F	7. KRJY-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		290 (2)	290 (2)	8.5	11.4
AOR/CLASSIC		620 (3)	620 (3)	18.2	14.8
AC/OLDIES/SOFT ROCK	67 (1)	326 (3)	393 (4)	11.5	12.5
MOR/VARIETY/FULL					0.5
COUNTRY	102 (2)	301 (2)	403 (4)	11.8	9.5
BLACK/URBAN	69 (1)	272 (2)	341 (3)	10.0	12.5
BTFL MUSIC/EZ		217 (1)	217 (1)	6.4	7.2
NEWS/TALK	921 (2)		921 (2)	27.0	25.2
NOSTALGIA	92 (2)		92 (2)	2.7	3.5
RELIGION/GOSPEL	53 (2)		53 (2)	1.6	1.8
SPANISH					
CLASSICAL		38 (1)	38 (1)	1.1	1.1
JAZZ/NEW AGE		24 (1)	24 (1)	0.7	
UNKNOWN/OTHERS	15 (1)		15 (1)	0.4	
	1319 (11)	2088 (15)	3407 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLTH-F	97.1	Florissant	.7/3.6
KSIV	1320	Clayton	.4/1.2
KXOK	630	St. Louis	.4/2.9
WEW	770	St. Louis	.8/1.5
WGNU	920	Granite City	.4/1.2

RADIO STATIONS

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN,$ 42.00	(Roslin)	Interurban	Charles Richardson
KGLD, 1380, 5 KW/1 KW (DA-2)	, OLDIES	ABC-D,$ 38.00	(Republic)	Chase	Dick Bremkamp
KMOX, 1120, 50 KW	, TALK	CBS,$335.00	(CBS)	CBS	Bob Hyland
KSIV, 1320, 5 KW/125 W	, RELIGION	,$ 18.00	(---)	Bott	Richard Bott
KSTL, 690, 1 KW (DAYS)	, RELIGION	,$ 14.00	(---)		Doris Grebas
KUSA, 550, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 52.00	(Mc-Guild)	Gannett	Bill Coffey
KXEN, 1010, 50 KW (DAYS,DA)	, RELIGION	,$ 12.00	(---)	Mid America Gospel	Bernie Harville
KXOK, 630, 5 KW (DA-2)	, TALK	MBS,ABC-T,$ 35.00	(HNWH)		Nancy Pool
WESL, 1490, 1 KW/250 W (DA-1)	, BLACK	SBN,$ 24.00	(---)		Wendell Hanson
WEW , 770, 1 KW (DAYS)	, NOSTALGIA	,$ 24.00	(---)		Charles Stanley
WIL , 1430, 5 KW (DA-2)	, COUNTRY	ABC-E,$ NA	(Banner)	Heritage	Dick Williams
WRTH, 590, 1 KW (DA-1)	, NOSTALGIA	NBC,$ 50.00	(MMR)	Adams	John Gutbrod

FM STATIONS

KRJY, 96.3, 100 KW @ 650, SOFT AC		ABC-F,$ 53.00	(Banner)		Dick Miller
KATZ, 100.3, 50 KW @ 495, BLACK		NBN,$ 37.00	(Roslin)	Interurban (ALTON, IL)	Charles Richardson
KEZK, 102.5, 100 KW @ 500, BTFL/EZ		,$ 90.00	(MMR)	Adams	John Gutbrod
KFUO, 99.1, 100 KW @ 557, CLASSICAL		,$ 45.00	(CMBS)		Tom Lauher
KHTR, 103.3, 100 KW @ 1212, CHR		CBS-R,$ 73.00	(CBS)	CBS	Tim Dorsey
KLTH, 97.1, 100 KW @ 560, AC/JAZZ/NEW AGE		SMN,$ 43.00	(HNWH)		John Hoffman
KMJM, 107.7, 100 KW @ 1019, URBAN		,$ 90.00	(Christal)	Noble	Linda O'Conner
KSD , 93.7, 100 KW @ 850, CLASSIC ROCK		,$ 85.00	(Mc-Guild)	Gannett	Bill Coffey
KSHE, 94.7, 100 KW @ 1019, AOR		,$155.00	(Katz)	Emmis	John Beck
KYKY, 98.1, 100 KW @ 580, AC		,$118.00	(MMR)	EZ	Karen Carroll
WCBW, 104.9, 3 KW @ 235, RELIGION		,$ 20.00	(---)	Universal	Curt Whipple
WIL , 92.3, 97 KW @ 900, COUNTRY		ABC-E,$ 68.00	(Banner)	Heritage	Dick Williams
WKBQ, 106.5, 39 KW @ 592, CHR		,$ 62.00	(Republic)	Chase	Dick Bremkamp
WKKX, 104.1, 50 KW @ 500, COUNTRY		,$ 43.00	(Republic)	(JERSEYVILLE, IL)	Shelly Davis
WMRY, 101.1, 50 KW @ 320, AOR		,$ 51.00	(Torbet)		Tom Callahan

CALL LETTER CHANGES

FORMAT CHANGES

KXOK: From AC/Talk to All Talk (February)

STATION SALES

KMJM-F: From Keymarket to Noble for $16,000,000 (Blackburn)

FORMAT CODES

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
EZ	EZ Listening, Beautiful Music	J/NA	Jazz and New Age
AOR	Album Oriented Rock, also includes Classic Rock	R	Religion, Christian, Christian Music
CL	Classical	G	Gospel
C	Country	E	Ethnic
		?	Others or Unknown

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SALINAS - MONTEREY - SANTA CRUZ

Arbitron Rank/Pop (12+): 75/473,800

MSA Rank/Pop: Salinas-Monterey - 136/344,600
ADI # 108 Santa Cruz - NA
Average Person Ratings: 17.2
Market TSL: 22.8 hours

Stations: 35/21
Diaries: 931/509:1/46.5%
Sample Target: 880
% Below Line: 34.2
% Not Listed: 11.4

1987 Revenue: $11,000,000
HH Inc.: $38,420
Retail $: 3.4 Bil
Pop per Station: 22,562
#1 Biller: KWAV-F $1,800,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	72/8.9	8.8	6.8	6.6	6.9	7.8	76/1063	984/20.8	20.9	21.1	58	10.2	92	1433	KDON-F
2. KGO (T)	62/7.6	8.3	6.8	6.9	7.9	7.4	64/ 844	783/16.5	15.2	15.5	71	6.2	56	853	KGO
3. KWSS-F (CHR)	59/7.3	6.9	7.8	10.3	10.5	8.1	64/ 957	887/18.7	21.0	26.2	64	14.1	127	1229	KWSS-F
4. KCTY (SP)	46/5.7	4.2	3.5	1.9	4.1	3.8	46/ 314	314/ 6.6	5.6	5.4	154	3.0	27	335	KCTY
5. KBAY-F (EZ)	43/5.3	3.8	7.0	6.8	7.2	5.7	50/ 550	472/10.0	13.5	13.4	81	3.3	30	354	KBAY-F
6. KCBS (N/T)	36/4.4	2.5	2.8	2.6	2.7	3.1	37/ 545	503/10.6	9.5	9.2	57	1.7	15	388	KCBS
7. KMBY-F (AOR)	34/4.2	5.8	4.9	4.7	5.3	4.9	34/ 547	542/11.4	11.3	10.6	86	6.8	61	711	KMBY-F
8. KWAV-F (AC)	32/3.9	4.2	4.3	4.1	5.7	4.1	33/ 631	622/13.1	13.3	15.9	151	4.3	39	586	KWAV-F
9. KTOM-F (C)	28/3.4	4.0	4.8	5.8	4.5	4.5	29/ 441	420/ 8.9	11.2	8.9	59	5.0	45	426	KTOM-F
10. KOCN-F (AC)	27/3.3	3.3	4.9	3.4	3.1	3.7	27/ 440	440/ 9.3	9.6	6.7	152	1.9	17	288	KOCN-F
11. KLRS-F (J/NA)	24/3.0	2.0	2.0	2.4	2.7	2.4	27/ 425	420/ 8.9	7.6	7.5	157	2.5	23	303	KLRS-F
12. KLFA-F (SP)	22/2.7	1.9	2.5	3.8	1.3	2.7	22/ 126	126/ 2.7	2.9	2.2	133	1.1	10	125	KLFA-F
13. KTGE (SP)	18/2.2	2.9	2.5	1.6	1.3	2.3	18/ 205	205/ 4.3	4.5	1.7	73	.8	7	192	KTGE
KBOQ-F (CL)	18/2.2	3.2	3.6	4.1	3.9	3.3	18/ 317	312/ 6.6	8.6	6.7	73	2.7	24	261	KBOQ-F
15. KHIP-F (AOR)	17/2.1	2.9	2.0	1.7	2.0	2.2	21/ 342	293/ 6.2	8.1	6.9	171	2.0	18	377	KHIP-F

12+ FM SHARE (METRO): 62.92% (453 of 720) (SPG 87: 68.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDON-F>	1. KDON-F	1. KDON-F	1. KCTY	1. KCTY >	1. KGO >>	1. KGO	1. KDON-F>	1. KDON-F>	1. KGO	1. KGO >>
2. KWSS-F>>	KWSS-F	2. KWSS-F>	2. KWAV-F	2. KWAV-F	2. KCBS	2. KWSS-F	2. KGO	2. KWSS-F	2. KDON-F	2. KBAY-F
3.	3. KMBY-F	3. KMBY-F	3. KDON-F	3. KGO	3. KBAY-F	3. KDON-F	3. KCTY <	3. KCTY	3. KWSS-F>	3. KSJO-F
4.	4. KWAV-F	4. KCTY	4. KLRS-F	4. KDON-F	4. KCTY >	4. KCYT <	4. KBAY-F	4. KGO	4. KLFA-F	4. KRAY-F
5.	5. KLRS-F	5. KWAV-F	KGO	5. KOCN-F	5. KTOM-F	5. KCBS	5. KWSS-F	5. KBAY-F	5. KMBY-F	5.
			KWSS-F						KOMY	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWSS-F	1. KDON-F	1. KWAV-F	1. KWSS-F	1. KCTY
2. KDON-F>	KWSS-F>	2. KCTY	KDON-F	2. KWAV-F
3.	3. KWAV-F	3. KDON-F	3. KWAV-F	3. KDON-F
4.	4. KOCN-F	4. KOCN-F	4. KCTY	KOCN-F
5.	5. KCTY	5. KWSS-F	5. KLFA-F	5. KLFA-F
		KBAY-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDON-F	1. KMBY-F	1. KLRS	1. KDON-F	1. KCTY
KMBY-F	2. KDON-F	2. KMBY-F	KMBY-F	2. KGO
3. KWSS-F>	KWSS-F>>	KWSS-F	3. KWSS-F>	3. KLRS
4.	4. KLRS	4. KHIP-F<	4. KCTY	4. KTOM-F
5.	5. KTGE	5. KDON-F	KLRS	5. KHIP-F
		KWAV-F	KGO	
		KBAY-F		
		KGO		

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		147 (4)	147 (4)	20.4	20.8
AOR/CLASSIC		64 (4)	64 (4)	8.9	8.4
AC/OLDIES/SOFT ROCK		63 (3)	63 (3)	8.8	13.6
MOR/VARIETY/FULL	31 (3)		31 (3)	4.3	2.8
COUNTRY	15 (1)	28 (1)	43 (2)	6.0	9.5
BLACK/URBAN					
BTFL MUSIC/EZ	6 (1)	53 (2)	59 (3)	8.2	8.4
NEWS/TALK	105 (3)		105 (3)	14.6	12.9
NOSTALGIA	15 (2)		15 (2)	2.1	4.4
RELIGION/GOSPEL	6 (1)		6 (1)	0.8	2.9
SPANISH	89 (4)	38 (2)	127 (6)	17.6	8.7
CLASSICAL		21 (3)	21 (2)	2.9	4.5
JAZZ/NEW AGE/ECLECTIC		24 (1)	24 (1)	3.3	3.2
UNKNOWN/OTHERS		15 (1)	15 (1)	2.1	
	267 (15)	453 (20)	720 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON	1460	Salinas	1.5/5.7
KKMC	880	Gonzales	.7/1.9
KNZS	1540	Capitola	.9/2.7
KOMY	1340	Watsonville	1.5/4.2
KPIG-F	107.5	Freedom	1.8/4.6
KRAY-F	103.9	Salinas	2.0/4.1
KSCO	1080	Santa Cruz	.6/3.1
KTOM	1380	Salinas	1.8/4.3
KXDC A/F	101.7	Carmel	1.9/4.9

See San Jose or San Francisco for more information about the following:

KARA-F	.5/3.2	KLOK	1.1/2.0
KATD-F	.7/3.3	KMEL-F	1.2/4.5
KAZA	1.6/3.4	KNBR	2.1/7.8
KDFC-F	.4/1.4	KOME-F	.5/2.7
KFRC	.4/2.2	KSJO-F	1.1/4.0

RADIO STATIONS

KCTY, 980, 1 KW/480 W (DA-1)	, HISPANIC	,$ 26.00	(Lotus)			Martin Kline
KDON, 1460, 5 KW (DA-1)	, HISPANIC (?)	SMN,$ 15.00	(Katz)	Henry		
KOMY, 1340, 1 KW	, NOSTALGIA	MBS,$ 12.00	(Radio Time)		(WATSONVILLE)	Phil Rather
KSCO, 1080, 10 KW/5 KW (DA-2)	, MOR	,$ 16.00	(Mc-Guild)	Fuller-Jeffrey		Bill Cloutier
KTGE, 1570,	, HISPANIC	,$ 17.00	(Katz Hisp.)			Humberto Herrara
KTOM, 1380, 5 KW (DA-2)	, COUNTRY	ABC-E,$ 20.00	(MMR)	Comm. Pacific		Charles Banta
KBOQ-F, 92.7, 1 KW @ 570,	CLASSICAL	,$ 24.00	(Durpetti)		(MARINA)	David Lee
KDON-F, 102.5, 19 KW @ 2270,	CHR	,$ 37.00	(Katz)	Henry		
KHIP-F, 93.5, 3 KW @ ?? ,	CLASSIC ROCK	,$ NA	(Eastman)		(HOLLISTER)	
KLFA-F, 93.9, 6 KW @ 700,	HISPANIC	,$ 20.00	(Caballero)		(KING CITY)	Reinaldo Rodriguez
KLRS-F, 99.1, 1 KW @ 2890,	NEW AGE	,$ 28.00	(Mc-Guild)	Fuller-Jeffrey		Bill Cloutier
KMBY-F, 107.1, 1 KW @ 1570,	AOR	,$ 31.00	(Banner)			
KOCN-F, 104.9, 1 KW @ 550,	AC	MBS,$ 22.00	(Torbet)			Roger Powers
KRAY-F, 103.9, 3 KW @ 165,	HISPANIC	,$ 26.00	(Lotus)			Martin Kline
KTOM-F, 100.7, 1 KW @ 2575,	COUNTRY	ABC-E,$ 30.00	(MMR)	Comm. Pacific		Charles Banta
KWAV-F, 96.9, 18 KW @ 2575,	AC	APR,$ 43.00	(HNWH)	Buckley		Kathy Baker
KXDC-F, 101.7, 1 KW @ 590,	BTFL/EZ	,$ 15.00	(Christal)	Woods		Jack Woods

Other ranked stations - See San Jose or San Francisco

MISCELLANEOUS COMMENTS KMFO, KMBY-F sold to Frankhouser for $2,850,000 (Blackburn)...

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SALISBURY - OCEAN CITY, MD

Arbitron Rank/Pop (12+): 153/201,900

MSA Rank/Pop: NA

Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 19/15
Diaries: 635/318:1/52.0%
Sample Target: 560
% Below Line: 4.3
% Not Listed: 11.2

1987 Revenue: NA
HH Inc.: NA
Retail $: NA
Pop per Station: 13,460
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKHI-F	(CHR)	64/18.3	---	9.1	---	9.9	----	73/806	640/31.7	---	23.7	89				WKHI-F
2. WICO A/F	(C)	49/14.0	---	11.5	---	9.4	----	51/562	473/23.4	---	22.3	69				WICO A/F
3. WOCQ-F	(CHR)	46/13.2	---	12.4	---	12.0	----	46/485	456/22.6	---	22.7	119				WOCQ-F
4. WJDY	(B)	28/ 8.0	---	2.4	---	4.4	----	28/178	178/ 8.8	---	6.2	143				WJDY
5. WWTR-F	(AOR)	19/ 5.4	---	3.6	---	6.7	----	21/256	235/11.6	---	10.5	122				WWTR-F
6. WGMD-F	(EZ)	15/ 4.3	---	6.0	---	5.3	----	16/147	126/ 6.2	---	8.8	42				WGMD-F
WLVW-F	(AC)	15/ 4.3	---	4.8	---	7.3	----	20/188	151/ 7.5	---	8.6	167				WLVW-F
WQHQ-F	(AC)	15/ 4.3	---	11.2	---	11.1	----	19/389	313/15.5	---	17.3	181				WQHQ-F
9. WSEA-F	(CHR)	11/ 3.2	---	4.2	---	2.3	----	14/283	205/10.2	---	9.5	56				WSEA-F
WSBY	(MOR)	11/ 3.2	---	3.6	---	3.2	----	11/202	186/ 9.2	---	10.2	56				WSBY
WOLC-F	(R/G)	11/ 3.2	---	4.5	---	4.4	----	18/198	140/ 6.9	---	11.4	94				WOLC-F

12+ FM SHARE (METRO): 80.97% (251 of 310) (SPG 87: 85.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKHI-F>>	1. WKHI-F>>	1. WKHI-F	1. WKHI-F	1. WKHI-F<	1. WICO-F+>>	1. WICO-F+	1. WICO-F+	1. WKHI-F	1. WKHI-F>	1. WOCQ-F>>
2. WJDY	2. WOCQ-F>	2. WOCQ-F>>	2. WOCQ-F>	2. WOCQ-F>	2. WJDY	2. WKHI-F>	WKHI-F>	2. WICO-F+>	2. WOCQ-F>>	2. WSBY
WOCQ-F	3. WNTR-F>	3. WICO-F+	3. WICO-F+	3. WJDY	WOCQ-F	3. WOCQ-F>	3. WOCQ-F>	3. WOCQ-F>	3. WJDY	3. WICO-F
4. WSEA-F	4. WICO-F+	WWTR-F	4. WJDY	4. WICO-F+	4. WGMD-F<	4. WJDY	4. WWTR-F	4. WJDY	4. WICO-F	4. WDSD-F
5.	5.	5.	5. WQHQ-F	5.	5. WKHI-F	5.	5. WQHQ-F	5. WLVW-F	5.	5.
								WWTR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WOCQ-F<	1. WKHI-F>	1. WKHI-F>>	1. WKHI-F<	1. WKHI-F
2. WKHI-F	2. WOCQ-F>>	2. WOCQ-F	2. WOCQ-F>>	2. WOCQ-F>
3.	3. WWTR-F	WQHQ-F	3. WICO-F	3. WICO-F+
4.	4. WICO-F+	WWTR-F	WQHQ-F	WQHQ-F
5.	WQHQ-F	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WKHI-F>>	1. WKHI-F>	1. WWTR-F<	1. WKHI-F>	1. WOCQ-F
2. WOCQ-F	2. WOCQ-F	2. WKHI-F	2. WOCQ-F	2. WJDY >
3. WWTR-F	3. WWTR-F>>	WOCQ-F	3. WWTR-F	WKHI-F
4.	4.	4.	4. WICO-F+	4. WICO-F+
5.	5.	5.	5.	WWTR-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		121 (3)	121 (3)	39.0	29.8
AOR/CLASSIC		21 (2)	21 (2)	6.8	4.2
AC/OLDIES/SOFT ROCK		30 (2)	30 (2)	9.7	20.4
MOR/VARIETY/FULL	16 (2)		16 (2)	5.2	4.2
COUNTRY	12 (3)	50 (2)	62 (5)	20.0	19.6
BLACK/URBAN	28 (1)		28 (1)	9.0	2.8
BTFL MUSIC/EZ		18 (2)	18 (2)	5.8	7.0
NEWS/TALK					0.4
NOSTALGIA					2.4
RELIGION/GOSPEL		11 (1)	11 (1)	3.5	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)		3 (1)	1.0	3.9
	59 (7)	251 (12)	310 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOMV	540	Pocomoke City	1.4/3.1
WOVU-F	101.7	Ocean View	.9/3.5
WSEA	900	Georgetown	.9/3.4
WBAL	1090	Baltimore	1.4/2.1
WCAO	600	Baltimore	.6/2.0
WDSD-F	94.7	Dover	1.7/4.1
WZXL-F	100.7	Wildwood	.6/2.5

MISCELLANEOUS COMMENTS WSBY, WQHQ-F sold by Woolfson to HVS for $2,400,000 (E) (Blackburn)... WJWL changes to WSEA-AM... WLVW-F sold by HVS for $1,250,000...

RADIO STATIONS

WJDY, 1470, 5 KW (DAYS,DA) , BLACK	NBN,CBS,$ 14.00	(Savalli)				J. Connor
WSBY, 960, 5 KW (DA-2) , MOR	MBS,$ 22.00	(Mc-Guild)	HVS			
WICO-F, 94.3, 3 KW @ 300, COUNTRY	,$ 52.00	(Torbet)	Prettyman			Bill Prettyman
WKHI-F, 99.9, 50 KW @ 319, CHR	,$ 34.00	(Republic)				Jim Layton
WLVW-F, 105.5, 2 KW @ 390, SOFT AC	,$ 24.00	(---)				
WOCQ-F, 103.9, 3 KW @ 328, CHR	ABC-E,$ 28.00	(K & P)				Darryl Nixon
WOLC-F, 102.5, 25 KW @ 500, RELIGION	,$ 11.00	(---)		(PRINCESS ANNE)		Jim Woodland
WOVU-F, 101.7, 3 KW @ 328, BTFL (?)	NBC,$ 14.00	(---)		(OCEAN VIEW, DE)		Jim Hammond
WQHQ-F, 104.7, 33 KW @ 610, AC	MBS,$ 40.00	(Mc-Guild)	HVS			
WSEA-F, 93.5, 3 KW @ 300, CONTEMP	SMN,$ 21.00	(Roslin)	Great Scott	(GEORGETOWN)		Jeff Scott
WWTR-F, 95.9, 3 KW @ 300, AOR	,$ 15.00	(Banner)		(BETHANY BEACH)		
WSUX-F, 98.3, 3 KW @ 207, AC	,$ 11.00	(---)		(SEAFORD, DE)		Jim Rafts

WDSD-F - See Wilmington

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SALT LAKE CITY

Arbitron Rank/Pop (12+): 37/1,000,400

MSA Rank/Pop: 45/1,060,000
ADI # 40
Average Person Ratings: 15.5
Market TSL: 20.8 hours

Stations: 32/32
Diaries: 1313/762:1/57.2%
Sample Target: 1240
% Below Line: 0
% Not Listed: 6.3

1987 Revenue: $26,000,000
HH Inc.: $30,695
Retail $: 5.9 Bil
Pop per Station: 31,263
#1 Biller: KSL $5,200,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KISN-F	(CHR)	164/10.6	7.8	7.2	8.5	9.4	8.5	189/3106	2616/26.1	17.9	21.8	85	8.9	149	2644	KISN-F
2. KCPX-F	(CHR)	144/ 9.3	8.4	7.8	6.6	7.0	8.0	150/2478	2291/22.9	19.0	17.5	51	10.0	166	2328	KCPX-F
3. KKAT-F	(C)	140/ 9.0	8.9	10.8	8.5	7.1	9.3	166/2093	1763/17.6	18.1	14.9	141	11.1	184	2240	KKAT-F
4. KRSP-F	(AOR)	137/ 8.9	7.8	6.9	9.6	10.3	8.3	156/2273	1995/19.9	18.6	20.3	74	10.0	167	2239	KRSP-F
5. KSFI-F	(EZ)	123/ 7.9	9.8	11.0	8.5	8.8	9.3	168/2149	1675/16.7	20.7	19.3	72	3.5	59	1050	KSFI-F
6. KSL	(MOR)	111/ 7.2	7.9	9.3	7.3	7.8	7.9	142/2589	2001/20.0	25.1	20.7	89	9.7	161	2817	KSL
7. KSOP A/F	(C)	95/ 6.1	5.2	6.8	6.2	5.6	6.1	117/1615	1273/12.7	15.6	15.1	126	5.9	97	1304	KSOP A/F
8. KMGR-F	(AC)	62/ 4.0	4.3	3.2	3.3	2.6	3.7	67/ 982	903/ 9.0	7.1	7.1	155	3.9	65	1132	KMGR-F
9. KLCY-F	(AC)	55/ 3.6	3.7	5.0	4.5	4.3	4.2	88/1250	894/ 8.9	9.2	10.7	122	4.1	69	666	KLCY-F
10. KTKK	(I)	44/ 2.8	2.5	1.6	2.7	2.2	2.4	44/ 459	459/ 4.6	3.5	4.3	75	2.2	37	472	KTKK
11. KBER-F	(AOR)	41/ 2.6	3.4	2.1	3.0	4.3	2.8	42/ 807	781/ 7.8	6.6	9.3	119	3.4	57	854	KBER-F
12. KLZX-F	(AC)	39/ 2.5	2.2	1.7	1.8	1.5	2.1	39/ 676	662/ 6.6	5.3	6.5	164	1.3	22	531	KLZX-F
13. KDAB-F	(J)	33/ 2.1	3.0	2.0	1.7	1.6	2.2	33/ 556	556/ 5.6	4.0	7.5	162	2.4	40	521	KDAB-F
KALL	(AC)	33/ 2.1	3.9	3.3	3.3	3.7	3.2	33/ 789	749/ 7.5	8.8	8.9	105	3.0	50	612	KALL
15. KRPN-F	(AC)	27/ 1.7	1.3	1.6	1.4	2.2	1.5	32/ 416	316/ 3.2	4.3	4.6	159	.5	9	295	KRPN-F
16. KJQN-F	(AOR)	21/ 1.4	.4	---	.5	.5	.6	28/ 353	312/ 3.1	---	2.8	21	1.3	22	342	KJQN-F
17. KFMY-F	(CHR)	19/ 1.2	1.4	1.6	2.3	3.4	1.6	22/ 663	589/ 5.9	7.6	10.8	75	2.3	39	831	KFMY-F
KZQQ	(AOR)	19/ 1.2	1.0	---	---	.9	.6	19/ 297	275/ 2.7	---	2.5	25	1.5	25	288	KZQQ
19.																
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.26% (1121 of 1451) (SPG 87: 75.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KCPX-F>	1. KRSP-F	1. KISN-F	1. KKAT-F>	1. KKAT-F>	1. KSL <	1. KSL <	1. KKAT-F<	1. KISN-F	1. KCPX-F>	1. KTKK
2. KISN-F>	2. KISN-F>	2. KRSP-F	2. KISN-F	2. KISN-F	2. KSFI-F>	2. KISN-F	2. KISN-F	2. KCPX-F	2. KISN-F	2. KSFI-F
3. KRSP-F	3. KCPX-F	3. KKAT-F	3. KRSP-F	3. KSOP-F+	3. KKAT-F	3. KKAT-F	3. KSFI-F	3. KRSP-F<	3. KRSP-F>	3. KISN-F
4.	4. KKAT-F>	4. KCPX-F>	4. KMGR-F	4. KRSP-F<	4. KSOP-F+	4. KRSP-F	4. KCPX-F	4. KKAT-F	4. KSOP-F+	KSL
5.	5. KSOP-F+	5. KSOP-F+	KSOP-F	5. KSL	5. KTKK	5. KCPX-F	5. KRSP-F	5. KSFI-F	5. KSFI-F	5. KFAM
6.	6.	6. KSFI-F<	6. KSL <	6. KMGR-F	6.	6. KSOP-F+	6. KSOP-F+	6. KSL	6. KSL <	KKAT-F
7.	7.	7. KMGR-F	7. KSFI-F	7.	7.	7.	7.	7. KSOP-F+	7. KKAT-F	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KISN-F	1. KISN-F>>	1. KISN-F	1. KISN-F>	1. KKAT-F
2. KCPX-F	2. KCPX-F<	2. KKAT-F>	2. KKAT-F	2. KISN-F>
3. KRSP-F>	3. KKAT-F	3. KMGR-F	3. KCPX-F	3. KSOP-F+
4. KSFI-F	4. KRSP-F	4. KSOP-F+	4. KRSP-F	4. KMGR-F
5. KSOP-F+	5. KSOP-F+	5. KLCY-F	KSOP-F+	5. KSFI-F
6.	6. KMGR-F	6. KRSP-F<	6. KMGR-F<	KSL
7.	7.	7. KCPX-F	7. KSFI-F	7. KLCY-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRSP-F>	1. KRSP-F>>	1. KRSP-F	1. KRSP-F>	1. KKAT-F
2. KCPX-F>	2. KCPX-F	2. KKAT-F	2. KKAT-F	2. KRSP-F>
3. KISN-F>	3. KISN-F	3. KLZX-F>	3. KCPX-F	3. KLZX-F
4. KLCY-F	KKAT-F	4. KBER-F	4. KISN-F>	KSOP-F+
5.	5. KLZX-F	5. KISN-F	5. KLZX-F	5. KSL
6.	6. KBER-F	6.	6. KSOP-F+	6. KISN-F
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	2 (1)	327 (3)	329 (4)	22.7	21.1
AOR/CLASSIC	19 (1)	199 (3)	218 (4)	15.0	15.6
AC/OLDIES/SOFT ROCK	67 (4)	183 (4)	250 (8)	17.2	23.5
MOR/VARIETY/FULL	125 (3)		125 (3)	8.6	8.3
COUNTRY	17 (1)	232 (3)	249 (4)	17.2	15.2
BLACK/URBAN					
BTFL MUSIC/EZ		123 (1)	123 (1)	8.5	9.4
NEWS/TALK	44 (1)		44 (1)	3.0	2.4
NOSTALGIA	31 (2)		31 (2)	2.1	1.2
RELIGION/GOSPEL		11 (1)	11 (1)	0.8	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		46 (2)	46 (2)	3.2	2.2
UNKNOWN/OTHERS	25 (2)		25 (2)	1.7	1.1
	330 (15)	1121 (17)	1451 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCGL-F	105.5	Salt Lake City	.7/1.2
KCPX	1320	Salt Lake City	.7/3.4
KDYL	1280	Salt Lake City	1.0/2.5
KFAM	700	North Salt Lake City	.8/1.7
KFMY	960	Provo	.1/ .7
KLO	1430	Ogden	.5/2.0
KLUB	570	Salt Lake City	1.0/4.3
KMGR	1230	Murray	.5/1.8
KRSP	1060	South Salt Lake	1.0/3.7
KSRR	1400	Provo	.4/1.8
KTOU-F	94.9	Provo	.8/2.4
KUTR	860	Salt Lake City	.8/4.7
KZAN-F	97.9	Ogden	.9/4.7

RADIO STATIONS

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N)	, AC	MBS,$ 45.00	(Eastman)	Hatch		Homer Peterson
KBBX, 1600, 5 KW/1 KW (DA-N)	, RELIGION	,$ 3.00	(---)	Mid America Gospel		Scott Alexander
KCPX, 1320, 5 KW (DA-1)	, OLDIES/AC	CBS,$ 21.00	(Katz)	John Price		Wayne Courtney
KDYL, 1280, 5 KW/500 W (DA-N)	, NOSTALGIA	SMN,$ 24.00	(CBS)			Craig Hanson
KLUB, 570, 5 KW (DA-1)	, NOST/MOR	NBC,$ 29.00	(Mc-Guild)			Randy Rogers
KRSP, 1060, 10 KW/1 KW (DA-N)	, OLDIES	ABC-D,$ 20.00	(Durpetti)			Alan Hague
KSL , 1160, 50 KW	, MOR	CBS,$106.00	(MMR)	Bonneville		Russ Wood
KTKK, 630, 1 KW/500 W (DA-2)	, TALK	ABC-T,$ 31.00	(---)			Stan Bush
KUTR, 860, 50 KW (DAYS)	, AC	,$ 20.00	(Durpetti)	Citadel		

FM STATIONS

KCGL, 105.5, 500 W @ 650, RELIGION		,$ 12.00	(---)	Mid America Gospel		Scott Alexander
KCPX, 98.7, 27 KW @ 2930, CHR		,$ 60.00	(Katz)	John Price		Wayne Courtney
KFMY, 96.1, 55 KW @ 2620, CHR		,$ 30.00	(HNWH)	Cook Inlet	(PROVO)	Eric Zieschang
KISN, 97.1, 26 KW @ 3650, CHR		,$ 59.00	(Mc-Guild)			Randy Rogers
KKAT, 101.9, 26 KW @ 3740, COUNTRY		,$ 65.00	(Banner)	Brown	(OGDEN)	Dennis Gwiazdon
KLCY, 94.1, 24 KW @ 3030, AC		US 1,ABC-C,$ 56.00	(Eastman)	Hatch		Homer Peterson
KLZX, 93.3, 26 KW @ 3734, AC		,$ 40.00	(Banner)	Citadel		
KMGR, 107.5, 46 KW @ 2796, SOFT AC		,$ 44.00	(Torbet)	Bingham	(OREM)	Jim Sumpter
KRSP, 103.5, 28 KW @ 3630, AOR		ABC-R,$ 58.00	(Durpetti)			Alan Hague
KSFI, 100.3, 26 KW @ 3740, BTFL/EZ		,$ 80.00	(CBS)			Craig Hanson
KSOP, 104.3, 25 KW @ 3650, COUNTRY		,$ 52.00	(MMR)			Greg Hilton
KZAN, 97.9, 26 KW @ 3770, COUNTRY		,$ 27.00	(Christal)		(OGDEN)	
KDAB, 101.1, 25 KW @ 3740, JAZZ/NEW AGE		US 2,$ 32.00	(HNWH)	Albimar	(OGDEN)	Randy Mathis
KBER, 106.5, ___ KW @ ?? , AOR		Source,$ 23.00	(Torbet)		(SPANISH FORK)	Chris Devine

CALL LETTER CHANGES

KLTQ: Changes to KLZX (March)
KRGO: Changes to KZQQ

FORMAT CHANGES

KJQN-F: From CHR to AOR
KCPX: From Classic Rock to Oldies/AC
KZQQ: To AOR (March)

STATION SALES

KMGR A/F: From Trans Columbia to Bingham for $1,922,000 (Kalil)
KUTR, KLTQ-F: From Sunrise to Citadel for $1,400,000
KZAN-F: Sold for $1,825,000 (Chapman)

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SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,018,000

MSA Rank/Pop: 38/1,280,000
ADI # 42
Average Person Ratings: 19.1
Market TSL: 24.8 hours

Stations: 30/29
Diaries: 1224/832:1/48.5%
Sample Target: 1200
% Below Line: 0.3
% Not Listed: 4.5

1987 Revenue: $37,000,000
HH Inc.: $31,204
Retail $: 7.6 Bil
Pop per Station: 35,103
#1 Biller: WOAI $4,500,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KITY-F	(CHR)	177/9.1	8.0	7.7	6.5	7.6	7.8	185/2113	1962/19.3	17.2	16.6	47	13.1	249	2437	KITY-F
2. KQXT-F	(EZ)	167/8.6	8.3	7.7	6.3	7.5	7.7	197/1878	1597/15.7	16.6	15.3	99	5.1	98	1173	KQXT-F
3. KCOR	(SP)	163/8.4	4.9	9.7	5.6	5.1	7.2	164/ 970	957/ 9.4	10.9	7.6	70	3.9	75	846	KCOR
4. KTFM-F	(U/CHR)	155/8.0	8.2	8.0	8.8	9.6	8.3	167/2539	2274/22.3	23.0	24.1	99	9.6	183	3309	KTFM-F
5. KCYY-F	(C)	150/7.7	6.6	4.4	2.8	2.4	5.4	173/1837	1547/15.2	12.8	8.3	110	6.9	131	1435	KCYY-F
6. KISS-F	(AOR)	135/6.9	7.6	8.4	8.6	8.6	7.9	158/1950	1607/15.8	16.2	17.4	61	7.8	149	1554	KISS-F
7. KMMX-F	(AC)	96/4.9	5.4	4.6	4.1	3.0	4.8	111/1490	1298/12.8	11.9	7.8	165	4.8	92	1055	KMMX-F
8. WOAI	(N/T)	90/4.6	5.6	6.2	4.5	4.4	5.2	139/1944	1330/13.1	15.5	13.0	93	4.6	87	1221	WOAI
9. KBUC-F	(C)	86/4.4	3.3	2.9	5.9	4.1	4.1	124/1468	1094/10.7	7.7	9.8	127	4.4	83	825	KBUC-F
10. KAJA-F	(C)	85/4.4	5.5	5.2	6.8	6.5	5.5	93/1559	1385/13.6	13.7	13.7	116	4.2	79	970	KAJA-F
11. KONO	(O)	81/4.2	5.2	2.5	4.1	4.1	4.0	90/1212	1035/10.2	8.5	10.5	131	3.9	74	1364	KONO
12. KZEP-F	(AOR)	74/3.8	4.1	3.0	3.9	3.6	3.7	76/1037	931/ 9.1	8.6	9.4	168	4.5	85	824	KZEP-F
13. KSMG-F	(AC)	70/3.6	2.8	3.1	3.4	4.4	3.2	77/1177	1052/10.3	11.3	11.9	158	4.4	84	1066	KSMG-F
14. KKYX	(C)	57/2.9	2.6	3.8	2.9	3.1	3.1	158/1981	834/ 8.2	9.5	7.7	79	3.9	74	621	KKYX
15. KSAQ A/F	(CHR)	55/2.9	3.3	3.4	4.2	3.4	3.5	75/1560	1262/12.4	12.4	13.0	66	3.2	57	1102	KSAQ A/F
16. KEDA	(SP)	44/2.3	3.3	2.5	2.9	3.6	2.8	52/ 656	584/ 5.7	5.0	7.5	100	3.0	57	715	KEDA
17. KXET	(SP)	31/1.6	2.0	1.9	2.3	2.0	2.0	32/ 470	454/ 4.5	4.3	3.8	100	.9	18	241	KXET
18. KTSA	(MOR)	27/1.4	3.2	2.8	2.8	3.5	2.6	52/1352	824/ 8.1	9.6	9.7	114	2.0	39	956	KTSA
19. KSLR	(R/G)	22/1.1	1.2	1.1	1.6	.8	1.3	30/ 477	381/ 3.7	4.1	4.2	136	1.2	23	474	KSLR
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 67.87% (1259 of 1855) (SPG 87: 63.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KITY-F>>	1. KISS-F	1. KCCY-F	1. KMMX-F<	1. KCCY-F	1. KQXT-F	1. KCOR	1. KQXT-F	1. KITY-F	1. KITY-F>	1. KCYY-F
2. KISS-F	2. KITY-F	2. KTFM-F	2. KCYY-F	KQXT-F	2. KCOR >	2. KQXT-F	2. KCOR	2. KTFM-F	2. KISS-F<	2. KCOR
3. KTFM-F>>	3. KMMX-F	3. KMMX-F<	3. KTFM-F	3. KMMX-F<	3. WOAI	3. KCYY-F	3. KTFM-F	3. KCYY-F	3. KTFM-F	KTFM-F
4.	4. KCYY-F	4. KISS-F	4. KQXT-F	4. KTFM-F	4. KCYY-F	4. KITY-F	4. KCYY-F	4. KQXT-F<	4. KCOR	KZEP-F<
5.	KTFM-F	KITY-F	5. KZEP-F	5. KZEP-F	5. KTFM-F	5. KTFM-F<	5. KITY-F	5. KISS-F	5. KCYY-F	5. WOAI <
6.	6. KSMG-F	6. KQXT-F	6. KONO	6. KCOR <	6. KONO	6. WOAI	6. KMMX-F	6. KCOR	6. KQXT-F	6. KTSA
7.	7. KZEP-F	7. KAJA-F	KSMG-F	7. KSMG-F<	7. KKYX	7. KISS-F	7. WOAI	7.	7.	7. KQXT-F
8.	8.	8.	8.	8. KBUC-F	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KITY-F	1. KMMX-F	1. KMMX-F>	1. KMMX-F	1. KMMX-F
2. KTFM-F	2. KITY-F	2. KSMG-F	2. KTFM-F	2. KCYY-F
3. KAJA-F	KSMG-F	3. KTFM-F	3. KCYY-F	3. KQXT-F<
4. KCYY-F	4. KCYY-F	4. KCYY-F	4. KITY-F	4. KTFM-F
KSAQ-F+	5. KAJA-F	5. KQXT-F<	5. KAJA-F	5. KCOR <
6. KBUC-F	6.	KZEP-F	6.	6. KSMG-F
KISS-F	7.	7. KONO	7.	7. KONO <
8.	8.	8.	8.	8. KAJA-F
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISS-F>	1. KISS-F>>	1. KISS-F	1. KISS-F>	1. KZEP-F
2. KITY-F	2. KCYY-F	2. KZEP-F	2. KCYY-F	2. KQXT-F
3. KCYY-F	3. KITY-F	3. KCOR	3. KZEP-F	3. KCYY-F<
4. KTFM-F	4. KZEP-F<	4. KCYY-F<	KTFM-F	4. KTFM-F
5. KSAQ-F+	5. KTFM-F	5. KBUC-F<	5. KITY-F	5. KBUC-F
6.	6. KMMX-F<	6. KMMX-F	6. KQXT-F	KISS-F
7.	7. KSMG-F	7.	7. KBUC-F	7. WOAI
8.	8.	8.	8.	8. KONO
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	3 (1)	229 (2)	232 (3)	12.5	21.8
AOR/CLASSIC		209 (2)	209 (2)	11.3	12.9
AC/OLDIES/SOFT ROCK	90 (2)	172 (3)	262 (5)	14.1	14.6
MOR/VARIETY/FULL	33 (2)		33 (2)	1.8	3.7
COUNTRY	69 (2)	321 (3)	390 (5)	21.0	15.7
BLACK/URBAN		155 (1)	155 (1)	8.4	
BTFL MUSIC/EZ		167 (1)	167 (1)	9.0	7.9
NEWS/TALK	90 (1)		90 (1)	4.9	5.8
NOSTALGIA					1.5
RELIGION/GOSPEL	30 (2)		30 (2)	1.6	1.4
SPANISH	269 (6)		269 (6)	14.5	14.1
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (1)	6 (1)	18 (2)	1.0	0.6
	596 (17)	1259 (13)	1855 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBUC	1310	San Antonio	.6/2.6
KCHL	1480	San Antonio	.5/1.6
KDRY	1100	Alamo Heights	.4/1.9
KFAN-F	101.1	Fredricksburg	.3/1.9
KFHM	1160	San Antonio	.4/1.7
KGNB	1420	New Braunfels	.3/1.1
KRIA	930	Terrell Hills	.4/2.0
KSAH	720	Universal City	.8/1.4
KWED	1580	Seguin	.6/1.4
KAPT-F	94.7	Luling	.3/ .8

RADIO STATIONS

AM STATIONS

KCOR, 1350, 5 KW (DA-N)	, HISPANIC	,$ 63.00	(Katz Hisp.)	Tichenor	Nathan Safir
KDRY, 1100, 5 KW/1 KW (DA-N)	, RELIGION	,$ 11.00	(---)		Sam Morris
KEDA, 1540, 5 KW/1 KW (DA-N)	, HISPANIC	,$ 37.00	(Caballero)		Manual Davila
KFHM, 1160, 10 KW/1 KW (DA-2)	, HISPANIC	,$ 19.00	(Roslin)		Angel Toledo
KKYX, 680, 50 KW/10 KW (DA-N)	, COUNTRY	ABC-I,$ 47.00	(Katz)	New City	Hugh Barr
KCHL, 1480, 2.5 KW (DAYS,DA)	, OLDIES	SMN,$ 21.00	(Group W)		John Hiatt
KONO, 860, 5 KW/1 KW	, OLDIES	NBC,$ 34.00	(Christal)	Genesis	Terry Rodda
KRIA, 930, 5 KW/1 KW (DA-N)	, HISPANIC	,$ 28.00	(Lotus)		Patricia Barraza
KSAH, 720, 10 KW/1 KW (DA-2)	, HISPANIC	,$ 20.00	(Caballero)		Dennis Roberts
KSLR, 630, 5 KW (DA-2)	, RELIGION	,$ 18.00	(---)		
KTSA, 550, 5 KW (DA-N)	, MOR	,$ 42.00	(Banner)		Joe Ernest
KXET, 1250, 1 KW (DA-N)	, HISPANIC	,$ 30.00	(Lotus)	Lotus	Jay Levine
WOAI, 1200, 50 KW	, NEWS/TALK	CBS,$ 84.00	(HNWH)	Clear Channel	Bill Hill

FM STATIONS

KAJA, 97.3, 100 KW @ 472, COUNTRY		,$ 75.00	(HNWH)	Clear Channel	Stan Webb
KBUC, 107.5, 100 KW @ 1535, COUNTRY		,$ 51.00	(Republic)	TK	Al Moll
KCYY, 100.3, 100 KW @ 580, COUNTRY		,$ 66.00	(Katz)	New City	Hugh Barr
KISS, 99.5, 100 KW @ 576, AOR		ABC-R,$ 69.00	(MMR)	Adams	
KITY, 92.9, 100 KW @ 500, CHR		,$ 59.00	(Christal)	Genesis	Terry Rodda
KMMX, 106.7, 100 KW @ 1030, AC		,$ 58.00	(Group W)		John Hiatt
KQXT, 101.9, 100 KW @ 700, BTFL/EZ		,$ 58.00	(Group W)	Westinghouse	Bill Le Grande
KSAQ, 96.1, 100 KW @ 480, CHR		US 1,CBS-R,$ 43.00	(Eastman)	Inner City	Charles Andres
KTFM, 102.7, 100 KW @ 670, URBAN/CHR		,$ 81.00	(Banner)		Joe Ernest
KSMG, 105.3, 100 KW @ 1240, OLDIES		,$ 60.00	(Mc-Guild)	Rusk	
KZEP, 104.5, 100 KW @ 750, CLASSIC AOR		MBS,$ 44.00	(Torbet)	Lotus	Jay Levine

CALL LETTER CHANGES

KMMX-A: Changes back to KCHL (May)

FORMAT CHANGES

KTFM-F: Reclassified as Urban/CHR

STATION SALES

KSMG-F: From American to Rusk for $8,000,000 (MVP)

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SAN DIEGO

Arbitron Rank/Pop (12+): 19/1,901,900

MSA Rank/Pop: 16/2,260,000
ADI # 25
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 36/29
Diaries: 1906/998:1/43.0%
Sample Target: 1810
% Below Line: 7.6
% Not Listed: 8.3

1987 Revenue: $56,900,000
HH Inc.: $39,167
Retail $: 16.0 Bil
Pop per Station: 65,583
#1 Biller: KFMB $10,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGB-F	(AOR)	279/9.0	6.3	7.0	7.5	7.2	7.5		3012/15.8	13.4	14.7	97	11.5	386	3199	KGB-F
2. KKLQ-F	(CHR)	252/8.1	7.5	7.9	5.7	3.0	7.3		3475/18.3	17.6	8.9	74	11.8	394	4386	KKLQ-F
3. KSDO	(N/T)	226/7.3	8.1	6.1	5.7	6.8	6.8		2836/14.9	13.4	13.0	74	5.0	168	2054	KSDO
4. KFMB	(MOR)	217/7.0	5.3	4.8	6.0	7.0	5.8		2954/15.5	12.2	17.0	109	5.0	167	2463	KFMB
5. KJQY-F	(EZ)	210/6.8	7.9	8.5	8.2	8.7	7.9		2601/13.7	14.6	15.3	62	3.4	114	1591	KJQY-F
6. KFMB-F	(AC)	188/6.1	7.8	7.3	7.0	7.1	7.1		3655/19.2	20.9	20.6	110	6.1	204	3540	KFMB-F
7. XTRA-F	(AOR)	162/5.2	5.4	4.9	5.5	6.4	5.3		2844/15.0	13.2	15.4	75	9.8	327	4211	XTRA-F
8. KPOP	(BB)	152/4.9	3.1	3.4	3.7	3.4	3.8		1625/ 8.5	7.0	7.7	61	3.6	119	936	KPOP
9. KSON-F	(C)	116/3.7	4.8	5.8	5.9	5.8	5.1		1926/10.1	11.9	11.3	119	5.2	174	2996	KSON-F
10. KCBQ A/F	(O)	113/3.7	3.6	3.4	3.9	3.3	3.7		1983/10.4	9.7	9.5	143	2.7	91	2001	KCBQ A/F
11. KIFM-F	(J/NA)	104/3.4	4.7	2.9	3.9	3.1	3.7		1539/ 8.1	9.5	9.2	162	4.6	153	1835	KIFM-F
12. XHRM-F	(B/U)	100/3.2	2.8	4.1	3.0	4.6	3.3		1364/ 7.2	8.8	10.7	59	3.5	117	2564	XHRM-F
13. KYXY-F	(AC)	97/3.1	3.4	3.6	3.3	3.0	3.4		1754/ 9.2	8.9	9.3	155	2.0	66	1335	KYXY-F
14. KSWV-F	(J/NA)	61/2.0	2.1	1.5	3.8	3.5	2.4		1045/ 5.5	5.9	12.8	160	1.2	41	1218	KSWV-F
15. KFSD-F	(CL)	60/1.9	2.8	3.2	2.8	2.0	2.7		971/ 5.1	7.7	6.3	111	3.0	101	1291	KSFD-F
16. XHIT-F	(A)	55/1.8	1.4	1.0	1.3	.9	1.4		1023/ 5.4	4.2	3.3	100	.9	30	892	XHIT-F
17. KNX	(N)	51/1.6	1.6	1.9	1.3	1.5	1.6		1021/ 5.4	5.7	5.5	69	1.3	43	1012	KNX
KGMG-F	(O)	51/1.6	1.5	2.0	2.1	1.9	1.8		1128/ 5.9	4.7	4.5	138	1.5	49	740	KGMG-F
19. KKYY-F	(AC)	49/1.6	2.2	2.2	2.4	2.3	2.1		1184/ 6.2	7.4	6.9	106	1.0	35	584	KKYY-F
20. XTRA	(O)	44/1.4	1.0	2.1	1.5	2.1	1.5		1117/ 5.9	9.1	5.5	164	1.4	48	453	XTRA

21.
22. NOTE: San Diego's Metro and TSA are the same.
23.
24.
25.

12+ FM SHARE (METRO): 69.93% (1986 of 2840) (SPG 87: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKLQ-F>	1. KGB-F>	1. KGB-F>	1. KGB-F>	1. KGB-F	1. KSDO-F	1. KSDO-F	1. KGB-F	1. KGB-F	1. KFMB >	1. KGB-F
2. XHRM-F<	2. KKLQ-F	2. KKLQ-F	2. KFMB	2. KFMB	2. KJQY-F	2. KGB-F	2. KSDO-F	KKLQ-F>	2. KGB-F	2. KJQY-F
3. XTRA-F>	3. KFMB-F	3. KFMB-F	3. KFMB-F	3. KFMB-F	3. KFMB	3. KFMB-F<	3. KJQY-F	3. KSDO-F	3. KKLQ-F>	3. KSDO-F
4. KFMB-F	4. XTRA-F>	4. XTRA-F	4. KKLQ-F	4. KKLQ-F	4. KPOP >	4. KFMB <	4. KKLQ-F	4. KFMB	4. XHRM-F	4. KFMB
5. KGB-F	5. KIFM-F	5. KFMB	5. KCBQ-AF<	5. KIFM-F<	5. KSON-F	5. KKLQ-F	5. KPOP	5. KFMB-F<	5. KFMB-F	5. KSOR-F
6.	6. KCBQ-AF	6. KCBQ-AF	6. KIFM-F	6. KSDO-F<	6. KYXY	6. KPOP	6. KFMB-F	6. KJQY-F	6. XTRA-F	6. KFMB-F
7.	7.	7. KIFM-F	7. KSDO-F	7. KCBQ-AF	7.	7. KJQY-F	7. KFMB	7. XTRA-F	7. KJQY-F	7. KCBQ-F
8.	8.	8.	8.	8. KYXY-F	8.	8. XTRA-F	8. KYXY-F	8. KPOP	8. KIFM-F	8. XTRA-F
9.	9.	9.	9.	9.	9.	9.	9. XTRA-F	9.	9.	9. KKLQ-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKLQ-F>>	1. KKLQ-F	1. KFMB-F	1. KKLQ-F	1. KFMB-F
2. KFMB-F>>	2. KFMB-F>	2. KGB-F	2. KFMB-F>	2. KKLQ-F
3. XTRA-F<	3. KGB-F>	3. KKLQ-F>	3. KGB-F	KYXY-F
4. KGB-F	4. XTRA-F	4. XTRA-F	4. KYXY-F	4. KFMB
5. XHRM-F>>	5. XHRM-F	5. KIFM-F	5. XTRA-F	5. KJQY-F
6. KCBQ-AF	6.	XHRM-F	6. XHRM-F	6. KSON-F
KKYY-F	7.	7. KYXY-F	7. KSON-F	7. KGB-F
KSON-F	8.	8. KSON-F	8.	8. KIFM-F
KYXY-F	9.	9. KCBQ-AF	9.	9.
10. KHIT-F	10.	10. KKYY-F	10.	10.
		XHIT-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KGB-F>>	1. KGB-F>	1. KGB-F>>	1. KGB-F>	1. KGB-F>
2. XTRA-F	2. XTRA-F	2. KIFM-F	2. XTRA-F	2. KFMB
3. KKLQ-F>	3. KKLQ-F	3. XTRA-F	3. KFMB <	3. KSDO-F
4. KCBQ-AF	4. KIFM-F	4. KKLQ-F	4. KCBQ-AF	4. KCBQ-AF
KFMB-F	5. KFMB-F	5. KFMB-F	5. KKLQ-F	5. KIFM-F
6. XHIT-F	6. KCBQ-AF	6. KCBQ-AF	6. KIFM-F	6. KFMB-F
7. XHRM-F	7.	7. KSWV-F	7. KFMB-F	7. XTRA-F
8. KKYY-F	8.	8. KSDO	8.	8. KKLQ-F
9. KIFM-F	9.	9. XHIT-F	9.	9.
10. KSON-F	10.	KGMG-F	10.	10.
KGMG-F				

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	27 (1)	252 (1)	279 (2)	9.8	15.5
AOR/CLASSIC		521 (4)	521 (4)	18.3	14.7
AC/OLDIES/SOFT ROCK	92 (4)	524 (7)	616 (11)	21.6	16.6
MOR/VARIETY/FULL	217 (1)		217 (1)	7.6	7.6
COUNTRY	39 (2)	125 (2)	164 (4)	5.8	7.7
BLACK/URBAN		100 (1)	100 (1)	3.5	5.4
BTFL MUSIC/EZ		210 (1)	210 (1)	7.4	9.5
NEWS/TALK	288 (3)		288 (3)	10.1	10.4
NOSTALGIA	152 (1)		152 (1)	5.3	3.6
RELIGION/GOSPEL	26 (2)		26 (2)	.9	1.0
SPANISH	13 (1)	20 (1)	33 (2)	1.2	2.2
CLASSICAL		60 (1)	60 (1)	2.1	2.2
JAZZ/NEW AGE		165 (2)	165 (2)	5.8	3.4
UNKNOWN/OTHERS		19 (1)	19 (1)	.6	---
	854 (15)	1996 (21)	2850 (36)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGMG	1320	Oceanside	.6/ .8
KKLQ	600	San Diego	.9/3.4
KKOS-F	95.9	Carlsbad	1.0/2.5
KOWA	1450	Escondido	.6/1.0
KOWF-F	92.1	Escondido	.3/1.1
KPRZ	1210	San Marcos	.5/2.0
KSON	1240	San Diego	.7/3.1
KVSD	1000	Vista	.4/1.5
XHKY-F	95.7	Tijuana	.6/ .8
XLTN-F	104.5	Tijuana	.6/1.9
KBRT	740	Avalon	.4/ .9
KFI	640	Los Angeles	.5/1.9
KLOS-F	95.5	Los Angeles	.5/2.3
KWVE-F	107.9	San Clemente	.3/1.3
XEMO	860	Tijuana	.4/ .9

RADIO STATIONS

AM STATIONS

KCBQ, 1170, 50 KW/1.5 KW (DA-2), OLDIES	CBS-R,$ NA	(Republic)	Eric/Chandler		Simon T.
KFMB, 760, 5 KW (DA-N), MOR	CBS,$190.00	(Mc-Guild)	Midwest TV		Paul Palmer
KKLQ, 600, 5 KW (DA-1), CHR	APR,MBS,$ NA	(Eastman)	Edens		Bob Bolinger
KMJC, 910, 5 KW (DA-2), RELIGION	,$ 23.00	(---)			Dick Bartell
KPOP, 1360, 5 KW/1 KW, NOSTALGIA	NBC,$ 42.00	(Katz)	Brown		Tom Baker
KSDO, 1130, 10 KW (DA-2), NEWS/TALK	ABC-I,$126.00	(Durpetti)	Gannett		Chris Conway
KSON, 1240, 1 KW, COUNTRY	MBS,$ NA	(Banner)	Jeff-Pilot		Clark Brown
KVSD, 1000, 2.5 KW/500 W (DA-2), TALK	ABC-D,$ 27.00	(---)			Jeff Chandler
XTRA, 690, 50 KW (DA-2), OLDIES	,$ 44.00	(MMR)	Noble		Tom Jimenez

FM STATIONS

KCBQ, 105.3, 29 KW @ 620, OLDIES	CBS-R,$ 73.00	(Republic)	Eric/Chandler		Simon T.
KFMB, 100.7, 30 KW @ 620, CONTEMP	,$140.00	(Mc-Guild)	Midwest TV		Paul Palmer
KFSD, 94.1, 100 KW @ 641, CLASSICAL	,$ 65.00	(HNWH)	Lotus		Nancy Reynolds
KGB , 101.5, 50 KW @ 577, AOR	,$157.00	(Katz)	Brown		Tom Baker
KGMG, 102.1, 2 KW @ 346, OLDIES	MBS,$ 40.00	(Banner)		(OCEANSIDE)	Larry Shushan
KIFM, 98.1, 28 KW @ 640, JAZZ	,$ 75.00	(CBS)			Lee Mirabal
KJQY, 103.7, 36 KW @ 650, BTFL/EZ	,$ 90.00	(Group W)	Westinghouse		Bert Whalen
KKLQ, 106.5, 50 KW @ 442, CHR	,$ 80.00	(Eastman)	Edens		Bob Bolinger
KKOS, 95.9, 3 KW @ 305, AC	,$ 40.00	(---)			Jeff Chandler
KKYY, 94.9, 22 KW @ 701, AC	,$ 61.00	(Christal)	Sandusky		Carolyn Howe
KSON, 97.3, 50 KW @ 465, COUNTRY	,$ 98.00	(Banner)	Jeff-Pilot		Clarke Brown
KSWV, 102.9, 2 KW @ 1840, JAZZ/NEW AGE	SMN,$ 57.00	(Durpetti)	Gannett		Chris Conway
KYXY, 96.5, 41 KW @ 540, AC	,$ 70.00	(HNWH)			Jim Price
XTRA, 91.1, 100 KW @ 1000, AOR	,$ 97.00	(MMR)	Noble	(TIJUANA)	Tom Jimenez
XHRM, 92.5, 50 KW @ 600, URBAN	,$ 48.00	(K & P)		(TIJUANA)	Darryl Cox
XHIT, 90.3, 100 KW @ 1000, AOR (?)	,$ 36.00	(Torbet)		(TIJUANA)	

CALL LETTER CHANGES

KWLT changes to KKYY (May)

FORMAT CHANGES

STATION SALES

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SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/4,879,800

MSA Rank/Pop: San Francisco - 28/1,608,700
ADI # 5 Oakland - 21/1,960,900
Average Person Ratings: 17.4
Market TSL: 23.0 hours

Stations: 51/50
Diaries: 3994/1222:1/44.7%
Sample Target: 2650
% Below Line: 0.6
% Not Listed: 9.8

1987 Revenue: $148,400,000
HH Inc.: $41,900
Retail $: 35.6 Bil
Pop per Station: 97,596
#1 Biller: KGO $20,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KGO	(T)	714/8.4	6.8	8.0	8.7	7.8	8.0	859/10322	8421/17.3	20.0	17.2	69	7.7	614	7446	KGO
2. KABL A/F	(EZ)	526/6.2	5.9	4.8	4.0	4.8	5.2	537/ 5579	5227/10.7	10.7	10.3	58	3.3	263	3400	KABL A/F
3. KMEL-F	(CHR)	480/5.7	6.1	4.9	4.9	3.9	5.4	516/ 7877	7138/14.6	14.1	12.4	75	8.3	663	7718	KMEL-F
4. KCBS	(N/T)	456/5.4	4.7	5.4	5.6	5.2	5.3	564/ 9052	7530/15.4	17.3	16.1	78	3.9	313	6092	KCBS
5. KOIT A/F	(AC)	379/4.5	3.2	3.8	3.5	3.5	3.8	387/ 5950	5681/11.6	9.8	10.3	149	2.0	160	2558	KOIT A/F
6. KSOL-F	(B/U)	316/3.7	4.4	4.7	4.1	4.8	4.2	322/ 5151	4915/10.1	11.0	10.9	78	6.4	511	6221	KSOL-F
7. KIOI-F	(AC)	305/3.6	3.5	2.7	2.5	2.1	3.1	312/ 5746	5568/11.4	9.2	9.7	128	3.7	295	4625	KIOI-F
8. KNBR	(MOR)	302/3.6	2.1	3.1	5.2	4.9	3.5	422/ 7421	5541/11.4	9.8	14.9	117	2.8	225	4603	KNBR
9. KSAN-F	(C)	245/2.9	3.2	3.4	3.2	2.3	3.2	253/ 3992	3789/ 7.8	8.7	7.6	134	4.0	318	3664	KSAN-F
10. KRQR-F	(AOR)	242/2.5	2.5	1.7	2.2	2.6	2.3	246/ 4150	3944/ 8.7	5.6	6.2	103	3.4	274	3723	KRQR-F
11. KFRC	(BB)	241/2.8	4.3	3.3	3.6	3.6	3.5	278/ 4774	4115/ 8.4	7.3	8.5	68	3.0	239	3628	KFRC
12. KITS-F	(CHR)	240/2.8	3.3	3.0	3.2	2.3	3.1	243/ 3207	3117/ 6.4	7.0	7.4	71	2.7	213	2956	KITS
13. KYUU-F	(CHR)	225/2.7	2.3	2.8	2.4	2.7	2.6	228/ 4650	4495/ 9.2	9.7	10.1	107	1.8	141	3005	KYUU-F
14. KDFC A/F	(CL)	205/2.4	2.4	1.9	2.0	2.1	2.2	213/ 3305	3133/ 6.4	6.3	6.6	92	1.6	128	2024	KDFC A/F
15. KSFO	(O)	203/2.4	1.7	1.4	2.2	2.4	1.9	218/ 4766	4279/ 8.8	6.0	9.2	121	1.7	138	3043	KSFO
16. KKSF-F	(J/NA)	200/2.4	2.4	2.7	1.6	2.9	2.3	200/ 2827	2804/ 5.7	6.6	9.2	171	2.4	188	2790	KKSF-F
17. KBAY-F	(EZ)	166/2.0	2.8	1.8	2.0	1.4	2.2	223/ 2888	2222/ 4.6	4.5	4.2	85	1.5	123	1481	KBAY-F
18. KBLX A/F	(U/AC)	161/1.9	2.4	2.9	2.1	2.5	2.3	167/ 3354	3118/ 6.4	7.9	7.7	147	2.7	219	2720	KBLX A/F
19. KKHI A/F	(CL)	152/1.8	1.2	1.3	1.6	1.9	1.5	158/ 2763	2623/ 5.4	4.6	5.0	83	1.8	143	1802	KKHI A/F
20. KFOG-F	(AOR)	147/1.7	2.2	2.1	1.7	2.3	1.9	159/ 3013	2823/ 5.8	6.5	6.4	171	2.8	223	2934	KFOG-F
21. KHQT-F	(CHR)	127/1.5	.6	.9	.8	1.1	1.0	132/ 1878	1834/ 3.8	2.3	2.3	40	1.6	127	1487	KHQT-F
22. KNEW	(C)	120/1.4	1.5	1.4	1.9	1.7	1.6	124/ 1975	1868/ 3.8	3.9	4.3	93	.8	60	956	KNEW
KOME-F	(AOR)	120/1.4	1.5	1.1	1.5	1.7	1.4	126/ 2429	2274/ 4.7	4.2	5.6	114	1.8	144	2203	KOME-F
24. KSJO-F	(AOR)	106/1.2	1.3	.8	1.0	.9	1.1	118/ 2274	2009/ 4.1	3.4	3.9	92	2.2	175	2870	KSJO-F
25. KBRG-F	(SP)	97/1.1	1.1	1.1	.8	.9	1.0	97/ 884	884/ 1.1	2.2	1.4	109	.5	43	457	KBRG-F
26. KWSS-F	(CHR)	96/1.1	1.7	1.7	1.5	1.1	1.5	116/ 3027	2028/ 4.2	5.2	4.4	109	1.5	118	2597	KWSS-F
27. KYA-F	(O)	95/1.1	1.4	1.4	1.5	1.7	1.4	99/ 2875	2744/ 5.6	6.2	6.2	164	1.2	93	2249	KYA-F
28. KJAZ-F	(J)	87/1.0	[illegible]	1.2	1.0	1.4	1.0	87/ 1556	1520/ 3.1	3.9	3.2	120	.7	58	1089	KJAZ-F
29. KOFY-F	(CHR)	85/1.0	-	[illegible]7	1.5	1.1	---	86/ 1406	1367/ 2.8	3.3	2.9	110	.4	33	688	KOFY-F
30. KIQI	(SP)	91/1.0	[illegible]	.1	.8	.9	1.0	81/ 995	974/ 2.0	2.1	1.6	90	.2	18	258	KIQI

12+ FM SHARE (METRO): 6 .67% (4876 of 7658) (SPG 87: 60.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KMEL-F>>	1. KMEL-F	1. KMEL-F	1. KOIT-F+	1. KGO <	1. KGO	1. KGO	1. KGO	1. KGO >	1. KGO	1. KGO >>
2. KSOC-F	2. KITS-F	2. KOIT-F+	2. KIOI-F	2. KOIT-F+	2. KABL-F+	2. KCBS	2. KABL-F+	2. KMEL-F	2. KMEL-F	2. KNBR
3. KHQT-F	3. KRQR-F	3. KIOI-F	3. KGO	3. KIOI-F	3. KCBS >	3. KABL-F+	3. KCBS	3. KABL-F+	3. KNBR	3. KCBS
4. KYOU-F	4. KSOC-F	4. KSOL-F	4. KKSF-F	4. KMEL-F<	4. KOIT-F+<	4. KMEL-F	KOIT-F+	4. KOIT-F+	4. KSOL-F	4. KFRC
5.	5. KIOI-F	5. KRQR-F	5. KMEL-F<	5. KCBS >	5. KFRC	5. KOIT-F+	5. KMEL-F	5. KSOL-F<	5. KABL-F+	5. KIOI-F
6.	6. KOIT-F+	6. KGO	6. KNBR	KNBR	6. KNBR	6. KYUU-F	6. KIOI-F	6. KCBS	6. KITS-F	6. KABL
7.	7. KYUU-F	KITS-F	7. KCBS	7. KKSE-F	7. KDFC-F+	7. KIOI-F	7. KFRC	7. KIOI-F	7. KSFO	KSAN-F
8.	8. KKSF-F	8. KKSF-F	KSAN-F	8. KSAN-F	8. KSAN-F	KITS-F	8. KRQR-F	8. KRQR-F	8. KOIT-F	KSOC-F
9.	9. KOME-F	KSAN-F<	9. KRQR-F	9. KABL-F+	9. KBAY-F	9. KNBR	9. KSAN-F	9. KNBR	9. KKSF-F	9. KMEL-F
10.	10. KBCX-F+	10. KNBR	10. KFOG-F	10. KRQR-F	10. KKHI-F+	10. KSOL-F	10. KDFC-F+	10. KFRC	10. KIOI-F	10. KABL-F
									KYUU-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KMEL-F	1. KMEL-F	1. KOIT-F	1. KOIT-F+	1. KOIT-F+
2. KITS-F	2. KOIT-F+<	2. KIOI-F	2. KIOI-F	2. KIOI-F
3. KSOL-F	3. KIOI-F	3. KMEL-F	3. KMEL-F	3. KGO
4. KIOI-F	4. KITS-F	4. KKSF-F	4. KSOL-F	4. KCBS
5. KOIT-F+	5. KSOL-F	5. KRQR-F	5. KITS-F	5. KSOL-F
6. KHQT-F	6. KRQR-F	6. KSOC-F	6. KSAN-F	6. KKSF-F
7. KRQR-F	7. KYUU-F	7. KYUU-F	7. KCBS	KMEL-F
8. KYUU-F	8. KKSF-F	8. KSAN-F	KYUU-F	KSAN-F
9. KSAN-F	KSAN-F	9. KITS-F	9. KKSF-F	9. KABL-F+
10.	10. KBLX-F+	10. KBLX-F	KRQR-F	10. KNBR
		KCBS		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSOL-F	1. KMEL-F	1. KMEL-F	1. KMEL-F	1. KGO
2. KMEL-F	2. KRQR-F	2. KRQR-F	2. KRQR-F	2. KNBR <
3. KITS-F	3. KITS-F	3. KFOG-F	3. KGO	3. KOIT-F+<
4. KRQR-F>	4. KSOL-F>	4. KNBR <	4. KOIT-F+<	4. KMEL-F
5. KSJO-F	5. KFOG-F	5. KIOI-F	5. KITS-F	5. KFOG-F
6. KOME-F	KOME-F	6. KKSF-F<	6. KSOL-F	KKSF-F
7. KHQT-F	7. KNBR <	7. KITS-F	7. KNBR <	7. KSAN-F
KOIT-F+<	8. KSJO-F<	8. KBLX-F	8. KFOG-F	8. KCBS <
9. KYUU-F	9. KIOI-F	KGO	KKSF-F	9. KIOI-F<
10.	10. KYUU-F	10. KOME-F	10. KSAN-F	10. KABL-F+
			11. KIOI-F	KSFO-F

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		1329 (8)	1329 (8)	17.4	16.0
AOR/CLASSIC		615 (4)	615 (4)	8.0	8.4
AC/OLDIES/SOFT ROCK	369 (5)	944 (7)	1313 (12)	17.1	15.7
MOR/VARIETY/FULL	343 (2)		343 (2)	4.5	6.5
COUNTRY	210 (3)	245 (1)	455 (4)	5.9	6.0
BLACK/URBAN	88 (2)	463 (2)	551 (4)	7.2	6.6
BTFL MUSIC/EZ	130 (1)	562 (2)	692 (3)	9.0	8.1
NEWS/TALK	1170 (2)		1170 (2)	15.3	14.3
NOSTALGIA	285 (2)		285 (2)	3.7	5.2
RELIGION/GOSPEL	49 (1)	34 (1)	83 (2)	1.1	0.6
SPANISH	81 (1)	97 (1)	178 (2)	2.3	2.4
CLASSICAL	57 (2)	300 (2)	357 (4)	4.7	4.6
JAZZ/NEW AGE		287 (2)	287 (2)	3.7	5.5
UNKNOWN/OTHERS					
	2782 (21)	4876 (30)	7658 (51)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARA-F	105.7	Santa Clara	.8/2.9
KATD-F	95.3	Los Gatos	.5/2.4
KDIA	1310	Oakland	.9/2.7
KEAR-F	106.9	San Francisco	.4/1.4
KEEN	1370	San Jose	.5/1.4
KEZR-F	106.5	San Jose	.7/2.4
KFAX	1100	San Francisco	.6/1.8
KLIV	1590	San Jose	.5/1.6
KLOK	1170	San Jose	.5/2.4
KREO-F	92.9	Healdsburg	.4/1.3
KZST-F	100.1	Santa Rosa	.5/1.4
KHTT	1500	San Jose	.3/ .9
KOFY	1050	San Mateo	.9/3.2
KRAK	1140	Sacramento	.6/1.0

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, BTFL/EZ	,$ NA	(Christal)	Shamrock	Mike Grinsell
KCBS, 740, 50 KW (DA-2)	, NEWS	CBS,$260.00	(CBS)	CBS	Ray Barnett
KDIA, 1310, 5 KW (DA-1)	, BLACK	,$ 60.00	(---)	Ragan Henry	Bob Miller
KEST, 1450, 1 KW	, GOSPEL/ETHNIC	,$ 36.00	(---)	Universal	Alan Schultz
KFAX, 1100, 50 KW (DA-1)	, RELIGION	,$ 25.00	(---)	Salem	Ed Cochran
KFRC, 610, 5 KW	, NOSTALGIA	MBS,US 1,$ 40.00	(Republic)	RKO	Pat McNally
KGO , 810, 50 KW (DA-1)	, TALK	ABC-I,$345.00	(Banner)	Cap Cities/ABC	Michael Luckoff
KIQI, 1010, 10 KW/500 W (DA-1)	, HISPANIC	,$ 60.00	(Caballero)		Rene DeLaRosa
KNBR, 680, 50 KW	, MOR/AC	NBC,$205.00	(Mc-Guild)	NBC	Bill Dwyer
KNEW, 910, 5 KW (DA-N)	, COUNTRY	,$ 80.00	(Katz)	Malrite	Bruce Blevins
KOFY, 1050, 1 KW/500 W (DA-N)	, OLDIES	,$ 50.00	(Roslin)		Randy Bailey
KSFO, 560, 5 KW (DA-N)	, OLDIES	US 2,$100.00	(MMR)	King	Ken Dennis

FM STATIONS

KABL, 98.1, 100 KW @ 940, BTFL/EZ	,$165.00	(Christal)	Shamrock	Mike Grinsell
KBLX, 102.9, 7 KW @ 1285, URBAN/AC/JAZZ	,$158.00	(HNWH)	Inner City	Harvey Stone
KDFC, 102.1, 33 KW @ 1050, CLASSICAL	,$ 70.00	(CMBS)		Ed Davis
KFOG, 104.5, 8 KW @ 1454, AOR	Source,$121.00	(Eastman)	Susquehanna	Tony Salvadore
KIOI, 101.3, 125 KW @ 1220, AC	,$126.00	(Durpetti)	Fairmont	Nick Marnell
KITS, 105.3, 15 KW @ 1200, CHR	ABC-F,$104.00	(Republic)	Entercom	Ed Krampf
KJAZ, 92.7, 2 KW @ 550, JAZZ	,$ 80.00	(Roslin)		Ian Epstein
KKHI, 95.7, 9 KW @ 1473, CLASSICAL	,$ 83.00	(HNWH)	Buckley	Bruce Beebe
KKSF, 103.7, 8 KW @ 1470, JAZZ/NEW AGE	,$100.00	(Banner)	Brown	Dave Kendrick
KMEL, 106.1, 69 KW @ 1240, CHR/URBAN	,$160.00	(Christal)	Century	Paulette Williams
KOFY, 98.9, 6 KW @ 1350, CHR	,$ 87.00	(Roslin)		Jim Gabbert
KOIT, 96.5, 33 KW @ 1410, SOFT AC	,$134.00	(Torbet)	Bonneville	Chuck Tweedle
KRQR, 97.3, 82 KW @ 1100, AOR	CBS-R,$115.00	(CBS)	CBS	Carl Dickens
KSAN, 94.9, 35 KW @ 1290, COUNTRY	,$173.00	(Katz)	Malrite	Bruce Blevins
KSOL, 107.7, 9 KW @ 1590, BLACK	APR,$148.00	(MMR)	United	Ken Shubat
KYR , 93.3, 31 KW @ 593, OLDIES	US 2,$ 90.00	(MMR)	King	Ken Dennis
KYUU, 99.7, 45 KW @ 1240, CHR	,$175.00	(Mc-Guild)	NBC to Emmis	Terry DeVoto

Other ranked stations - See San Jose

CALL LETTER CHANGES

KKCY-F: Changes to KHIT-F (February)
KHIT-F: Changes to KOFY-F (May)

FORMAT CHANGES

KHIT: From Nostalgia to CHR

STATION SALES

KYUU-F: From NBC to Emmis for $21,500,000 (E)
KFRC: From RKO to Daytona for $8,000,000

American Radio Spring 1988, Copyright 1988

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,187,900

MSA Rank/Pop: 30/1,420,000
San Francisco ADI
Average Person Ratings: 16.3
Market TSL: 21.5 hours

Stations: 46/16
Diaries: 1430/831:1/44.3%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1987 Revenue: $27,300,000
HH Inc.: $46,360
Retail $: 11.0 Bil
Pop per Station: 74,244
#1 Biller: KOME-F $4,100,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F	(EZ)	131/6.8	9.7	4.7	5.6	3.7	6.7	205/2611	1550/13.0	11.4	10.7	79	4.6	91	1056	KBAY-F
2. KHQT-F	(CHR)	117/6.0	2.5	3.6	2.9	3.6	3.8	132/1885	1604/13.5	8.0	7.0	37	5.8	115	1136	KHQT-F
3. KWSS-F	(CHR)	95/4.9	6.5	6.4	5.7	4.7	5.9	156/2883	1780/15.0	18.2	15.7	102	5.5	110	2502	KWSS-F
4. KOME-F	(AOR)	73/3.8	4.6	3.0	4.1	5.2	3.9	126/2385	1377/11.6	10.0	13.6	103	4.2	84	1352	KOME-F
5. KSJO-F	(AOR)	61/3.1	4.5	2.8	2.3	3.5	3.2	118/2174	1242/10.5	9.6	12.7	74	5.7	114	1485	KSJO-F
6. KARA-F	(AC)	59/3.0	3.9	3.8	3.0	3.7	3.4	71/1497	1116/ 9.4	9.5	10.1	147	2.3	46	974	KARA-F
7. KEZR-F	(AC)	52/2.7	2.3	1.7	2.4	2.8	2.3	60/1185	942/ 7.9	7.6	9.0	141	1.2	23	523	KEZR-F
8. KATD-F	(CHR)	42/2.2	3.2	3.5	3.0	2.9	3.0	50/1310	971/ 8.2	13.0	10.3	73	2.3	45	984	KATD-F
9. KDFC A/F	(CL)	39/2.0	2.1	1.7	1.7	2.1	1.9	93/1604	645/ 5.4	5.3	5.0	75	1.0	20	386	KDFC A/F
10. KEEN	(C)	33/1.7	1.7	3.0	2.7	2.4	2.3	42/ 651	537/ 4.5	5.1	4.5	100	2.0	40	512	KEEN
11. KLIV	(BB)	27/1.4	1.4	1.9	1.9	1.9	1.7	40/ 695	421/ 3.5	4.1	5.2	50	2.6	51	541	KLIV
12. KAZA	(SP)	24/1.2	.6	2.8	1.6	.7	1.6	38/ 351	146/ 1.2	3.3	1.2	158	.8	16	206	KAZA
13. KHTT	(O)	23/1.2	.5	.8	.8	.6	8.3	26/ 461	352/ 3.0	3.6	2.7	150	.9	17	286	KHTT
14. KLOK	(MOR)	21/1.1	1.1	2.0	1.9	2.1	1.5	42/1049	682/ 5.7	6.5	7.0	155	1.7	34	884	KLOK
15. KNTA	(SP)	19/1.0	1.6	1.7	1.0	1.2	1.3	20/ 254	224/ 1.9	2.2	2.3	100	.3	6	228	KNTA

12+ FM SHARE (METRO): NA (SPG 87: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHQT-F>>	1. KWSS-F	1. KWSS-F	1. KWSS-F	1. KBAY-F	1. KBAY-F>>	1. KBAY-F	1. KBAY-F>	1. KBAY-F	1. KHQT-F>>	1. KBAY-F
2. KWSS-F	2. KHQT-F	2. KHQT-F<	2. KBAY-F	2. KWSS-F	2. KDFC-F+	2. KHQT-F	2. KWSS-F	2. KHQT-F<	2. KBAY-F	KHQT-F>
3. KSJO-F	KOME-F	3. KOME-F	3. KARA-F	3. KARA-F	3. KLIV <	3. KSJO-F	3. KOME-F	3. KWSS-F>	3. KOME-F	3. KWSS-F
4. KATD-F	4. KSJO-F	4. KARA-F	4. KOME-F<	4. KOME-F<	4. KEEN <	4. KWSS-F	4. KHQT-F	4. KARA-F	4. KSJO-F	4. KOME-F
5. KOME-F	5. KARA-F	5. KEZR-F	5. KEZR-F	5. KEZR-F	5. KARA-F<	5. KARA-F	5. KARA-F	KEZR-F<	5. KWSS-F	5. KATD-F
					6. KEZR-F			6. KOME-F		KHTT-F
										KNTA

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KHQT-F>>	1. KHQT-F<	1. KWSS-F	1. KHQT-F	1. KBAY-F
2. KWSS-F	2. KWSS-F>	2. KARA-F<	2. KWSS-F	2. KWSS-F
3. KATD-F	3. KARA-F	3. KBAY-F	3. KARA-F	3. KARA-F
4. KARA-F	4. KOME-F	KOME-F	4. KBAY-F	4. KEZR-F>
KOME-F	5. KATD-F	5. KEZR-F	5. KEZR-F	5. KHQT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KSJO-F	1. KOME-F	1. KOME-F	1. KOME-F	1. KOME-F
2. KOME-F<	2. KSJO-F	2. KWSS-F<	2. KSJO-F	2. KWSS-F
3. KHQT-F	3. KWSS-F>	3. KSJO-F	3. KWSS-F>	3. KARA-F
4. KWSS-F>	4. KHQT-F>	4. KEZR-F<	4. KEZR-F	KBAY-F
5. KEZR-F	5. KEZR-F	5. KHTT-F	KHQT-F	5. KSJO-F
				6. KEZR-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP					
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK					
MOR/VARIETY/FULL					
COUNTRY					
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDON-F 102.5 Salinas .3/1.5
KLRS-F 99.1 Santa Cruz .8/2.8

See San Francisco for more information about the following:

		KGO	7.7/17.2	KNEW	.9/2.3
KABL A/F	1.7/ 5.1	KIOI-F	2.5/10.1	KOFY-F	.7/2.4
KBLX A/F	2.0/ 6.3	KIQI	.7/ 1.2	KOIT A/F	3.2/9.5
KBRG-F	1.4/ 2.3	KITS-F	2.5/ 5.6	KRQR-F	.8/4.1
KCBS	4.6/15.6	KJAZ-F	.4/ 1.0	KSAN-F	3.6/9.0
KEAR	.3/ .8	KKHI A/F	.8/ 3.8	KSFO	1.0/5.6
KFAX	.7/ 2.0	KKSF-F	2.3/ 5.4	KYA-F	1.0/4.0
KFOG	1.3/ 3.9	KMEL-F	3.6/10.8	KSOL-F	2.2/9.1
KFRC	.9/ 3.6	KNBR	2.9/ 9.5	KYUU-F	2.5/9.9

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA)	, HISPANIC	,$ 40.00	(Caballero)		(GILROY)	Al Rodriguez
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	UPI,$ 48.00	(MMR)			Christopher Snell
KHTT, 1500, 10 KW/5 KW (DA-1)	, OLDIES	APR,$ 25.00	(Katz)	Narragansett		Phil Norton
KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA	,$ 40.00	(Eastman)	Empire		Vince Lopopolo
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	,$ 46.00	(Katz)			
KNTA, 1430, 1 KW (DA-1)	, HISPANIC	,$ 38.00	(Lotus)	Tamarack		Gene Hogan
KARA-F, 105.7, 50 KW @ 500, AC		,$ 75.00	(Eastman)	Empire		Bob Kieve
KATD-F, 95.3, 375 W @ 860, CHR		,$ 53.00	(Durpetti)			Joel Schwartz
KBAY-F, 100.3, 15 KW @ 2580, BTFL/EZ		,$ 81.00	(MMR)			Steve Snell
KEZR-F, 106.5, 50 KW @ 430, AC		,$ 60.00	(Christal)			John Levitt
KHQT-F, 97.7, 1.6 KW @ 875, CHR		,$ 51.00	(Republic)			Tim Sullivan
KOME-F, 98.5, 13 KW @ 880, AOR		,$100.00	(Torbet)	Infinity		Jim Hardy
KSJO-F, 92.3, 50 KW @ 369, AOR		ABC-R,$ 80.00	(Katz)	Narragansett		Phil Norton
KWSS-F, 94.5, 1 KW @ 2580, CHR		,$ 88.00	(Mc-Guild)	Nationwide	(GILROY)	

Other ranked stations - See San Francisco

MISCELLANEOUS COMMENTS KLOK sold for $5,200,000 (Chapman)... There was apparantly a great deal of real estate involved in this deal... KLZE changes calls to KHQT and format from BTFL to CHR...

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SARASOTA - BRADENTON

Arbitron Rank/Pop (12+): 87/395,100

MSA Rank/Pop: Sarasota - 171/255,700
Tampa ADI Bradenton - 216/181,200
Average Person Ratings: 14.1
Market TSL: 19.8 hours

Stations: 26/10
Diaries: 780/507:1/57.6%
Sample Target: 740
% Below Line: 41.8
% Not Listed: 14.5

1987 Revenue: $5,900,000
HH Inc.: $29,200
Retail $: 3.5 Bil
Pop per Station: 39,510
#1 Biller: WDUV-F $2,100,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WDUV-F	(EZ)	96/17.2	---	23.7	---	23.4	----	107/1297	1156/29.3	---	31.6	38			WDUV-F
2. WSRZ-F	(CHR)	56/10.0	---	5.0	---	1.3	----	56/ 665	665/16.8	---	11.0	115			WSRZ-F
3. WYNF-F	(AOR)	44/ 7.9	---	8.0	---	7.3	----	46/ 617	544/13.8	---	12.2	118			WYNF-F
4. WSUN	(C)	41/ 7.3	---	5.5	---	7.8	----	41/ 508	503/12.7	---	10.5	145			WSUN
5. WAMR	(BB)	30/ 5.4	---	4.1	---	3.8	----	32/ 274	255/ 6.5	---	6.7	0			WAMR
6. WFLA	(C)	27/ 4.8	---	2.7	---	1.6	----	27/ 340	340/ 8.6	---	8.3	73			WFLA
7. WHVE-F	(J/NA)	23/ 4.1	---	4.4	---	3.0	----	23/ 365	344/ 8.7	---	11.7	173			WHVE-F
8. WRBQ A/F	(CHR)	21/ 3.7	---	3.9	---	7.4	----	21/ 434	429/10.9	---	10.2	143			WRBQ A/F
9. WFLZ-F	(AC)	20/ 3.6	---	2.4	---	1.3	----	20/ 350	336/ 8.5	---	6.3	222			WFLZ-F
10. WCTQ-F	(C)	18/ 3.2	---	1.9	---	.6	----	19/ 231	205/ 5.2	---	3.7	153			WCTQ-F
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 69.39% (331 of 477) (SPG 87: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WSRZ-F>>	1. WSRZ-F<	1. WSRZ-F	1. WSRZ-F	1. WSRZ-F	1. WDUV-F>>	1. WDUV-F>	1. WDUV-F>>	1. WDUV-F>>	1. WSRZ-F	1. WFLA
2. WRBQ-F+	2. WYNF-F>>	2. WYNF-F	2. WSUN	2. WSUN	2. WSUN	2. WSUN	2. WSRZ-F	2. WSRZ-F	2. WDUV-F	2. WTKN >
3. WYNF-F>>	3. WHVE-F	3. WSUN	3. WYNF-F	3. WYNF-F	3. WAMR	3. WSRZ-F	3. WYNF-F	3. WYNF-F	3. WYNF-F>>	3. WBRD
4.	4. WKRL-F	4. WHVE-F	4. WFLZ-F	4. WFLZ-F	4. WFLA	4. WYNF-F	4. WSUN	4. WSUN	4. WFLA	WKXY
5.	5.	5. WFLZ-F	5. WHVE-F	5. WHVE-F	5.	5.	5.	5.	5.	WSUN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WSRZ-F	1. WSRZ-F>>	1. WSRZ-F>>	1. WSRZ-F>>	1. WSRZ-F>	1. WYNF-F	1. WYNF-F>>	1. WYNF-F>>	1. WYNF-F>	1. WYNF-F
2. WYNF-F>>	2. WYNF-F>	2. WHVE-F	2. WSUN	2. WSUN	2. WSRZ-F>	2. WSRZ-F>>	2. WSRZ-F	2. WSRZ-F	2. WSUN
3.	3. WHVE-F	3. WKRL-F	3. WYNF-F	3. WDUV-F	3. WHVE-F	3. WHVE-F>>	3. WHVE-F	3. WSUN	3. WHVE-F
4.	WKRL-F	WRBQ-F+	4. WRBQ-F+	4. WFLZ-F	WSUN	4.	4. WKRL-F	4. WHVE-F	WFLZ-F
5.	WRBQ-F+	WYNF-F	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	4 (1)	78 (3)	82 (4)	17.2	13.1
AOR/CLASSIC		57 (2)	57 (2)	11.9	12.5
AC/OLDIES/SOFT ROCK	8 (2)	38 (3)	46 (5)	9.6	14.0
MOR/VARIETY/FULL					1.4
COUNTRY	41 (1)	25 (2)	66 (3)	13.8	10.6
BLACK/URBAN					0.9
BTFL MUSIC/EZ		110 (2)	110 (2)	23.1	30.9
NEWS/TALK	33 (2)		33 (2)	6.9	5.1
NOSTALGIA	42 (3)		42 (3)	8.8	9.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		23 (1)	23 (1)	4.8	
UNKNOWN/OTHERS	18 (4)		18 (4)	3.8	2.6
	146 (13)	331 (13)	477 (26)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRD	1420	Bradenton	.5/2.5
WKXY	930	Sarasota	.7/2.4
WQSA	1220	Sarasota	.7/3.1
WSGX	1280	Sarasota	1.3/1.4
WTRL	1490	Bradenton	.5/1.4
WDAE	1250	Tampa	.7/1.3
WHBO	1040	Tampa	.9/2.4
WINK-F	96.9	Ft. Myers	.9/2.7
WKRL-F	97.9	Clearwater	2.3/6.4
WLFF	680	St. Petersburg	1.4/2.5
WNLT-F	95.7	Clearwater	1.6/5.6
WQYK-F	99.5	St. Petersburg	1.3/3.9
WTKN	570	Pinellas Park	1.1/4.7
WUSA-F	100.7	Tampa	1.6/3.8
WWBA-F	107.3	St. Petersburg	2.5/6.8

RADIO STATIONS

WAMR, 1320, 5 KW/1 KW (DA-2)	, NOSTALGIA	NBC,$ 16.00	(Torbet)			Ron Kight
WSPB, 1450, 1 KW	, MOR	,$ 15.00	(HNWH)			
WSGX, 1280,	, ? ?	CNN,$ 14.00	(---)			
WCTQ-F, 92.1, 3 KW @ 315,	COUNTRY	,$ 16.00	(Torbet)			Ron Kight
WDUV-F, 103.3, 100 KW @ 649,	BTFL	MBS,$ 59.00	(Christal)			Bob Nelson
WSRZ-F, 106.3, 3 KW @ 300,	CHR	,$ 34.00	(K & P)	Wilks-Schwartz		Hank Kestenbaum
WINK-F, 96.9, 100 KW @ 833,	CHR	ABC-C,$ NA	(Mc-Guild)		(FORT MYERS)	Joe Schwartzel

Other ranked stations - See Tampa

MISCELLANEOUS COMMENTS WTRL sold for $700,000 (Raymond)... WSPB sold to Wilks-Schwartz for $850,000... WAMR, WCTQ-F sold for $3,000,000 (Raymond)... WWZZ changes calls to WSGX (February)...

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SAVANNAH

Arbitron Rank/Pop (12+): 151/205,500

MSA Rank/Pop: 177/241,000
ADI # 108
Average Person Ratings: 18.2
Market TSL: 23.8 hours

Stations: 12/12
Diaries: 633/325:1/48.2%
Sample Target: 550
% Below Line: 0
% Not Listed: 7.8

1987 Revenue: $7,400,000
HH Inc.: $30,843
Retail $: 1.7 Bil
Pop per Station: 17,125
#1 Biller: WCHY A/F $1,500,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAS-F (B)	81/21.7	---	14.0	---	17.3	----	99/ 828	548/26.7	---	25.4	76	19.5	97	895	WEAS-F
2. WZAT-F (CHR)	54/14.5	---	17.9	---	15.2	----	114/1333	646/31.4	---	35.7	99	13.1	65	756	WZAT-F
3. WCHY-F (C)	48/12.9	---	12.7	---	11.4	----	128/1341	458/22.3	---	21.1	136	8.7	43	508	WCHY-F
4. WSOK (B)	47/12.6	---	9.1	---	9.8	----	47/ 420	420/20.4	---	18.6	136	6.6	33	382	WSOK
5. WIXV-F (AOR)	34/ 9.1	---	9.6	---	13.0	----	99/ 710	351/17.1	---	18.1	105	19.9	99	716	WIXV-F
6. WJCL-F (EZ)	28/ 7.5	---	10.5	---	7.3	----	53/ 617	322/15.7	---	17.1	64	6.0	30	327	WJCL-F
7. WAEV-F (AC)	23/ 6.2	---	5.8	---	7.6	----	50/ 646	323/15.7	---	17.8	163	3.8	19	339	WAEV-F
8. WYKZ-F (AC)	11/ 2.9	---	3.9	---	3.3	----	25/ 368	161/ 7.8	---	10.7	166	3.4	17	341	WYKZ-F
9. WSGA (BB)	10/ 2.7	---	1.9	---	3.5	----	10/ 133	126/ 6.1	---	4.4	19	1.0	5	50	WSGA
10. WEAS (B)	5/ 1.3	---	1.4	---	1.9	----	6/ 112	79/ 3.8	---	3.7	162	---	--	---	WEAS

12+ FM SHARE (METRO): 81.10% (279 of 344) (SPG 87: 80.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WZAT-F	1. WEAS-F>>	1. WEAS-F>>	1. WEAS-F	1. WCHY-F	1. WCHY-F	1. WSOK >	1. WEAS-F>	1. WEAS-F>	1. WEAS-F>>	1. WSOK >
2. WEAS-F>>	2. WZAT-F	2. WZAT-F	2. WCHY-F	2. WEAS-F	2. WSOK	2. WCHY-F	2. WCHY-F<	2. WZAT-F	2. WZAT-F	2. WEAS-F
3.	3. WIXV-F>	3. WCHY-F<	3. WZAT-F	3. WZAT-F	3. WJCL-F>>	WEAS-F	3. WZAT-F>	3. WCHY-F>	3. WSOK >	3. WAEV-F
4.	4. WCHY-F	4. WIXV-F	4. WSOK	4. WSOK	4. WEAS-F	WZAT-F>	4. WIXV-F	4. WIXV-F	4. WCHY-F	WCHY-F
5.	WSOK	5. WSOK	5. WIXV-F	5. WAEV-F<	5. WZAT-F	5. WIXV-F	5. WJCL-F	5.	WIXV-F	5.
	6. WAEV-F		6. WAEV-F	6. WIXV-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WEAS-F<	1. WEAS-F>>	1. WEAS-F>	1. WEAS-F>	1. WEAS-F
2. WZAT-F>	2. WZAT-F	2. WSOK	2. WZAT-F<	2. WSOK >
3. WIXV-F	3. WIXV-F	3. WIXV-F	3. WSOK >	3. WCHY-F
4. WSOK >	4. WSOK >	4. WAEV-F	4. WCHY-F	4. WZAT-F
5.	5. WAEV-F	WCHY-F	5. WIXV-F	5. WAEV-F
		WZAT-F	6. WAEV-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEAS-F>>	1. WEAS-F>>	1. WZAT-F	1. WEAS-F>>	1. WCHY-F>
2. WIXV-F	2. WIXV-F	2. WCHY-F	2. WZAT-F<	2. WZAT-F
3. WZAT-F	WZAT-F>	3. WIXV-F	3. WCHY-F	3. WIXV-F
4. WSOK	4. WCHY-F	4. WEAS-F	WIXV-F	4. WAEV-F
5.	5. WAEV-F	5. WAEV-F	5. WAEV-F	WEAS-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		54 (1)	54 (1)	15.7	19.1
AOR/CLASSIC		34 (1)	34 (1)	9.9	10.3
AC/OLDIES/SOFT ROCK	2 (1)	34 (2)	36 (3)	10.5	10.3
MOR/VARIETY/FULL					2.4
COUNTRY	1 (1)	48 (1)	49 (2)	14.2	15.0
BLACK/URBAN	52 (2)	81 (1)	133 (3)	38.7	26.2
BTFL MUSIC/EZ		28 (1)	28 (1)	8.1	11.2
NEWS/TALK					
NOSTALGIA	10 (1)		10 (1)	2.9	2.1
RELIGION/GOSPEL					2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					1.5
	65 (5)	279 (7)	344 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBMQ	630	Savannah	.5/2.4
WCHY	1290	Savannah	.3/3.1

MISCELLANEOUS COMMENTS WSGA, WZAT-F sold to Marcocci for $4,200,000 (Richards)... WBMQ, WIXV-F sold by Burbach to McCormick for $3,500,000 (Blackburn)... WWJD changes to WEAS...

RADIO STATIONS

WBMQ, 630, 5 KW (DA-N)	, OLDIES	CBS,$ 10.00	(Katz)	McCormick		
WEAS, 900, 5 KW/221 W (DA-1)	, BLACK OLDIES	ABC-D,$ 10.00	(Republic)	Rivers		Joe Shamwell
WNMT, 1520, 1 KW (DAYS,DA)	, VARIETY	,$ 9.00	(---)		(GARDEN CITY)	Chris Watkins
WSAI, 1450, 1 KW (DA-1)	, GOSPEL	,$ 8.00	(---)			
WSGA, 1400, 1 KW	, NOSTALGIA	SMN,$ 11.00	(Mc-Guild)	Marcocci		Jerry Rogers
WSOK, 1200, 1 KW	, BLACK	SBN,$ 23.00	(Banner)	Love		Butch Guest
WAEV-F, 97.3, 100 KW @ 1000, AC		US 1,$ 38.00	(Banner)	Love		Butch Guest
WCHY-F, 94.1, 100 KW @ 1320, COUNTRY		ABC-E,$ 40.00	(Torbet)	Roth		Truman Conley
WEAS-F, 93.1, 100 KW @ 355, BLACK		ABC-F,$ 25.00	(Republic)	Rivers		Joe Shamwell
WIXV-F, 95.5, 100 KW @ 390, AOR		,$ 27.00	(Katz)	McCormick		
WJCL-F, 96.5, 100 KW @ 1232, BTFL/EZ		NBC,$ 26.00	(HNWH)	Lewis		Fred Pierce
WZAT-F, 102.1, 100 KW @ 1328, CHR		ABC-C,$ 37.00	(Mc-Guild)	Marcocci		Jerry Rogers
WYKZ-F, 96.7, 100 KW @ 818, AC		,$ 20.00	(Christal)	Specter	(BEAUFORT, SC)	John Mackin Ade

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SEATTLE - TACOMA

Arbitron Rank/Pop (12+): 14/2,088,600

MSA Rank/Pop: Seattle - 26/1,763,600
ADI # 15 Tacoma - 92/535,900
Average Person Ratings: 15.5
Market TSL: 20.5 hours

Stations: 30/30
Diaries: 1903/1098:1/51.2%
Sample Target: 1780
% Below Line: 0
% Not Listed: 8.2

1987 Revenue: $67,600,000
HH Inc.: $35,634
Retail $: 16.3 Bil
Pop per Station: 69,620
#1 Biller: KIRO $18,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	338/10.4	8.9	11.3	8.7	9.5	9.8	391/5446	4767/22.8	25.8	24.9	77	6.7	246	3547	KIRO
2. KUBE-F	(CHR)	255/ 7.9	9.4	6.3	6.6	5.2	7.6	272/4499	4074/19.5	19.4	16.7	95	10.4	383	5685	KUBE-F
3. KPLZ-F	(CHR)	250/ 7.7	5.5	5.5	6.0	4.1	6.2	278/4135	3654/17.5	15.1	14.0	62	9.7	357	3737	KPLZ-F
4. KMPS A/F	(C)	184/ 5.4	4.6	5.9	4.4	5.0	5.1	214/2848	2373/11.4	11.2	9.7	120	5.8	213	2814	KMPS A/F
5. KISW-F	(AOR)	154/ 4.8	4.7	3.8	5.1	5.4	4.6	178/2945	2594/12.4	10.5	13.0	71	7.7	283	2975	KISW-F
6. KOMO	(MOR)	153/ 4.7	5.5	5.4	5.9	7.4	5.4	167/3340	2896/13.9	15.8	16.1	96	4.4	163	2650	KOMO
7. KXRX-F	(AOR)	138/ 4.3	4.5	4.6	4.8	3.8	4.6	157/2325	2115/10.1	9.6	8.7	116	5.2	190	2470	KXRX
8. KIXI	(BB)	134/ 4.1	3.6	3.8	3.7	2.8	3.8	144/2052	1822/ 8.7	6.6	7.3	49	3.0	110	1628	KIXI
9. KBRD-F	(EZ)	122/ 3.8	6.1	4.2	5.9	6.1	5.0	169/2009	1501/ 7.2	8.8	8.7	66	3.0	109	968	KBRD
10. KSEA-F	(EZ)	107/ 3.3	3.9	4.2	3.9	3.6	3.8	122/1820	1536/ 7.4	7.8	6.5	70	2.0	74	1268	KSEA-F
KBSG-F	(O)	107/ 3.3	1.9	3.1	3.4	2.9	2.9	142/2507	2115/10.1	9.4	8.1	139	2.7	100	1660	KBSG-F
KMGI-F	(AC)	107/ 3.3	3.9	2.4	3.0	2.8	3.2	120/1896	1605/ 7.7	6.2	9.2	136	2.7	100	1511	KMGI-F
13. KZOK-F	(AOR)	91/ 2.8	3.2	3.0	3.3	4.5	3.1	108/1825	1650/ 7.9	9.6	11.2	139	3.0	111	1825	KZOK-F
14. KLSY A/F	(AC)	89/ 2.7	3.9	3.3	2.8	3.2	3.2	92/1863	1775/ 8.5	9.0	9.8	119	3.3	121	1899	KLSY A/F
15. KVI	(O)	85/ 2.6	2.2	2.5	2.6	2.5	2.5	91/1782	1525/ 7.3	7.8	7.5	162	2.0	74	1330	KVI
16. KING-F	(CL)	79/ 2.4	2.4	3.4	3.2	3.0	2.9	82/1395	1352/ 6.5	8.0	7.7	96	2.5	91	1522	KING-F
17. KCMS-F	(R/G)	73/ 2.3	2.1	1.7	1.7	2.1	2.0	81/1005	860/ 4.1	4.4	4.8	126	.8	31	750	KCMS-F
18. KRPM-F	(C)	70/ 2.2	2.3	4.0	2.8	2.8	2.8	106/1411	1063/ 5.1	6.7	5.7	114	2.3	85	1175	KRPM-F
19. KJR	(AC)	68/ 2.1	2.3	2.3	1.7	2.9	2.1	72/1501	1307/ 6.3	8.6	7.9	129	2.0	72	1621	KJR
20. KEZX-F	(J/AOR)	63/ 1.9	1.6	2.1	1.9	2.2	1.9	70/1082	936/ 4.5	6.1	6.3	179	1.0	38	753	KEZX-F
21. KLTX-F	(AC)	59/ 1.8	2.6	2.4	2.7	2.0	2.4	76/1554	1338/ 6.4	5.8	6.8	144	1.7	62	904	KLTX-F
22. KING	(N/T)	58/ 1.8	2.0	1.7	2.1	1.9	1.9	69/1348	1089/ 5.2	5.3	6.0	100	1.9	71	1763	KING
23. KNUA-F	(J/NA)	50/ 1.5	1.7	2.3	1.3	1.7	1.7	52/1101	1059/ 5.1	5.2	7.4	133	1.8	66	804	KNUA-F
24. KCIS	(R/G)	40/ 1.2	---	.7	.7	.7	.8	45/ 781	694/ 3.3	2.5	2.8	117	.8	28	564	KCIS
25. KKFX	(B)	35/ 1.1	.7	.9	1.1	1.0	1.0	35/ 657	645/ 3.1	3.5	2.5	91	2.5	91	987	KKFX

12+ FM SHARE (METRO): 65.39% (1942 of 2970) (SPG 87: 64.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KPLZ-F>	1. KUBE-F	1. KUBE-F	1. KUBE-F	1. KIRO	1. KIRO	>>1. KIRO	>>1. KIRO	1. KUBE-F	1. KIRO >	1. KIRO >>
2. KUBE-F>>	2. KPLZ-F	2. KPLZ-F	2. KIRO	2. KUBE-F	2. KOMO	2. KUBE-F	2. KUBE-F<	2. KPLZ-F<	2. KPLZ-F	2. KLSY-F
3.	3. KISW-F	3. KISW-F	3. KMPS-F+	3. KMPS-F+	>3. KIXI	3. KOMO <	3. KPLZ-F	3. KIRO >	3. KUBE-F>	3. KPLZ-F
4.	4. KXRX-F>	4. KXRX-F<	4. KXRX-F	4. KXRX-F	KMPS-F+	4. KPLZ-F<	4. KMPS-F+	<4. KMPS-F+	4. KISW-F>	4. KOMO
5.	5. KLSY-F+	5. KIRO	5. KPLZ-F	5. KPLZ-F	5. KBRD-F	5. KMPS-F+	>5. KIXI	5. KISW-F	5. KXRX-F	5. KUBE-F
6.	KMGI-F	6. KMPS-F+	6. KMGI-F	6. KBSG-F<	6. KSEA-F	6. KXRX-F	6. KBRD-F	6. KXRX-F	6. KSEA-F<	6. KRPM-F
7.	7. KZOK-F	7. KMGI-F	7. KBSG-F<	7. KMGI-F	7. KING-F	7. KISW-F	KOMO	7. KIXI	7. KBSG-F	7. KBRD-F
8.	8. KIRO	8. KZOK-F<	8. KVI	KOMO	8.	8. KBRD-F	8. KMGI-F	8. KMGI-F	KLSY-F	KSEA-F
9.	9.	9. KBSG-F	9.	9.	9.	9.	9.	9.	9.	KXRX-F
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KUBE-F	1. KUBE-F>	1. KUBE-F>>	1. KUBE-F>	1. KUBE-F
2. KPLZ-F>	2. KPLZ-F	2. KLSY-F	2. KPLZ-F	2. KMPS-F+
3. KLSY-F+>	3. KLSY-F+	KMGI-F	3. KMGI-F	3. KMGI-F
4. KBSG-F	4. KMGI-F	KPLZ-F	4. KLSY-F+	4. KIRO
5. KCMS-F	5. KISW-F	5. KISW-F<	KMPS-F+	5. KOMO <
KISW-F	6. KCMS-F	6. KCMS-F	6. KBSG-F	6. KPLZ-F
KMGI-F	7. KBSG-F	7. KXRX-F	7. KCMS-F	7. KBSG-F
KMPS-F+	8.	8.	KIRO	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KISW-F>	1. KISW-F	1. KXRX-F>	1. KISW-F<	1. KIRO <
2. KPLZ-F	2. KXRX-F	2. KUBE-F	2. KXRX-F	2. KXRX-F
3. KXRX-F	3. KPLZ-F	3. KIRO	3. KIRO <	3. KUBE-F
4. KUBE-F>	4. KUBE-F	KISW-F	4. KPLZ-F	4. KMPS-F+
5. KZOK-F	5. KZOK-F<	5. KZOK-F	5. KUBE-F	5. KZOK-F
6. KMGI-F	6. KIRO	6. KPLZ-F	6. KZOK-F	6. KBSG-F<
7. KJR	7. KMGI-F	7. KEZX-F	7. KMPS-F+	7. KPLZ-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	18 (1)	505 (2)	523 (3)	17.7	16.5
AOR/CLASSIC		383 (3)	383 (3)	12.9	14.7
AC/OLDIES/SOFT ROCK	153 (2)	362 (4)	515 (6)	17.4	14.8
MOR/VARIETY/FULL	165 (2)		165 (2)	5.6	8.0
COUNTRY	59 (2)	198 (2)	257 (4)	8.7	9.4
BLACK/URBAN	35 (1)		35 (1)	1.2	1.1
BTFL MUSIC/EZ		229 (2)	229 (2)	7.7	10.5
NEWS/TALK	396 (2)		396 (2)	13.4	12.3
NOSTALGIA	134 (1)		134 (1)	4.5	3.0
RELIGION/GOSPEL	58 (2)	73 (1)	131 (3)	4.4	3.0
SPANISH					
CLASSICAL		79 (1)	79 (1)	2.7	3.3
JAZZ/NEW AGE		113 (2)	113 (2)	3.8	2.7
UNKNOWN/OTHERS					0.5
	1018 (13)	1942 (17)	2960 (30)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KGNW	820	Burien	.6/1.7
KJET	1590	Seattle	.6/1.5
KTAC	850	Tacoma	.4/1.2
KWYZ	1230	Everett	.4/ .7

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/453 W	, RELIGION	,$ 27.00	(---)	Ostrander-Wilson	George Boucher
KCIS, 630, 5 KW/2.5 KW (DA-2)	, RELIGION	UPI,$ 41.00	(---)		Jim Gwinn
KEZX, 1150, 5 KW (DA-N)	, JAZZ/VARIOUS	,$ NA	(Republic)	Park	Dave Littrell
KING, 1090, 50 KW (DA-2)	, NEWS/TALK	NBC,$ 56.00	(MMR)	King	Bob Gallucci
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS,$278.00	(Torbet)	Bonneville	Joseph Abel
KIXI, 880, 50 KW/1 KW (DA-2)	, NOSTALGIA	,$ 52.00	(Christal)	Noble	
KJET, 1590, 5 KW (DA-2)	, CHR	Source,$ 34.00	(Torbet)	SRO	Bob Powers
KJR , 950, 5 KW (DA-N)	, AC	,$ 59.00	(HNWH)	Ackerly	Jackson Weaver
KKFX, 1250, 5 KW (DA-N)	, BLACK	APR,$ 36.00	(Roslin)		
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I,$160.00	(Katz)		Rick Robertson
KVI , 570, 5 KW	, OLDIES	,$ 51.00	(Durpetti)	Golden West	J. Sweatte

FM STATIONS

KBSG, 97.3, 100 KW @ 700, OLDIES	,$ 60.00	(Torbet)	Viacom	Bruce Raven-Stork
KCMS, 105.3, 115 KW @ 740, RELIGION	UPI,$ 48.00	(---)		James Gwinn
KEZX, 98.9, 100 KW @ 1070, AOR/JAZZ	ABC-E,$ 64.00	(Republic)	Park	Dave Littrell
KING, 98.1, 100 KW @ 850, CLASSICAL	,$ 72.00	(MMR)	King	Bob Gallucci
KISW, 99.9, 100 KW @ 1150, AOR	,$119.00	(Mc-Guild)	Nationwide	Beau Phillips
KLSY, 92.5, 100 KW @ 1100, AC	,$ 82.00	(Banner)	Sandusky	Tim Davidson
KLTX, 95.7, 100 KW @ 1150, AC	,$ 61.00	(HNWH)	Ackerly	Jackson Weaver
KMGI, 107.7, 100 KW @ 1194, SOFT AC	,$ 62.00	(Republic)	Noble	
KMPS, 94.1, 100 KW @ 1170, COUNTRY	APR,$110.00	(Mc-Guild)	EZ	Fred Schumacher
KNUA, 106.9, 100 KW @ 819, JAZZ/NEW AGE	ABC-R,$ 55.00	(HNWH)	Gannett	Marc Kaye
KPLZ, 101.5, 100 KW @ 1150, CHR	,$ 83.00	(Durpetti)	Golden West	J. Sweatte
KSEA, 100.7, 100 KW @ 736, BTFL/EZ	,$ 79.00	(Torbet)	Bonnveille	Kevin Cooney
KRPM, 106.1, 100 KW @ 700, COUNTRY	,$ 66.00	(Christal)	Olympic	Rob Hasson
KUBE, 93.3, 100 KW @ 1291, CHR	,$135.00	(MMR)	Cook Inlet	Michael O'Shea
KXRX, 96.5, 100 KW @ 1223, AOR	,$ 75.00	(Katz)	Shamrock	Steve West
KZOK, 102.5, 100 KW @ 1170, CLASSIC ROCK	,$ 72.00	(Torbet)	SRO	Bob Powers
KBRD, 103.7, 100 KW @ 1620, BTFL/EZ	,$ 74.00	(CBS)	Entercom	Peg Dempsey

CALL LETTER CHANGES

KNBQ: Changes to KBSG

FORMAT CHANGES

KBSG: From CHR to Oldies

STATION SALES

KIXI, KMGI-F: From Sunbelt to Noble for $15,900,000 (Americom)

KRPM A/F: From Olympic to Heritage for $12,000,000 (Americom)

MISCELLANEOUS COMMENTS

Kitsap County added to the Metro

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SHREVEPORT

Arbitron Rank/Pop (12+): 102/337,400

MSA Rank/Pop: 128/373,000
ADI # 64
Average Person Ratings: 16.2
Market TSL: 21.5 hours

Stations: 16/15
Diaries: 738/457:1/46.6%
Sample Target: 730
% Below Line: 11.7
% Not Listed: 6.6

1987 Revenue: $9,900,000
HH Inc.: $29,236
Retail $: 2.3 Bil
Pop per Station: 24,493
#1 Biller: KVKI-F $2,000,000

12+ METRO		#/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KDKS-F	(B)	103/18.8	13.9	17.2	15.5	14.7	----	129/ 942	746/22.1	21.1	22.2	98	24.2	160	1077	KDKS-F
2. KRMD A/F	(C)	65/11.8	12.6	11.3	11.5	9.3	----	124/1473	748/22.2	24.9	22.8	118	11.5	76	761	KRMD A/F
3. KTUX-F	(CHR)	64/11.7	9.0	10.7	9.6	9.9	----	137/1763	823/24.4	22.3	25.9	70	11.7	77	1005	KTUX-F
4. KCOZ-F	(EZ)	41/ 7.5	7.7	7.0	8.5	6.6	----	46/ 591	516/15.3	14.8	12.8	65	3.3	22	468	KCOZ-F
5. KVKI-F	(AC)	35/ 6.4	7.1	8.6	13.2	11.6	----	42/ 752	602/17.8	17.3	20.8	158	5.5	36	519	KVKI-F
6. KTAL-F	(AOR)	32/ 5.9	7.1	7.5	5.1	6.0	----	102/1061	427/12.7	12.2	13.4	83	10.3	68	620	KTAL-F
KCIJ	(B/G)	32/ 5.9	5.9	5.3	8.7	13.2	----	48/ 399	293/ 8.7	9.9	8.0	83	2.7	18	252	KCIJ
8. KITT-F	(AC)	29/ 5.3	6.2	6.1	3.0	3.9	----	50/ 918	455/13.5	14.5	14.7	170	6.7	44	538	KITT-F
9. KWKH	(C)	25/ 4.6	5.5	4.4	5.7	5.0	----	45/ 726	386/11.4	13.0	18.9	41	4.1	27	453	KWKH
KWKH-F	(C)	25/ 4.6	5.3	2.8	2.5	1.9	----	43/ 719	382/11.3	11.9	11.5	122	5.2	34	510	KWKH-F
11. KOKA	(B)	24/ 4.4	6.4	7.5	3.6	6.6	----	24/ 356	336/10.0	15.3	15.0	118	7.4	49	448	KOKA
12. KEEL	(O)	19/ 3.5	3.4	3.0	5.3	6.2	----	31/ 630	376/11.1	12.3	11.2	160	2.3	15	350	KEEL

12+ FM SHARE (METRO): 76.52% (391 of 511) (SPG 87: 73.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KDKS-F>	1. KDKS-F>	1. KDKS-F>	1. KDKS-F>	1. KDKS-F>	1. KRMD-F+	1. KDKS-F	1. KDKS-F	1. KDKS-F>	1. KDKS-F>>	1. KDKS-F
2. KTUX-F>>	2. KTUX-F>	2. KTUX-F	2. KRMD-F+	2. KRMD-F+>	2. KCOZ-F>	2. KRMD-F+	2. KRMD-F+	2. KTUX-F	2. KTUX-F>	2. KRMD-F
3. KTAL-F	3. KTAL-F	3. KRMD-F+	3. KVKI-F	3. KVKI-F	3. KCIJ <	3. KTUX-F>	3. KTUX-F	3. KRMD-F+>	3. KRMD-F	3. KCOZ-F
4.	4. KVKI-F	4. KVKI-F	4. KITT-F	4. KITT-F	4. KDKS-F	4. KVKI-F<	4. KCOZ-F	4. KCIJ	4. KTAL-F	4. KWKH
5.	5. KRMD-F+	5. KTAL-F	KTUX-F	5. KTUX-F	5. KWKH	5. KCOZ-F	5. KVKI-F	5. KVKI-F	5.	5. KTUX-F
								6. KCOZ-F		
								KTAL-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDKS-F	1. KDKS-F>	1. KDKS-F>>	1. KDKS-F>>	1. KDKS-F>	1. KTUX-F	1. KDKS-F>	1. KDKS-F>>	1. KDKS-F>	1. KDKS-F
2. KTUX-F>	2. KTUX-F	2. KVKI-F	2. KTUX-F	2. KRMD-F+	2. KDKS-F	2. KTUX-F	2. KTUX-F<	2. KTUX-F	2. KRMD-F+>
3. KTAL-F	3. KVKI-F>	3. KITT-F	3. KVKI-F	3. KVKI-F	KTAL-F	3. KTAL-F	3. KTAL-F<	3. KRMD-F+	3. KITT-F
4. KVKI-F	4. KRMD-F+	KTUX-F	4. KRMD-F+	4. KITT-F	4.	4. KRMD-F+	4. KITT-F<	4. KTAL-F	KVKI-F
5.	KTAL-F	5. KRMD-F	5. KOKA	KOKA	5.	5. KITT-F	5. KRMD-F	5. KVKI-F	KTUX-F
	6. KITT-F		6. KITT-F			KVKI-F		6. KITT-F	

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		64 (1)	64 (1)	12.5	11.3
AOR/CLASSIC		32 (1)	32 (1)	6.3	7.9
AC/OLDIES/SOFT ROCK	19 (1)	64 (2)	83 (3)	16.2	18.6
MOR/VARIETY/FULL					
COUNTRY	39 (3)	87 (2)	126 (5)	24.7	19.4
BLACK/URBAN	24 (1)	103 (1)	127 (2)	24.9	26.0
BTFL MUSIC/EZ		41 (1)	41 (1)	8.0	7.4
NEWS/TALK					
NOSTALGIA	4 (1)		4 (1)	0.8	1.5
RELIGION/GOSPEL	34 (2)		34 (2)	6.7	7.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.9
	120 (8)	391 (8)	511 (16)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KASO	1240	Minden	2.0/4.3
KBCL	1070	Bossr City	.7/1.7
KFLO	1300	Shreveport	.4/1.5

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS)	, GOSPEL/BLACK	SBN,$ 20.00	(---)		F. Ridenour
KEEL, 710, 50 KW/5 KW (DA-2)	, AC	ABC-I,$ 21.00	(Mc-Guild)		
KOKA, 1550, 10 KW/500 W (DA-N)	, BLACK/GOSPEL	ABC-C,$ 22.00	(HNWH)		Billie Wilson
KWKH, 1130, 50 KW (DA-N)	, COUNTRY	ABC-E,$ 27.00	(Christal)		Gene Dickerson
KCOZ-F, 100.1, 3 KW @ 300, BTFL/EZ		,$ 25.00	(Christal)		Jim Reeder
KDKS-F, 92.1, 3 KW @ 300, BLACK		NBN,$ 22.00	(---)	(BENTON)	Vandelon Williams
KITT-F, 93.7, 100 KW @ 1020, AC		ABC-F,$ 32.00	(Mc-Guild)	Multimedia	Lee Bryant
KRMD-F, 101.1, 100 KW @ 1145, COUNTRY		MBS,US 2,$ 45.00	(Republic)	AmCom	Elinor Stephens
KTAL-F, 98.1, 100 KW @ 1450, AOR		,$ 22.00	(Banner)	(TEXARKANA)	Billie Wilson
KTUX-F, 98.9, 100 KW @ 720, CHR		,$ 32.00	(Banner)	(CARTHAGE, TX)	Gene Dickerson
KVKI-F, 96.5, 100 KW @ 1000, AC		,$ 44.00	(HNWH)	Encore	
KWKH-F, 94.5, 100 KW @ 1080, COUNTRY		US 1,$ 27.00	(Christal)	Great Empire	

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SIOUX FALLS

Arbitron Rank/Pop (12+): 203/126,300

MSA Rank/Pop: 281/126,300
ADI # 98 (w/Mitchell)
Average Person Ratings: 17.1
Market TSL: 23.0 hours

Stations: 15/11
Diaries: 602/210:1/61.7%
Sample Target: 550
% Below Line: 6.0
% Not Listed: 6.9

1987 Revenue: $5,700,000
HH Inc.: $35,410
Retail $: 1.0 Bil
Pop per Station: 11,482
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KELO (AC)	35/16.2	---	12.8	---	7.3	----	50/609	366/29.0	---	24.7	136				KELO
2. KPAT-F (CHR)	28/13.0	---	8.9	---	11.5	----	35/556	333/26.4	---	23.8	82				KPAT-F
3. KELO-F (EZ)	25/11.6	---	12.8	---	10.9	----	48/611	313/24.8	---	23.3	115				KELO-F
4. KSOO (MOR)	23/10.6	---	11.3	---	13.0	----	29/411	283/22.4	---	20.0	33				KSOO
5. KXRB (C)	20/ 9.3	---	7.4	---	9.4	----	44/407	151/12.0	---	10.0	124				KXRB
6. KKRC-F (CHR)	19/ 8.8	---	15.3	---	12.5	----	21/337	270/21.4	---	31.6	50				KKRC-F
7. KKLS-F (C)	18/ 8.3	---	11.3	---	15.6	----	34/428	214/16.9	---	22.5	117				KKLS-F
8. KLQL-F (C)	10/ 4.6	---	1.5	---	.5	----	25/242	85/ 6.7	---	6.5	135				KLQL-F
9. WNAX (C)	8/ 3.7	---	4.9	---	3.1	----	57/806	168/13.3	---	10.9	73				WNAX
10. KKFN (?)	7/ 3.2	---	3.9	---	8.3	----	8/134	100/ 7.9	---	11.3	194				KKFN
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 50.74% (102 of 201) (SPG 87: 55.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKRC-F	1. KELO	1. KELO >	1. KELO >>	1. KELO >	1. KSOO >	1. KELO	1. KELO >	1. KELO <	1. KPAT-F	1. KSOO
KPAT-F>>	2. KPAT-F>	2. KPAT-F	2. KELO-F<	2. KELO-F	2. KELO	2. KSOO >	2. KELO-F>	2. KPAT-F	2. KSOO >	2. KPAT-F
3. KELO-F	3. KKLS-F	3. KELO-F	3. KPAT-F<	3. KXRB	3. KELO-F	3. KELO-F	3. KXRB	3. KELO-F>	3. KKRC-F	3. KELO
4.	KKRC-F	4. KKLS-F	4. KKLS-F	4. KPAT-F	KXRB	KKLS-F	4. KPAT-F	4. KKLS-F	4. KELO-F	KLQL-F
5.	5.	5. KKRC-F	5.	5. KKLS-F	5.	5.	5. KKLS-F	5. KKRC-F	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KPAT-F	1. KPAT-F	1. KELO	1. KELO	1. KELO >	1. KELO	1. KELO	1. KELO	1. KELO >	1. KELO
2. KKRC-F	2. KELO	2. KELO-F	2. KELO-F	2. KELO-F>>	KPAT-F	2. KPAT-F	2. KPAT-F	2. KPAT-F	2. KXRB-F>
3. KELO-F	3. KKRC-F	KPAT-F	KPAT-F>	3. KKLS-F	3. KKLS-F	3. KKLS-F>	3. KKLS-F	3. KKLS-F>	3. KPAT-F
4. KELO	4. KELO-F	4. KKLS-F	4. KKRC-F	KPAT-F	KKRC-F	4. KKRC-F	KXRB	4. KELO-F	4. KELO-F
5.	5.	KKRC-F	5. KKLS-F	5.	5.	5. KXRB	5.	KKRC-F	KKLS-F
								KXRB	KLQL-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		48 (3)	48 (3)	23.9	26.5
AOR/CLASSIC					
AC/OLDIES/SOFT ROCK	35 (1)	18 (1)	53 (2)	26.4	14.6
MOR/VARIETY/FULL	24 (2)		24 (2)	11.9	12.4
COUNTRY	28 (2)	10 (1)	38 (3)	18.9	32.4
BLACK/URBAN					
BTFL MUSIC/EZ		25 (1)	25 (1)	12.4	14.1
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	2 (1)		2 (1)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	10 (2)	1 (1)	11 (3)	5.5	
	99 (8)	102 (7)	201 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJIA	1520	Sioux Falls	.9/2.9
KQAD	800	Luverne	.5/1.3

MISCELLANEOUS COMMENTS KYKC changes to KKFN (December)... KIOV changes to KKLS and format to AC (January)...

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, MOR/AC	ABC-D,$ 31.00	(Banner)	Midcontinent	Tom Simmons
KKFN, 1230, 1 KW	, COUNTRY (?)	US 2 ,$ 12.00	(Roslin)	Vaughn	Paul Logan
KSOO, 1140, 10 KW/5 KW (DA-N)	, MOR	ABC-I,$ 26.00	(Christal)		Joseph Henkin
KXRB, 1000, 10 KW (DAYS,DA)	, COUNTRY	MBS,$ 19.00	(Mc-Guild)	So. Minnesota	Don Jacobs
WNAX, 570, 5 KW (DA-N)	, COUNTRY	,$ 47.00	(Katz)	Park (YANKTON)	Rick Prusator
KELO-F, 92.5, 100 KW @ 1900, BTFL/EZ		ABC-D,$ 23.00	(Banner)	Midcontinent	Tom Simmons
KKLS-F, 104.7, 100 KW @ 735, AC		MBS,$ 20.00	(Mc-Guild)	So. Minnesota	Don Jacobs
KKRC-F, 93.5, 3 KW @ 120, CHR		US 1,$ 27.00	(Roslin)	Vaughn	Paul Logan
KPAT-F, 97.3, 60 KW @ 220, CONTEMP		ABC-C,$ 22.00	(Christal)		Joe Henkin
KLQL-F, 101.1, 100 KW @ 530, COUNTRY		ABC-E,$ 13.00	(Mc-Guild)	(LUVERNE, MN)	Mark Hedberg

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SOUTH BEND

Arbitron Rank/Pop (12+): 154/199,900

MSA Rank/Pop: 179/240,600
ADI # 82
Average Person Ratings: 18.6
Market TSL: 24.3 hours

Stations: 16/10
Diaries: 553/361:1/51.4%
Sample Target: 610
% Below Line: 4.6
% Not Listed: 9.2

1987 Revenue: $6,100,000
HH Inc.: $31,205
Retail $: 1.7 Bil
Pop per Station: 19,990
#1 Biller: WNDU-F $1,800,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WSBT (MOR)	67/18.1	---	13.8	---	14.7	----	71/ 618	515/25.8	---	24.4	51			WSBT
2. WNDU-F (CHR)	53/14.3	---	15.3	---	18.7	----	158/2160	683/34.2	---	37.6	64			WNDU-F
3. WNSN-F (AC)	45/12.1	---	11.7	---	11.6	----	111/1351	466/23.3	---	24.6	157			WNSN-F
4. WYEZ-F (EZ)	42/11.3	---	13.2	---	13.5	----	82/1023	368/18.4	---	22.6	87			WYEZ-F
5. WZZP-F (CHR)	39/10.5	---	10.5	---	8.0	----	78/1058	510/25.5	---	27.5	93			WZZP-F
6. WAOR-F (AOR)	31/ 8.4	---	7.2	---	9.5	----	46/ 705	367/18.4	---	16.4	130			WAOR-F
7. WNDU (C)	23/ 6.2	---	9.0	---	8.6	----	24/ 348	285/14.3	---	15.9	121			WNDU
8. WFRN-F (R/G)	11/ 3.0	---	2.4	---	1.2	----	43/ 618	155/ 7.8	---	6.4	153			WFRN-F
9. WGN (T)	9/ 2.4	---	2.7	---	1.8	----	47/ 560	159/ 8.0	---	10.6	142			WGN
10. WAMJ (T?)	6/ 1.6	---	1.5	---	0.3	----	7/ 111	93/ 4.7	---	3.7	144			WAMJ

12+ FM SHARE (METRO): 67.36% (227 of 337) (SPG 87: 68.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNDU-F>>	1. WAOR-F	1. WNSN-F	1. WNSN-F>	1. WNSN-F>>	1. WSBT >>	1. WSBT >	1. WNSN-F	1. WSBT >	1. WNDU-F	1. WYEZ-F
2. WZZP-F>>	WNDU-F	2. WNDU-F	2. WAOR-F	2. WAOR-F	2. WYEZ-F>	2. WNSN-F	2. WSBT	2. WNDU-F	2. WSBT	WZZP-F
3.	WZZP-F	3. WZZP-F<	3. WZZP-F	3. WYEZ-F	3. WNSN-F	3. WZZP-F	3. WYEZ-F	3. WYEZ-F	3. WZZP-F	3. WNDU-F
4.	4. WNSN-F	4. WAOR-F	4. WNDU-F	WZZP-F	4. WNDU	4. WNDU-F	4. WNDU-F	4. WNSN-F	4. WAOR-F	4. WAOR-F
5.	5.	5.	5. WYEZ-F	5. WNDU-F	5.	5. WYEZ-F	5. WZZP-F	5. WAOR-F<	5. WYEZ-F	WSBT
				WSBT				6. WZZP-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNDU-F	1. WNDU-F	1. WNSN-F	1. WNSN-F	1. WNSN-F>	1. WAOR-F	1. WAOR-F>	1. WAOR-F	1. WAOR-F	1. WNSN-F>
2. WNSN-F	2. WNSN-F	2. WAOR-F	2. WNDU-F	2. WSBT	2. WNDU-F	2. WZZP-F	2. WZZP-F>	2. WNSN-F	2. WAOR-F
WZZP-F	3. WZZP-F>	3. WZZP-F	3. WZZP-F>	3. WNDU-F	WZZP-F	3. WNDU-F>	3. WNSN-F	3. WZZP-F	3. WYEZ-F
4.	4. WAOR-F>	4. WNDU-F	4. WAOR-F	4. WYEZ-F	4.	4.	4.	4. WNDU-F	WZZP-F
5.	5.	5.	5. WSBT	WZZP-F	5.	5.	5.	5.	5.
			WYEZ-F	6. WAOR-F					

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		92 (2)	92 (2)	27.3	28.5
AOR/CLASSIC		31 (1)	31 (1)	9.2	9.1
AC/OLDIES/SOFT ROCK	3 (1)	46 (2)	49 (3)	14.5	13.6
MOR/VARIETY/FULL	67 (1)		67 (1)	19.9	18.4
COUNTRY	23 (1)		23 (1)	6.8	9.7
BLACK/URBAN					
BTFL MUSIC/EZ		44 (2)	44 (2)	13.1	14.2
NEWS/TALK	17 (4)		17 (4)	5.0	3.2
NOSTALGIA					
RELIGION/GOSPEL		14 (2)	14 (2)	4.2	3.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	110 (6)	227 (9)	337 (15)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHME-F	103.1	South Bend	.8/2.7
WBBM	780	Chicago	.3/3.0
WFYR-F	103.5	Chicago	.3/1.9
WHFB-F	99.9	Benton Harbor	.5/1.8
WLS	890	Chicago	.8/3.9
WLUP	1000	Chicago	.3/1.9

MISCELLANEOUS COMMENTS Arbitron fell 9.3% short of sample target...

RADIO STATIONS

WAMJ, 1580, 1 KW/500 W	, TALK (?)	MBS,ABC-T,$ 11.00	(---)			Mark Murray
WNDU, 1490, 1 KW	, COUNTRY	ABC-I,$ 25.00	(Mc-Guild)	Notre Dame		Bob Nowicki
WSBT, 960, 5 KW (DA-2)	, MOR	CBS,$ 33.00	(Katz)	Schurz		Terry Knust
WAOR-F, 95.3, 3 KW @ 300, AOR		ABC-R,$ 20.00	(Roslin)		(NILES, MI)	Charles Frey
WFRN-F, 104.7, 50 KW @ 455, RELIGION		MBS,$ 15.00	(HNWH)		(ELKHART)	Ed Moore
WHME-F, 103.1, 3 KW @ 300, RELIGION		,$ 10.00	(---)			Peter Sumrall
WNDU-F, 92.9, 13 KW @ 880, CHR		,$ 53.00	(Mc-Guild)	Notre Dame		Bob Nowicki
WNSN-F, 101.5, 10 KW @ 970, AC		,$ 38.00	(Katz)	Schurz		
WYEZ-F, 100.7, 50 KW @ 500, BTFL/EZ		,$ 31.00	(Christal)	Federated	(ELKHART)	John Boggs
WZZP-F, 103.9, 3 KW @ 305, CHR		,$ 33.00	(MMR)	Booth		Vince Ford

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SPOKANE

Arbitron Rank/Pop (12+): 97/355,100

MSA Rank/Pop: 130/359,000
ADI # 79
Average Person Ratings: 14.5
Market TSL: 20.3 hours

Stations: 19/19
Diaries: 749/474:1/52.8%
Sample Target: 740
% Below Line: 0
% Not Listed: 7.4

1987 Revenue: $10,500,000
HH Inc.: $26,615
Retail $: 2.2 Bil
Pop per Station: 18,690
#1 Biller: KGA/KDRK-F $2,100,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KZZU-F	(CHR)	87/16.9	15.2	15.1	16.5	19.0	----	117/1332	982/27.7	31.9	32.6	63	15.1	106	1075	KZUU-F
2. KXLY-F	(EZ)	71/13.8	10.7	11.8	13.1	10.8	----	90/ 954	669/18.8	18.1	19.2	77	8.9	62	589	KXLY-F
3. KISC-F	(AC)	43/ 8.4	8.3	6.3	5.1	4.7	----	75/ 895	555/15.6	13.9	14.6	170	6.6	46	657	KISC-F
4. KDRK-F	(C)	35/ 6.8	11.1	10.5	11.4	11.1	----	57/ 749	506/14.2	18.7	17.6	116	9.0	63	758	KDRK-F
5. KEZE-F	(AOR)	33/ 6.4	7.0	10.3	8.4	10.0	----	57/ 623	423/11.9	14.1	16.0	136	12.3	86	644	KEZE-F
KKPL A/F	(AC)	26/ 5.1	5.4	6.1	3.9	3.8	----	36/ 665	494/13.9	13.5	14.6	155	6.0	42	486	KKPL A/F
7. KXLY	(N/T)	26/ 5.1	6.3	6.1	5.2	6.2	----	30/ 450	371/10.4	13.3	13.7	82	4.3	30	359	KXLY
8. KGA	(C)	23/ 4.5	6.1	6.3	5.4	6.0	----	39/ 536	406/11.4	13.3	12.1	100	4 9	34	405	KGA
9. KTRW	(C)	22/ 4.3	.4	.9	.7	1.0	----	28/ 281	230/ 6.5	3.6	3.7	114	.3	2	116	KTRW
10. KEYF	(BB)	21/ 4.1	2.6	2.0	2.1	3.7	----	23/ 184	160/ 4.5	4.7	3.9	10	.9	6	92	KEYF
11. KKZX-F	(AOR)	20/ 3.9	4.4	2.6	4.9	2.7	----	30/ 457	347/ 9.8	8.3	7.3	108	7.3	51	461	KKZX-F
12. KVXO-F	(CHR)	17/ 3.3	3.0	3.3	1.7	---	----	26/ 296	274/ 7.7	7.5	10.2	58	4.0	28	434	KVXO-F
13. KJRB	(O)	16/ 3.1	3.0	1.3	3.6	2.5	----	18/ 414	321/ 9.0	7.7	5.7	184	3.0	21	248	KJRB
14. KAQQ	(MOR)	14/ 2.7	2.8	2.8	2.2	4.7	----	17/ 354	232/ 6.5	7.0	5.6	30	1.6	11	195	KAQQ

12+ FM SHARE (METRO): 72.06% (343 of 476) (SPG 87: 76.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KZZU-F>>	1. KZZU-F>>	1. KZZU-F>	1. KISC-F>	1. KISC-F>	1. KXLY-F>	1. KZZU-F	1. KXLY-F	1. KZZU-F>	1. KZZU-F>>	1. KAQQ
2.	2. KISC-F	2. KISC-F>	2. KZZU-F	2. KXLY-F	2. KDRK-F	2. KXLY-F>	2. KZZU-F	2. KXLY-F	2. KXLY-F	2. KDRK-F
3.	3. KEZE-F	3. KEZE-F	3. KEZE-F	KZZU-F	3. KXLY	3. KISC-F	3. KISC-F>	3. KISC-F	3. KAQQ	KZZU-F
4.	4. KKZK-F	4. KDRK-F	4. KDRK-F	4. KDRK-F	4. KEYF-F	4. KDRK-F	4. KDRK-F	4. KKPL-F	4. KEZE-F	4. KXLY
5.	5. KVXO-F	5. KKPL-AF	KKPL-AF	KKPL-AF	KTRW	KXLY	KEZE-F	5. KEZE-F	5. KVXO-F	5. KXLY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KZZU-F>>	1. KZZU-F>>	1. KISC-F	1. KZZU-F	1. KISC-F>
2. KVXO-F	2. KISC-F>>	2. KZZU-F>	2. KISC-F>>	2. KZZU-F
3. KCDA-F	3. KEZE-F	3. KEZE-F	3. KDRK-F	3. KXLY-F
KISC-F	4. KVXO-F	4.	KKPL-AF	4. KDRK-F
KKPL-AF	5.	5.	5. KEZE-F	5. KEZE-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KZZU-F	1. KZZU-F	1. KEZE-F<	1. KZZU-F	1. KXLY-F
2. KKZX-F>	2. KEZE-F	2. KZZU-F	2. KEZE-F	2. KEZE-F
3. KEZE-F	3. KKZX-F>	3. KXLY-F	3. KKZX-F	3. KKPL-AF
4. KDRK-F	4.	KKZX-F	4. KDRK-F	KZZU-F
KVXO-F	5.	5. KKPL-AF	KISC-F	5. KISC-F
		KISC-F		

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	21.8	21.6
AOR/CLASSIC		53 (2)	53 (2)	11.1	14.4
AC/OLDIES/SOFT ROCK	17 (2)	73 (3)	90 (5)	18.9	17.9
MOR/VARIETY/FULL	17 (2)		17 (2)	3.6	3.7
COUNTRY	45 (2)	35 (1)	80 (3)	16.8	18.7
BLACK/URBAN					
BTFL MUSIC/EZ		71 (1)	71 (1)	14.9	13.2
NEWS/TALK	26 (1)		26 (1)	5.5	6.8
NOSTALGIA	21 (1)		21 (1)	4.4	2.3
RELIGION/GOSPEL	7 (1)		7 (1)	1.5	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		7 (1)	7 (1)	1.5	
UNKNOWN/OTHERS					
	133 (9)	343 (10)	476 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCDA-F	103.1	Cr. Dalene	1.0/1.5
KEYF-F	101.1	Cheney	1.4/3.7
KRSS	1230	Spokane	1.4/2.5
KVNI	1080	Coeurd Alene	.6/3.6

MISCELLANEOUS COMMENTS KHIT changes to KTRW in February and format from CHR to Country (it was previously KZZU-Am until October)... KQSP changes to KKZX (February)...

RADIO STATIONS

KAQQ, 590, 5 KW	, MOR	NBC,NBC-T,$ 20.00	(Katz)	Home News		Lucy Rice
KEYF, 1050, 5 KW/500 W (DA-1)	, NOSTALGIA	MBS,ABC-D,$ 10.00	(Republic)			Kim Cooper
KGA , 1510, 50 KW (DA-N)	, COUNTRY	ABC-I,$ 27.00	(Eastman)	John Price		
KJRB, 790, 5 KW (DA-N)	, OLDIES	,$ 21.00	(Mc-Guild)	Alexander		Rod Krebs
KTRW, 970, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-E,$ NA	(Christal)	Olympic		Chris Garras
KXLY, 920, 5 KW	, NEWS/TALK	MBS,CBS,$ 30.00	(Torbet)			Tom Agnew
KDRK-F, 93.7, 58 KW @ 2380,	COUNTRY	US 1,$ 37.00	(Eastman)	John Price		
KEYF-F, 101.1, 100 KW @ 2360,	JAZZ/NEW AGE	Trans,$ 14.00	(Republic)		(CHENEY)	Kim Cooper
KEZE-F, 105.7, 100 KW @ 2010,	AOR	,$ 34.00	(Mc-Guild)	Alexander		Rod Krebs
KISC-F, 98.1, 94 KW @ 2030,	AC	,$ 29.00	(Katz)	Home News		Lucy Rice
KKPL-F, 96.1, 56 KW @ 2680,	AC	,$ 27.00	(Republic)			Bob Christy
KKZX-F, 98.9, 100 KW @ 1614,	CLASSIC ROCK	,$ 22.00	(Banner)	Medina		Terry McRight
KVXO-F, 103.9, 3 KW @ 300,	CHR	,$ NA	(Durpetti)			Tom Carnes
KXLY-F, 99.9, 25 KW @ 3010,	BTFL/EZ	,$ 31.00	(Torbet)			Tom Agnew
KZZU-F, 92.9, 81 KW @ 2080,	CHR	,$ 46.00	(Christal)	Olympic		Chris Garras

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SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 71/501,200

MSA Rank/Pop: 86/590,000
ADI # 108
Average Person Ratings: 16.9
Market TSL: 22.3 hours

Stations: 24/13
Diaries: 960/522:1/51.8%
Sample Target: 890
% Below Line: 33.0
% Not Listed: 11.3

1987 Revenue: $10,800,000
HH Inc.: $33,206
Retail $: 4.5 Bil
Pop per Station: 38,554
#1 Biller: WHYN A/F $2,800,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WAQY-F (AOR)	87/10.3	7.7	10.0	8.2	7.3	9.1	89/1213	1100/21.9	23.0	22.8	90	11.9	99	1444	WAQY-F
2. WRCH-F (EZ)	85/10.0	9.4	9.0	8.9	10.5	9.3	86/ 810	793/15.8	17.1	19.8	71	4.9	41	519	WRCH-F
3. WMAS-F (AC)	83/ 9.8	9.0	8.6	11.5	10.4	9.7	83/ 962	934/18.6	21.6	23.3	152	7.5	62	636	WMAS-F
4. WTIC-F (CHR)	76/ 9.0	9.3	7.1	8.7	8.1	8.5	81/1075	1021/20.4	22.6	22.3	79	11.3	94	1341	WTIC-F
5. WHYN (MOR)	73/ 8.6	7.1	5.6	7.1	7.3	7.1	73/ 942	929/18.5	15.8	20.3	121	6.4	53	950	WHYN
6. WMAS (BB)	60/ 7.1	7.3	8.3	6.9	7.5	7.4	60/ 580	580/11.6	12.3	12.1	21	5.7	47	563	WMAS
7. WHYN-F (AC)	59/ 7.0	8.5	10.6	8.5	8.9	8.7	79/1166	1018/20.3	25.3	22.6	149	8.0	66	1020	WHYN-F
8. WDRC-F (O)	24/ 2.8	3.4	3.2	3.8	4.1	3.3	24/ 545	532/10.6	10.2	10.3	171	3.6	30	368	WDRC-F
9. WTIC (MOR)	23/ 2.7	2.9	2.5	2.1	3.1	2.6	23/ 364	343/ 6.8	8.0	9.4	122	2.2	18	229	WTIC
10. WCCC-F (AOR)	20/ 2.4	2.5	2.7	2.0	2.5	2.4	25/ 506	446/ 8.9	8.9	10.2	96	3.4	28	590	WCCC-F
11. WNNZ (O)	19/ 2.2	2.5	3.0	1.2	---	2.2	21/ 348	330/ 6.6	6.8	---	159	2.4	20	179	WNNZ
12. WREB (T)	17/ 2.0	1.5	2.4	2.2	2.6	2.0	17/ 167	167/ 3.3	4.2	3.4	15	1.3	11	91	WREB
WAAF-F (AOR)	17/ 2.0	1.5	2.4	3.3	2.3	2.3	24/ 466	415/ 8.3	8.0	7.3	65	4.1	34	521	WAAF-F
14.															
15.															

12+ FM SHARE (METRO): 66.35% (499 of 752) (SPG 87: 68.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTIC-F>	1. WAQY-F>	1. WAQY-F	1. WMAS-F>	1. WMAS-F>	1. WRCH-F	1. WHYN	1. WMAS-F	1. WAQY-F	1. WAQY-F	1. WARE
2. WAQY-F>>	2. WTIC-F	2. WMAS-F	2. WAQY-F	2. WHYN	2. WHYN	2. WMAS-F	2. WRCH-F	2. WRCH-F	2. WTIC-F>	WHYN
3. WHMP-F	3. WMAS-F	3. WTIC-F	WHYN-F	WHYN-F	3. WMAS	3. WAQY-F	3. WAQY-F	3. WTIC-F	3. WHYN-F	3. WTIC-F
4.	4. WHYN-F>	4. WHYN-F>	4. WHYN	4. WAQY-F	4. WMAS-F>	4. WRCH-F	4. WHYN-F	4. WMAS-F	4. WRCH-F	4. WHYN-F
5.	5.	5. WHYN	5. WTIC-F	5. WRCH-F	5. WHYN-F	5. WMAS	5. WMAS	5. WMAS	5. WHYN	5. WAQY-F
				WTIC-F			6. WHYN	6. WHYN-F		WTIC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WAQY-F<	1. WMAS-F	1. WMAS-F>>	1. WMAS-F>	1. WMAS-F>
2. WTIC-F>>	2. WAQY-F	2. WHYN-F	2. WTIC-F	2. WHYN
3. WHYN-F	WTIC-F>	3. WTIC-F<	3. WAQY-F	3. WHYN-F>
4.	4. WHYN-F>	4. WAQY-F	4. WHYN-F	4. WRCH-F
5.	5.	5.	5. WHYN	5. WTIC-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAQY-F>>	1. WAQY-F>>	1. WAQY-F>>	1. WAQY-F>>	1. WAQY-F
2. WTIC-F	2. WTIC-F>	2. WTIC-F	2. WTIC-F	2. WHYN-F
3. WAAF-F	3. WCCC-F+	3. WHYN-F<	3. WHYN-F	3. WMAS-F
4. WCCC-F+	4. WHYN-F	4. WCCC-F+	4. WMAS-F>	4. WHYN
5.	5.	5. WMAS-F	5. WHYN	5. WTIC-F
				6. WRCH-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		101 (3)	101 (3)	13.4	13.0
AOR/CLASSIC		134 (4)	134 (4)	17.8	15.3
AC/OLDIES/SOFT ROCK	22 (2)	171 (4)	193 (6)	25.7	35.4
MOR/VARIETY/FULL	118 (4)		118 (4)	15.7	8.5
COUNTRY	14 (1)		14 (1)	1.9	1.9
BLACK/URBAN					
BTFL MUSIC/EZ		93 (2)	93 (2)	12.4	13.3
NEWS/TALK	29 (2)		29 (2)	3.9	3.5
NOSTALGIA	60 (1)		60 (1)	8.0	9.7
RELIGION/GOSPEL	10 (1)		10 (1)	1.3	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	253 (11)	499 (13)	752 (24)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACE	730	Chicopee	1.2/4.6
WARE	1250	Ware	1.1/3.2
WHMP	1400	Northampton	1.5/6.0
WHMP-F	99.3	Northampton	1.9/5.3
WIXY	1600	East Longmeadow	1.7/3.7
WDRC	1360	Hartford	.4/1.0
WHCN-F	105.9	Hartford	1.2/5.9
WIOF-F	104.1	Waterbury	.6/2.3
WKSS-F	95.7	Hartford	1.1/5.5
WSRS-F	96.1	Worcester	.9/3.0

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC,$ 18.00	(K & P)	Joe Fennessey
WHYN, 560, 5 KW/1 KW (DA-1)	, MOR/AC	ABC-I,$ 33.00	(Mc-Guild)	Wilks-Schwartz
WIXY, 1600, 5 KW/2.5 KW (DA-1)	, COUNTRY	CBS,$ 16.00	(Katz)	Sunshine
WMAS, 1450, 1 KW	, NOSTALGIA	MBS,$ 29.00	(Banner)	Lapin
WNNZ, 640, 50 KW (DA-2)	, OLDIES	US 2,$ 17.00	(Katz)	Joe Rizza
WREB, 930, 500 W (DAYS)	, TALK	,$ 13.00	(---)	Celia Hahn Larry Milesky
WAQY-F, 102.1, 27 KW @ 650, AOR		ABC-F,$ 54.00	(Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR		,$ 24.00	(K & P)	Joe Fennessey
WHYN-F, 93.1, 12 KW @ 1000, AC		,$ 60.00	(Mc-Guild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 360, AC		,$ 58.00	(Banner)	Lapin Joe Rizza

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SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 159/192,700

MSA Rank/Pop: 183/228,800
ADI # 80
Average Person Ratings: 14.3
Market TSL: 19.3 hours

Stations: 12/12
Diaries: 619/311:1/60.9%
Sample Target: 550
% Below Line: 0
% Not Listed: 8.7

1987 Revenue: $8,500,000
HH Inc.: $29,767
Retail $: 1.7 Bil
Pop per Station: 16,058
#1 Biller: KTTS A/F $2,700,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWTO-F (CHR)	62/22.5	---	25.8	---	23.1	----	137/1477	732/38.0	---	43.0	77				KWTO-F
2. KTTS-F (C)	53/19.2	---	21.6	---	18.5	----	126/1455	586/30.4	---	32.1	108				KTTS-F
3. KXUS-F (AC)	34/12.3	---	13.4	---	10.3	----	76/ 717	466/24.2	---	27.7	108				KXUS-F
4. KWTO (C)	25/ 9.1	---	6.7	---	10.0	----	66/ 944	328/17.0	---	15.2	96				KWTO
5. KTXR-F (EZ)	21/ 7.6	---	10.2	---	10.0	----	61/ 815	311/16.1	---	21.5	79				KTXR-F
6. KTTS (C)	19/ 6.9	---	5.3	---	7.5	----	25/ 471	281/14.6	---	11.6	87				KTTS
7. KXBR-F (AOR)	10/ 3.6	---	3.9	---	.7	----	19/ 186	123/ 6.4	---	6.7	111				KXBR-F
8. KGBX (MOR)	7/ 2.5	---	2.1	---	3.6	----	7/ 114	109/ 5.7	---	8.1	160				KGBX
9. KICK (O)	6/ 2.2	---	---	---	2.5	----	8/ 140	116/ 6.0	---	---	182				KICK
KTOZ-F (AC)	6/ 2.2	---	3.2	---	2.1	----	7/ 171	126/ 6.5	---	6.9	182				KTOZ-F
KLFJ (R/G)	6/ 2.2	---	.7	---	2.5	----	6/ 75	75/ 3.9	---	3.1	123				KLFJ
12. KTOZ (AC)	3/ 1.1	---	---	---	1.4	----	5/ 61	46/ 2.4	---	1.1	64				KTOZ
13.															
14.															
15.															

12+ FM SHARE (METRO): 73.81% (186 of 252) (SPG 87: 84.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWTO-F>>	1. KWTO-F>>	1. KWTO-F>	1. KWTO-F	1. KTTS-F	1. KTTS-F>>	1. KTTS-F	1. KTTS-F<	1. KWTO-F>	1. KWTO-F>>	1. KTTS-F
2.	2. KXUS-F>>	2. KXUS-F>	2. KTTS-F	2. KWTO-F	2. KTXR-F<	2. KWTO-F>>	2. KWTO-F	2. KTTS-F	2. KTTS-F	2. KTTS
3.	3.	3. KTTS-F>	3. KXUS-F>	3. KXUS-F>	3. KTTS	3. KXUS-F	3. KXUS-F>	3. KXUS-F>	3. KWTO	3. KWTO-F
4.	4.	4. KWTO	4. KWTO	4. KWTO	4. KWTO	4. KTTS <	4. KWTO	4. KWTO	4. KXUS-F	KXUS-F
5.	5.	5.	5.	5.	5.	5. KWTO	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KWTO-F>>	1. KWTO-F>>	1. KWTO-F	1. KWTO-F>	1. KTTS-F>
2. KXUS-F	2. KXUS-F>>	2. KXUS-F	2. KXUS-F>	2. KWTO-F
3.	3. KTTS-F	3. KTTS-F	3. KTTS-F>	3. KXUS-F>
4.	4.	4.	4.	4. KTTS
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWTO-F<	1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KTTS-F
2. KXUS-F>	2. KXUS-F>>	2. KXUS-F	2. KXUS-F>	KWTO-F>
3. KWTO	3. KXBR-F	3. KXBR-F	3. KTTS-F	3. KXUS-F
4. KXBR-F	4. KWTO	4. KTTS-F	4. KWTO	4. KWTO
5.	5.	KWTO	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		62 (1)	62 (1)	24.6	27.8
AOR/CLASSIC		10 (1)	10 (1)	4.0	4.2
AC/OLDIES/SOFT ROCK	9 (2)	40 (2)	49 (4)	19.4	17.9
MOR/VARIETY/FULL	7 (1)		7 (1)	2.8	2.3
COUNTRY	44 (2)	53 (1)	97 (3)	38.5	36.1
BLACK/URBAN					
BTFL MUSIC/EZ		21 (1)	21 (1)	8.3	11.0
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	2.4	0.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	66 (6)	186 (6)	252 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

MISCELLANEOUS COMMENTS KGBX (1260) and KTTS (1400) swap frequencies for a $300,000 consideration to KGBX (August)... KORX changes calls to KXBR (January)...

RADIO STATIONS

KGBX, 1400, 1 KW	, MOR	CBS,$ 15.00	(HNWH)			Allan Thompson
KLFJ, 1550, 5 KW (DAYS)	, RELIGION	,$ 7.00	(---)			Don Burrell
KTTS, 1260, 5 KW (DA-N)	, COUNTRY	ABC-D,$ 20.00	(Torbet)	Great Empire		Curt Brown
KWTO, 560, 5 KW (DA-N)	, COUNTRY	ABC-I,$ 21.00	(Katz)	Summit		Kurt Boney
KTTS-F, 94.7, 100 KW @ 659,	COUNTRY	ABC-D,$ 45.00	(Torbet)	Great Empire		Curt Brown
KTXR-F, 101.5, 100 KW @ 1150,	BTFL/EZ	NBC,$ 25.00	(Mc-Guild)			J. Meyer
KWTO-F, 98.7, 100 KW @ 600,	CHR	ABC-C,$ 54.00	(Katz)	Summit		Kurt Boney
KXUS-F, 97.3, 100 KW @ 480,	AC/CONTEMP	,$ 32.00	(Banner)	Demaree		Rich Nichols
KXBR-F, 93.5, 2.3 KW @ 330,	AOR	,$ 14.00	(---)	Devine	(GREENFIELD)	Steve Edwards
KTOZ-F, 104.9, 3 KW @ 300,	SOFT AC	MBS,$ 14.00	(---)		(MARSHFIELD)	Larry Campbell

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STEUBENVILLE

Arbitron Rank/Pop (12+): 198/128,700

MSA Rank/Pop: 241/152,300
Wheeling ADI
Average Person Ratings: 15.6
Market TSL: 21.0 hours

Stations: 19/3
Diaries: 515/250:1/58.7%
Sample Target: 550
% Below Line: 60.2
% Not Listed: 5.5

1987 Revenue: $2,100,000
HH Inc.: $27,464
Retail $: .76 Bil
Pop per Station: 32,175
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSTV (MOR)	30/14.9	---	13.3	---	12.0	----		264/20.5	---	20.1	59				WSTV
2. WRKY-F (CHR)	28/13.9	---	14.3	---	9.9	----		410/31.9	---	34.5	127				WRKY-F
3. WDVE-F (AOR)	16/ 8.0	---	7.6	---	11.5	----		207/16.1	---	17.8	69				WDVE-F
4. WWSW-F (O)	15/ 7.5	---	2.9	---	4.7	----		171/13.3	---	8.1	205				WWSW-F
5. WOMP-F (CHR)	12/ 6.0	---	8.6	---	5.2	----		200/15.5	---	18.2	92				WOMP-F
6. WEIR (MOR)	11/ 5.5	---	1.9	---	3.7	----		158/12.3	---	8.8	60				WEIR
KDKA (MOR)	11/ 5.5	---	4.3	---	5.8	----		176/13.7	---	12.3	60				KDKA
WWVA (C)	11/ 5.5	---	7.6	---	7.9	----		219/17.0	---	19.4	80				WWVA
9. WELA-F (C)	9/ 4.5	---	4.8	---	5.8	----		131/10.2	---	11.8	122				WELA-F
WSHH-F (EZ)	9/ 4.5	---	4.3	---	6.8	----		97/ 7.5	---	11.6	98				WSHH-F

11.
12. This market's TSA and MSA are the same.
13.
14.
15.

12+ FM SHARE (METRO): 66.84% (127 of 190) (SPG 87: 67.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WOMP-F	1. WDVE-F	1. WRKY-F>	1. WRKY-F	1. WRKY-F	1. WSTV >>	1. WSTV >	1. WSTV >	1. WRKY-F	1. WRKY-F	1. WSTV
2. WRKY-F	2. WRKY-F>	2. WWSW-F	WWSW-F>>	2. WWSW-F>>	2. WRKY-F	2. WRKY-F>	2. WRKY-F>	2. WWSW-F	2. WDVE-F	2. WEIR
WBZZ-F	3. WAMO-F	3. WDVE-F>	3.	3. WSTV	3. WEIR	3. WWVA	3. WWVA	3. WDVE-F	3. WOMP-F	WRKY-F
WDVE-F	WOMP-F	4.	4.	4.	KDKA	4. WEIR	4. WDVE-F	4. WSTV	WWSW-F	4.
5.	WWSW-F	5.	5.	5.	5.	5.	WWSW-F	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F>>	1. WRKY-F>>	1. WDVE-F>>	1. WDVE-F>>	1. WWSW-F	1. WDVE-F>	1. WWSW-F>
2. WAMO-F	2. WOMP-F	WOMP-F	2. WWSW-F	2. WWSW-F	2.	2. WWSW-F	2. WDVE-F	2. WWSW-F	2. WRKY-F>
3. WOMP-F	3. WAMO-F	WWSW-F	3. WOMP-F	3. WSTV	3.	3. WRKY-F	WMYG-F	3. WRKY-F>>	3. WDVE-F
4.	4. WWSW-F	4. WOVK-F	4. WAMO-F	4.	4.	WAMO-F	4.	4.	4.
5.	5.	5.	5.	5.	5.	WMYG-F	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		49 (4)	49 (4)	25.8	31.6
AOR/CLASSIC		20 (2)	20 (2)	10.5	8.2
AC/OLDIES/SOFT ROCK		19 (2)	19 (2)	10.0	7.7
MOR/VARIETY/FULL	52 (3)		52 (3)	27.4	21.9
COUNTRY	11 (1)	15 (2)	26 (3)	13.7	18.4
BLACK/URBAN		8 (1)	8 (1)	4.2	1.5
BTFL MUSIC/EZ		14 (2)	14 (2)	7.4	5.6
NEWS/TALK					
NOSTALGIA					4.6
RELIGION/GOSPEL		1 (1)	1 (1)	0.5	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		1 (1)	1 (1)	0.5	
	63 (4)	127 (15)	190 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMO-F	105.9	Pittsburgh	4.0/ 5.7
WBZZ-F	93.7	Pittsburgh	3.0/13.8
WEEL-F	97.3	Wheeling	2.5/ 8.8
WHOT-F	101.1	Youngstown	1.5/ 3.3
WLTJ-F	92.9	Pittsburgh	2.0/ 5.7
WMYG-F	96.9	Braddock	2.0/ 5.1
WOVK-F	98.7	Wheeling	3.0/ 9.5
WPIT-F	101.5	Pittsburgh	.5/ 2.5
WZMM-F	107.5	Wheeling	.5/ 4.0

MISCELLANEOUS COMMENTS Arbitron fell 6.4% below sample target...

RADIO STATIONS

WDIG, 950, 1 KW (DAYS,DA)	, OLDIES	,$ 8.00	(---)			Fred Staffillno
WEIR, 1430, 1 KW (DA-2)	, MOR	APR,$ 15.00	(HNWH)		(WEIRTON, WV)	John Rambo
WSTV, 1340, 1 KW	, MOR/NOST	MBS,ABC-T,$ 30.00	(Regional)	Associated		Bill Chesson
WRKY-F, 103.5, 16 KW @ 880, CHR		,$ 30.00	(Regional)	Associated		Bill Chesson
WELA-F, 104.3, 50 KW @ 335, COUNTRY		SMN,$ 13.00	(Regional)		(E. LIVERPOOL)	Ron Aughinbaugh

Other ranked stations - See Wheeling or Pittsburgh

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STOCKTON

Arbitron Rank/Pop (12+): 98/354,300

MSA Rank/Pop: 104/433,000
Sacramento ADI
Average Person Ratings: 14.7
Market TSL: 19.8 hours

Stations: 32/11
Diaries: 722/491:1/46.4%
Sample Target: 690
% Below Line: 49.1
% Not Listed: 8.4

1987 Revenue: $6,700,000
HH Inc.: $32,156
Retail $: 2.5 Bil
Pop per Station: 32,209
#1 Biller: KWG/KYBB-F $1,400,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWIN-F (CHR)	38/7.3	4.9	5.0	6.7	4.7	----		583/16.5	13.9	15.9	85	8.3	48	706	KWIN-F
2. KHOP-F (CHR)	34/6.5	7.0	4.1	6.9	5.0	----		607/17.1	16.5	13.2	102	5.9	34	586	KHOP-F
3. KRAK (C)	33/6.3	5.6	7.3	8.1	9.0	----		425/12.0	12.4	13.8	92	8.2	47	541	KRAK
4. KBEE-F (EZ)	32/6.1	6.6	4.3	5.8	6.5	----		405/11.4	10.7	8.9	108	3.5	20	227	KBEE-F
5. KDJK-F (AOR)	29/5.6	3.9	2.4	2.4	2.8	----		300/ 8.5	6.7	6.1	143	4.5	26	295	KDJK-F
6. KWG (O)	27/5.2	5.2	3.2	2.8	3.9	----		374/10.6	9.5	7.9	148	4.7	27	387	KWG
7. KFMR-F (C)	26/5.0	4.3	3.9	6.3	6.5	----		377/10.6	9.7	8.3	124	4.0	23	383	KFMR-F
8. KSJQ-F (U/CHR)	21/4.0	7.2	3.2	1.2	1.5	----		357/10.1	9.6	6.5	45	5.6	32	317	KSJQ-F
9. KRAK-F (C)	20/3.8	1.9	1.7	1.4	.9	----		235/ 6.6	5.1	5.6	116	2.4	14	290	KRAK-F
10. KNBR (MOR)	19/3.6	3.7	5.4	3.0	6.2	----		332/ 9.4	11.7	12.1	142	3.3	19	298	KNBR
11. KJAX-F (EZ)	18/3.5	7.6	5.4	5.8	5.2	----		300/ 8.5	9.6	11.1	51	3.0	17	153	KJAX-F
12. KMEL-F (CHR)	16/3.1	1.7	1.7	1.8	.9	----		228/ 6.4	3.7	4.6	48	2.1	12	263	KMEL-F
13. KSTN-F (SP)	15/2.9	2.3	3.9	1.6	3.5	----		247/ 7.0	5.4	8.9	114	4.5	26	352	KSTN-F
14. KSTN (SP)	14/2.7	3.5	3.4	5.6	7.1	----		365/10.3	9.2	11.2	96	3.1	18	401	KSTN
KWOD-F (CHR)	14/2.7	2.3	4.1	3.8	1.7	----		322/ 9.1	6.5	10.5	26	3.0	17	332	KWOD-F
16. KYBB-F (AC)	13/2.5	3.7	3.9	2.2	3.7	----		240/ 6.8	9.3	7.2	176	1.9	11	184	KYBB-F

This market's TSA and MSA are the same.

12+ FM SHARE (METRO): 65.83% (314 of 477) (SPG 87: 59.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KHOP-F	1. KDJK-F	1. KDJK-F<	1. KDJK-F	1. KDJK-F<	1. KRAK	1. KRAK <	1. KRAK	1. KWIN-F<	1. KWIN-F>	1. KRAK >
KSJQ-F	2. KWIN-F	2. KWIN-F	2. KWG	2. KWG	2. KBEE-F	2. KHOP-F	2. KBEE-F	KDJK-F	2. KSJQ-F<	2. KBEE-F<
3. KWIN-F	3. KFMR-F	3. KHOP-F	3. KHOP-F	3. KHOP-F	3. KWG	3. KWIN-F<	3. KWIN-F	3. KHOP-F	3.	3. KWIN-F>
4. KWOD-F	KHOP-F	4. KWG	4. KWIN-F	KBEE-F	4. KJAX-F	4. KBEE-F<	4. KDJK-F	4. KBEE-F	4.	4. KFBK-F
5.	5.	5. KFMR-F	5. KFMR-F	5. KFMR-F	5. KRAK-F	5. KFMR-F	5. KFMR-F	5. KWG	5.	5.
				KWIN-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KHOP-F	1. KHOP-F>	1. KHOP-F<	1. KHOP-F	1. KHOP-F	1. KWIN-F<	1. KDJK-F>	1. KDJK-F>>	1. KDJK-F>	1. KDJK-F>
KSJQ-F	2. KWIN-F	2. KDJK-F	2. KWIN-F>	2. KWG	2. KDJK-F<	2. KWIN-F	2. KFMR-F<	2. KFMR-F	2. KWG
KWIN-F	3. KDJK-F	3. KFMR-F	3. KWG	KWIN-F	3. KFMR-F	3. KFMR-F	3. KWIN-F	KWIN-F	KRAK
4.	4. KSJQ-F	KWIN-F	4.	4. KBEE-F	KZAP-F	4. KZAP-F	KZAP-F	4. KWG	4. KFMR-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		102 (4)	102 (4)	21.4	25.9
AOR/CLASSIC		52 (4)	52 (4)	10.9	5.5
AC/OLDIES/SOFT ROCK	32 (2)	23 (3)	55 (5)	11.5	11.2
MOR/VARIETY/FULL	27 (2)		27 (2)	5.7	9.2
COUNTRY	38 (2)	46 (2)	84 (4)	17.6	15.6
BLACK/URBAN		26 (3)	26 (3)	5.5	1.8
BTFL MUSIC/EZ		50 (2)	50 (2)	10.5	11.4
NEWS/TALK	34 (3)		34 (3)	7.1	11.4
NOSTALGIA	8 (1)		8 (1)	1.7	1.8
RELIGION/GOSPEL					
SPANISH	24 (3)	15 (1)	39 (4)	8.2	6.2
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	163 (13)	314 (19)	477 (32)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCVR	1570	Lodi	1.3/2.9
KJOY	1280	Stockton	1.5/5.3

See Modesto or Sacramento for more information about the stations:

KFBK	1.5/2.6	KTRB	1.0/3.6
KLOC	.6/2.1	KXOA-F	.4/2.4
KOSO-F	1.5/3.2	KZAP-F	2.7/7.1

See San Francisco for more information about these stations:

KBLX-F	.4/1.7	KGO	2.1/4.5
KCBS	2.9/7.9	KRQR-F	.6/1.5
KFOG-F	1.2/2.1	KSFO	1.0/3.1
KFRC	1.5/3.2	KSOL-F	.6/3.0

RADIO STATIONS

KCVR, 1570,	5 KW (DAYS,DA)	, HISPANIC	,$ 14.00	(Caballero)			George Sampson
KJOY, 1280,	1 KW	, MOR/AC	,$ 13.00	(Mc-Guild)			Joel Gamble
KSTN, 1420,	5 KW/1 KW (DA-2)	, HISPANIC	ABC-C,$ 17.00	(Roslin)			Knox LaRue
KWG , 1230,	1 KW	, OLDIES	MBS,$ 20.00	(Katz)	Home News		Ken Thompson
KFMR-F, 100.1,	3 KW @ 300,	COUNTRY	,$ 26.00	(CBS)			Susan Carson
KJAX-F, 99.3,	3 KW @ 300,	BTFL/EZ	ABC-E,$ 29.00	(Mc-Guild)			Joel Gamble
KSTN-F, 107.3,	8 KW @ 1610,	HISPANIC CHR	ABC-C,$ 17.00	(Roslin)			Knox LaRue
KWIN-F, 97.7,	3 KW @ 300,	CHR	,$ 27.00	(MMR)		(LODI)	Roger Turnbaugh
KYBB-F, 100.9,	3 KW @ 300,	AC	,$ 24.00	(Katz)	Home News	(TRACY)	Ken Thompson

MISCELLANEOUS COMMENTS KCVR, KWIN-F (Lodi) sold for $3,000,000 plus liabilities... Station descriptions for KSJQ and KHOP were mistakenly included on the Modesto page... They are above-the-line in Stockton and should be on this page...

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SYRACUSE

Arbitron Rank/Pop (12+): 62/544,500

MSA Rank/Pop: 74/657,000
ADI # 67
Average Person Ratings: 16.5
Market TSL: 22.0 hours

Stations: 21/17
Diaries: 847/643:1/49.9%
Sample Target: 920
% Below Line: 3.0
% Not Listed: 12.9

1987 Revenue: $15,000,000
HH Inc.: $36,884
Retail $: 4.0 Bil
Pop per Station: 32,029
#1 Biller: WYYY-F $4,300,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WYYY-F	(AC)	136/15.2	13.7	13.5	17.5	17.9	15.0	154/2081	1732/31.8	33.6	34.9	148	17.0	162	1822	WYYY-F
2. WNTQ-F	(CHR)	115/12.8	13.6	13.2	11.8	10.8	12.9	148/1869	1439/26.4	30.1	24.7	80	15.1	144	1556	WNTQ-F
3. WSYR	(MOR)	109/12.2	13.7	11.8	11.7	9.3	12.4	122/1498	1265/23.2	26.2	22.8	70	10.1	96	1085	WSYR
4. WAQX A/F	(AOR)	84/ 9.3	6.1	7.2	8.4	9.3	7.8	92/1193	1041/19.1	18.2	19.6	77	10.5	100	1295	WAQX A/F
5. WEZG-F	(EZ)	58/ 6.5	8.2	7.2	7.5	6.5	7.4	58/ 677	659/12.1	11.4	12.1	92	4.3	41	427	WEZG-F
6. WSEN A/F	(O)	52/ 5.8	5.7	3.9	5.3	5.4	5.2	62/ 957	792/14.5	12.8	12.6	176	4.8	46	605	WSEN A/F
7. WHEN	(MOR)	50/ 5.6	3.5	4.0	4.5	6.1	4.4	62/1044	776/14.3	10.2	17.5	113	4.2	40	663	WHEN
8. WKFM-F	(AOR)	47/ 5.2	5.7	7.0	4.8	4.6	6.8	58/ 917	705/12.9	15.6	12.4	94	6.9	66	784	WKFM-F
9. WSCP A/F	(C)	29/ 3.3	1.4	1.8	1.8	1.4	2.1	32/ 245	189/ 3.5	---	2.0	58	1.7	16	151	WSCP A/F
10. WRHP-F	(EZ)	26/ 2.9	5.8	5.7	6.2	5.8	5.2	34/ 508	417/ 7.7	11.2	12.2	66	2.5	24	271	WRHP-F
11. WNDR	(3B)	20/ 2.2	1.6	1.7	2.4	1.0	1.7	22/ 352	238/ 5.3	6.8	5.3	105	2.3	22	324	WNDR
12. WMHR-F	(R/G)	11/ 1.2	1.1	2.2	.8	2.2	1.3	15/ 269	170/ 3.1	4.3	5.5	100	1.6	15	210	WMHR-F

12+ FM SHARE (METRO): 73.88% (577 of 781) (SPG 87: 75.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNTQ-F>>	1. WYYY-F>	1. WYYY-F>	1. WYYY-F>>	1. WYYY-F>>	1. WSYR >>	1. WYYY-F<	1. WYYY-F>	1. WYYY-F	1. WNTQ-F	1. WSYR
2. WAQX-F+>>	2. WAQX-F+	2. WNTQ-F	2. WSEN-F+	2. WNTQ-F	2. WYYY-F<	2. WSYR	2. WAQX-F+	2. WNTQ-F	2. WSYR	2. WYYY-F<
3.	3. WNTQ-F>	3. WAQX-F+>	3. WNTQ-F	WSEN-F+	3. WEZG-F>	3. WNTQ-F>	WNTQ-F	3. WAQX-F+<	3. WYYY-F	3. WNTQ-F
4.	4. WKFM-F>	4. WSEN-F+	4. WSYR	4. WSYR	4. WSEN-F+	4. WAQX-F+	4. WSYR	4. WSYR	4. WAQX-F>	4. WHEN
5.	5. WHEN <	5. WKFM-F	5. WAQX-F+	5. WAQX-F+	5. WNTQ-F	WHEN	5. WEZG-F	5. WSEN-F+	5. WKFM-F	5. WAQX-F
	6. WSEN-F		6. WHEN	6. WHEN	6. WHEN			6. WEZG-F		WSCP-F
					WSCP-F+					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WNTQ-F	1. WYYY-F>	1. WYYY-F>>	1. WYYY-F>>	1. WYYY-F>>
2. WYYY-F>>	2. WNTQ-F>>	2. WNTQ-F	2. WNTQ-F>>	2. WNTQ-F
3. WKFM-F	3. WAQX-F+	3. WAQX-F+<	3. WSEN-F+	3. WEZG-F+>
4. WAQX-F+	4. WKFM-F	4. WSEN-F+	4. WEZG-F	WSEN-F+
5.	5. WSEN-F+	5. WHEN	5. WSYR	5. WSYR
	6. WHEN		6. WAQX-F+	6. WHEN

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAQX-F+>	1. WAQX-F>	1. WAQX-F+<	1. WAQX-F+	1. WYYY-F
2. WYYY-F	2. WYYY-F	2. WYYY-F	2. WYYY-F>	2. WSEN-F+
3. WNTQ-F<	3. WKFM-F	3. WKFM-F	3. WKFM-F<	WSYR
4. WKFM-F	4. WNTQ-F	4. WSEN-F+	4. WNTQ-F	4. WAQX-F+
5. WHEN	5. WHEN	5. WHEN	5. WSEN-F+	5. WKFM-F
		6. WNTQ-F		6. WNTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	15.2	13.2
AOR/CLASSIC	3 (1)	136 (3)	139 (4)	17.8	19.7
AC/OLDIES/SOFT ROCK	7 (1)	181 (2)	188 (3)	24.1	34.0
MOR/VARIETY/FULL	159 (2)	9 (1)	168 (3)	21.5	10.6
COUNTRY	7 (1)	37 (3)	44 (4)	5.6	8.3
BLACK/URBAN					
BTFL MUSIC/EZ		84 (2)	84 (2)	10.8	7.7
NEWS/TALK					
NOSTALGIA	20 (1)		20 (1)	2.6	1.2
RELIGION/GOSPEL		11 (1)	11 (1)	1.4	2.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS				1.0	1.2
	204 (7)	577 (14)	781 (21)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WSGO-F	105.5	Oswego	1.0/2.0
WXRA	1220	North Syracuse	.9/3.0
WFRG-F	96.1	Rome	.9/2.4
WNYZ-F	98.7	Utica	.4/1.8
WOUR-F	96.9	Utica	.9/4.0
WPCX-F	106.9	Auburn	.8/1.9

MISCELLANEOUS COMMENTS WRRB changes calls to WRHP and format from Country to BTFL/EZ (March)... Arbitron fell 8.7% short of sample target... WAQX sold to Atlantic Ventures for $4,500,000 (Mahlman)...

RADIO STATIONS

WHEN, 620, 5 KW/1 KW (DA-N)	, AC/MOR	ABC-E,$ 48.00	(Banner)	Park		Bob Carolin
WNDR, 1260, 5 KW (DA-N)	, NOSTALGIA	CBS,MBS,$ 17.00	(Mc-Guild)	Osborn		
WSYR, 570, 5 KW (DA-2)	, MOR	NBC,$ 75.00	(Katz)	New City		John Terboss
WAQX-F, 95.7, 3 KW @ 300, AOR		ABC-R,$ 45.00	(MMR)			Louis Ignatti
WEZG-F, 100.9, 3 KW @ 165, BTFL/EZ		,$ 31.00	(Durpetti)			
WKFM-F, 104.7, 50 KW @ 500, AOR		Source,$ 33.00	(Christal)	Wilks-Schwartz		Jay Sterin
WMHR-F, 102.9, 20 KW @ 780, RELIGION		,$ 8.00	(---)			Gordon Bell
WNTQ-F, 93.1, 97 KW @ 660, CHR		,$ 50.00	(Mc-Guild)	Osborn		
WRHP-F, 107.9, 50 KW @ 500, BTFL/EZ		ABC-D,$ 40.00	(Banner)	Park		Bob Carolin
WSEN-F, 92.1, 3 KW @ 300, OLDIES		,$ 30.00	(HNWH)	Buckley	(BALDWINSVILLE)	Joel Friedman
WYYY-F, 94.5, 100 KW @ 650, AC		,$100.00	(Katz)	New City		John Terbass
WSCP-F, 101.7, 3 KW @ 300, COUNTRY		,$ NA	(---)		(PULASKI)	

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TALLAHASSEE

Arbitron Rank/Pop (12+): 179/157,800

MSA Rank/Pop: 190/221,600
ADI # 129

Average Person Ratings: 16.1
Market TSL: 22.0 hours

Stations: 12/11
Diaries: 558/283:1/46.1%
Sample Target: 550
% Below Line: 0.8
% Not Listed: 13.8

1987 Revenue: $5,800,000
HH Inc.: $29,250
Retail $: 1.4 Bil
Pop per Station: 14,345
#1 Biller: WBGM A/F $1,200,000

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGLF-F	(AOR)	46/18.1	---	8.8	---	9.6	----	59/724	525/33.3	---	32.8	128				WGLF-F
2. WTHZ-F	(CHR)	36/14.2	---	13.1	---	9.6	----	46/661	544/34.5	---	36.9	82				WTHZ-F
WANM	(B)	36/14.2	---	25.0	---	19.9	----	37/265	244/15.5	---	19.8	77				WANM
4. WIQI-F	(B)	26/10.2	---	2.7	---	2.2	----	39/350	195/12.4	---	11.9	71				WIQI-F
WTNT A/F	(C)	26/10.2	---	10.0	---	9.5	----	66/743	277/17.6	---	18.5	135				WTNT A/F
6. WBGM-F	(AC)	18/ 7.1	---	13.5	---	14.0	----	25/461	335/21.2	---	31.0	142				WBGM-F
7. WMLO-F	(EZ)	11/ 4.3	---	2.3	---	4.8	----	16/278	170/10.8	---	6.3	67				WMLO-F
8. WMNX-F	(C)	10/ 3.9	---	6.2	---	10.7	----	10/192	170/10.8	---	13.0	110				WMNX-F
9. WTAL	(BB)	5/ 2.0	---	3.1	---	3.7	----	5/131	131/ 8.3	---	7.4	0				WTAL
10.																
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.45% (174 of 219) (SPG 87: 64.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WTHZ-F<	1. WGLF-F>	1. WGLF-F>	1. WGLF-F>>	1. WGLF-F>>	1. WTNT-AF	1. WTHZ-F<	1. WGLF-F>	1. WGLF-F	1. WIQI-F	1. WMLO-F
2. WIQI-F>>	2. WANM-F	2. WANM-F	2. WTNT-AF	2. WTNT-AF	2. WMLO-F	2. WGLF-F>	2. WTHZ-F	2. WTHZ-F	2. WGLF-F	2. WBGM-F
3. WANM-F	3. WTHZ-F>	3. WTHZ-F	3. WANM-F	3. WTHZ-F	3. WANM-F	3. WANM-F	3. WANM-F	3. WANM-F<	WTHZ-F>	WTNT-F
WGLF-F	4. WIQI-F	4. WTNT-AF	WTHZ-F	4. WANM-F	WGLF-F	4. WTNT-AF	WTNT-AF	4. WIQI-F	4.	4. WIQI-F
5.	5. WTNT-AF	5. WIQI-F	5. WBGM-AF	5. WBGM-AF	5. WBGM-AF	5. WBGM-F	5. WBGM-F	5. WBGM-F	5.	5.
					WMNX-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WTHZ-F	1. WGLF-F	1. WGLF-F>	1. WGLF-F<	1. WGLF-F	1. WANM-F>>	1. WGLF-F	1. WGLF-F>>	1. WGLF-F	1. WGLF-F>>
2. WIQI-F	2. WTHZ-F	2. WANM-F	2. WTHZ-F	2. WANM-F	2. WGLF-F	2. WANM-F>>	2. WTNT-AF>	2. WANM-F>	2. WTNT-AF
3. WGLF-F>	3. WIQI-F	WTHZ-F	3. WIQI-F	3. WTHZ-F	3. WTHZ-F	3. WTNT-AF	3. WBGM-AF	3. WTNT-AF	3. WTHZ-F
4. WBGM-AF	4. WANM-F	4. WIQI-F	4. WANM-F	4. WBGM-AF	4. WIQI-F	4. WTHZ-F	WTHZ-F	4. WTHZ-F	4. WBGM-AF
5.	5. WBGM-AF	5. WBGM-AF	5. WBGM-AF	5. WIQI-F	5.	5.	5.	5.	WMNX-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		36 (1)	36 (1)	16.4	25.8
AOR/CLASSIC		46 (1)	46 (1)	21.0	
AC/OLDIES/SOFT ROCK		18 (1)	18 (1)	8.2	15.6
MOR/VARIETY/FULL					
COUNTRY	1 (1)	35 (2)	36 (3)	16.4	19.1
BLACK/URBAN	36 (1)	28 (2)	64 (3)	29.2	32.0
BTFL MUSIC/EZ		11 (1)	11 (1)	5.0	2.7
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	2.3	3.6
RELIGION/GOSPEL	3 (1)		3 (1)	1.4	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	45 (4)	174 (8)	219 (12)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCVC	1330	Tallahassee	1.2/3.4
WJAD-F	97.3	Bainbridge	.8/4.2

MISCELLANEOUS COMMENTS WBGM A/F sold by Woolfson to HVS for $3,900,000 (E) (Blackburn)... WGLF reclassified as AOR... WMNX sold by HVS for $1,500,000...

RADIO STATIONS

WANM, 1070, 10 KW (DAYS)	, BLACK	SBN,$ 27.00	(Banner)		Bob Badger
WTAL, 1450, 1 KW	, NOSTALGIA	CBS,$ 10.00	(P/W)		Don Keyes
WBGM-F, 98.9, 100 KW @ 365, AC		ABC-C,$ 36.00	(Mc-Guild)		Bob Badger
WGLF-F, 104.1, 100 KW @ 440, AOR		ABC-F,$ 30.00	(Banner)		Bill Marriott
WMNX-F, 95.9, 3 KW @ 300, COUNTRY		,$ 25.00	(Mc-Guild)		Bud Diehm
WTHZ-F, 103.1, 3 KW @ 300, CHR		,$ 30.00	(MMR)		Howard Dolgoff
WTNT-F, 94.9, 100 KW @ 850, COUNTRY		ABC-I,$ 28.00	(Christal)	Palmer	Mark Halverson
WIQI-F, 101.7, 3 KW @ 300, BLACK		MBS,$ 12.00	(---)	(QUINCY)	Lee Clear
WMLO-F, 104.9, 2 KW @ 413, BTFL/EZ		,$ 16.00	(Eastman)	Winton (HAVANA)	Jon Hill

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TAMPA - ST. PETERSBURG

Arbitron Rank/Pop (12+): 22/1,701,000

MSA Rank/Pop: 22/1,960,000
ADI # 14

Average Person Ratings: 17.4
Market TSL: 23.8 hours

Stations: 28/24
Diaries: 1503/1132:1/49.3%
Sample Target: 1530
% Below Line: 5.7
% Not Listed: 9.6

1987 Revenue: $52,000,000
HH Inc.: $29,007
Retail $: 13.3 Bil
Pop per Station: 70,875
#1 Biller: WRBQ A/F $16,500,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WRBQ A/F	(CHR)	505/17.1	17.4	15.6	18.0	18.8	17.0	584/6466	5274/31.0	30.1	32.6	125	21.1	619	5703	WRBQ A/F
2. WWBA-F	(EZ)	285/ 9.6	10.5	10.8	10.3	9.4	10.3	308/3072	2698/15.9	16.2	16.7	29	7.3	213	2145	WWBA-F
3. WQYK A/F	(C)	242/ 8.2	8.7	8.0	5.3	6.4	7.6	268/2684	2241/13.3	14.2	12.3	102	7.3	207	2186	WQYK A/F
4. WYNF-F	(AOR)	206/ 7.0	5.9	4.8	6.5	6.0	6.1	308/3258	2113/12.4	12.6	12.3	104	6.8	200	2811	WYNF-F
5. WUSA-F	(AC)	176/ 6.0	5.2	4.8	5.0	5.0	5.3	200/2503	2185/12.8	12.3	11.3	158	4.8	142	1940	WUSA-F
6. WFLA	(T)	174/ 5.9	1.4	5.1	3.7	3.8	4.8	206/2095	1701/10.0	11.9	10.0	83	7.4	218	1745	WFLA
7. WFLZ-F	(AC)	135/ 4.6	4.7	4.1	3.9	3.5	4.3	214/2878	1984/11.7	9.4	7.8	150	3.6	107	1652	WFLZ-F
8. WNLT-F	(AC)	118/ 4.0	5.2	4.0	3.9	5.1	4.3	133/2167	1889/11.1	11.0	9.9	125	4.8	142	2081	WNLT-F
9. WKRL-F	(AOR)	117/ 4.0	3.8	3.2	4.8	3.4	4.0	132/1780	1484/ 8.7	8.9	8.3	168	3.1	92	1304	WKRL-F
10. WSUN	(C)	108/ 3.7	3.4	2.7	3.3	3.6	3.3	165/1994	1236/ 7.3	7.5	7.7	76	1.9	55	1029	WSUN
11. WGUL A/F	(BB)	98/ 3.3	3.2	5.2	3.4	4.5	3.8	98/1200	1159/ 6.8	7.4	6.6	6	3.6	104	1241	WGUL A/F
12. WDUV-F	(EZ)	88/ 3.0	3.0	3.2	2.6	2.5	3.0	200/2793	1410/ 8.3	7.0	5.9	33	1.2	34	466	WDUV-F
13. WTMP	(B)	68/ 2.6	1.8	1.7	2.0	2.1	2.0	69/ 495	472/ 2.8	4.4	4.4	130	3.2	93	895	WTMP
14. WDAE	(BB)	62/ 2.1	2.9	2.2	3.7	3.8	2.7	66/ 841	776/ 4.6	4.6	7.4	14	.7	21	729	WDAE
15. WHVE-F	(J/NA)	60/ 2.0	1.8	2.2	1.7	.8	1.9	90/1395	953/ 5.6	6.1	3.5	185	7.0	204	2096	WHVE-F
16. WXCR-F	(CL)	50/ 1.7	1.3	2.4	1.7	1.5	1.8	50/ 651	651/ 3.8	4.6	3.5	76	1.2	34	546	WXCR-F
17. WRXB	(B)	42/ 1.4	.7	.8	2.1	2.0	1.3	43/ 439	413/ 2.4	2.1	3.0	86	---	---	44	WRXB
18. WTKN	(T)	32/ 1.1	2.6	3.7	3.4	3.3	2.7	37/ 911	722/ 4.2	7.9	7.0	27	1.0	29	821	WTKN
19. WHBO	(O)	30/ 1.0	1.3	.9	2.1	2.0	1.3	36/ 464	364/ 2.1	2.5	3.0	200	1.4	41	725	WHBO
20.																
21.																
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 77.72% (2075 of 2670) (SPG 87: 71.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1.WRBQ-AF>>	1.WRBQ-AF>	1.WRBQ-AF>>	1.WRBQ-AF>>	1.WRBQ-AF>>	1.WWBA-F>	1.WRBQ-AF>>	1.WRBQ-AF	1.WRBQ-AF>>	1.WRBQ-AF>>	1.WFLA
2.WYNF-F>>	2.WYNF-F>	2.WYNF-F	2.WUSA-F	2.WUSA-F	2.WRBQ-AF<	2.WWBA-F	2.WWBA-F>	2.WWBA-F	2.WFLA	2.WRBQ-F>>
3.	3.WKRL-F	3.WUSA-F	3.WYNF-F	3.WQYK-F	3.WQYK-F	3.WQYK-AF	3.WQYK-AF	3.WQYK-AF	3.WYNF-F	3.WQYK-F
4.	4.WNLT-F	4.WKRL-F	4.WQYK-F	4.WYNF-F	4.WFLA >	4.WFLA	4.WUSA-F	4.WYNF-F	4.WQYK-AF	4.WGUL-F
5.	5.WUSA-F>	WNLT-F<	5.WKRL-F	5.WFLZ-F	5.WSUN	5.WYNF-F	5.WYNF-F	5.WUSA-F	5.WWBA-F>	5.WWBA-F
6.	6.WFLZ-F	6.WQYK-F	6.WFLZ-F	6.WKRL-F	WUSA-F	6.WUSA-F	6.WFLZ-F	6.WNLT-F	6.WUSA-F	6.WRXB
7.	7.WQYK-F	7.WFLZ-F	7.WNLT-F	7.WNLT-F<	7.WGUL-AF	7.WSUN	7.WFLA	7.WKRL-F<	7.WFLZ-F	7.WYNF-F
8.	8.	8.	8.	8.WFLA	8.	8.	8.WNLT-F	8.WFLZ-F	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WRBQ-AF>>	1. WRBQ-AF>>	1. WRBQ-AF>	1. WRBQ-AF>>	1. WRBQ-AF>>
2. WNLT-F>	2. WNLT-F>	2. WUSA-F	2. WUSA-F	2. WUSA-F>
3. WYNF-F	3. WYNF-F	3. WNLT-F	3. WNLT-F	3. WQYK-F
4. WKRL-F<	4. WUSA-F	4. WYNF-F	4. WQYK-F	4. WFLZ-F
5. WQYK-F	5. WKRL-F	5. WFLZ-F	5. WFLZ-F	5. WNLT-F
WTMP	6. WTMP	6. WKRL-F	WYNF-F	6. WYNF-F
7. WRXB	7. WQYK-F<	7. WTMP	7.	7.
8.	8. WFLZ-F	8. WQYK-F	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WRBQ-AF	1. WRBQ-AF<	1. WKRL-F<	1. WRBQ-AF>	1. WRBQ-AF>>
WYNF-F>	2. WYNF-F>	2. WRBQ-AF<	2. WYNF-F>	2. WYNF-F
3. WNLT-F	3. WKRL-F>	3. WYNF-F>>	3. WKRL-F	3. WKRL-F
4. WKRL-F	4.	4. WHVE-F	4. WUSA-F	4. WQYK-F
WUSA-F	5.	5. WFLA <	5. WQYK-F<	5. WUSA-F
6.	6.	6. WUSA-F	6. WFLA	6. WFLA
7.	7.	7.	7. WNLT-F	7. WFLZ-F
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	11 (1)	503 (2)	514 (3)	19.3	20.5
AOR/CLASSIC		323 (2)	323 (2)	12.1	10.3
AC/OLDIES/SOFT ROCK	30 (1)	439 (4)	469 (5)	17.6	18.0
MOR/VARIETY/FULL					0.8
COUNTRY	108 (1)	242 (2)	350 (3)	13.1	11.7
BLACK/URBAN	110 (2)		110 (2)	4.1	4.4
BTFL MUSIC/EZ		373 (2)	373 (2)	14.0	13.1
NEWS/TALK	206 (2)		206 (2)	7.7	8.3
NOSTALGIA	92 (3)	81 (1)	173 (4)	6.5	10.4
RELIGION/GOSPEL					
SPANISH	20 (1)		20 (1)	0.7	0.9
CLASSICAL		50 (1)	50 (1)	1.9	1.6
JAZZ/NEW AGE		60 (1)	60 (1)	2.2	
UNKNOWN/OTHERS	9 (1)	13 (1)	22 (1)	0.8	
	586 (12)	2084 (16)	2670 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMA	1550	Tampa	.7/ .8
WLFF	680	St. Petersburg	.4/1.4
WPSO	1500	New Port Richey	.3/ .9
WCAT-F	106.7	Leesburg	.3/1.3
WKTK-F	98.5	Crystal River	.3/1.1

RADIO STATIONS

AM STATIONS

WAMA, 1550, 10 KW (DAYS)	, HISPANIC	UPI,$ 25.00	(Caballero)		E. Archilla-Roig
WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I,$ 58.00	(Mc-Guild)	Gannett	Jim Shields
WFLA, 970, 5 KW (DA-2)	, TALK	NBC,$ 46.00	(Durpetti)	Jacor	Dave Macejko
WHBO, 1040, 5 KW (DAYS)	, OLDIES	,$ 40.00	(Mc-Guild)	Metroplex	Jonathan Pinch
WLFF, 680, 1 KW (DAYS)	, NOSTALGIA	,$ 27.00	(Christal)	Century	Ted Wolfe
WQBN, 1300, 5 KW/1 KW (DA-2)	, HISPANIC	,$ 19.00	(Katz Hisp.)		Michael Gillespie
WRBQ, 1380, 5 KW (DA-N)	, CHR	ABC-F,$ NA	(Eastman)	Edens	Luis Albertini
WRXB, 1590, 5 KW/1 KW (DA-2)	, BLACK	NBN,$ 25.00	(Lazar)		
WSUN, 620, 10 KW (DA-N)	, COUNTRY	CBS,ABC-E,$ 72.00	(CBS)	CBS	
WTAN, 1340, 1 KW (DA-1)	, MOR	,$ 22.00	(---)		
WTKN, 570, 5 KW/10 KW (DA-2)	, TALK/NEWS	CBS,MBS,$ 51.00	(HNWH)	Susquehanna	Gordon Obarski
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN,$ 33.00	(HNWH)		

FM STATIONS

WFLZ, 93.3, 100 KW @ 940, AC		,$ 60.00	(Durpetti)	Jacor	Dave Macejko
WGUL, 105.5, 3 KW @ 300, NOSTALGIA		MBS,$ 42.00	(Roslin)	Marcocci	Carl Marcocci
WKRL, 97.9, 100 KW @ 639, CLASSIC ROCK		Source,$ 78.00	(Christal)	Sandusky	Dan DiLoreto
WNLT, 95.7, 100 KW @ 650, AC		,$ 70.00	(Mc-Guild)	Metroplex	Jonathan Pinch
WQYK, 99.5, 100 KW @ 550, COUNTRY		,$110.00	(Katz)	Infinity	Charlie Ochs
WRBQ, 104.7, 100 KW @ 555, CHR		ABC-F,$280.00	(Eastman)	Edens	Luis Albertini
WUSA, 100.7, 100 KW @ 630, AC		,$104.00	(Mc-Guild)	Gannett	Mike Shields
WWBA, 107.3, 100 KW @ 649, BTFL/EZ		,$101.00	(Republic)	Cox	Bob Neil
WXCR, 92.1, 2 KW @ 400, CLASSICAL		UPI,$ 40.00	(CMBS)	Entercom	Richard Roslow
WYNF, 94.9, 100 KW @ 1360, AOR		ABC-R,$ 88.00	(CBS)	CBS	
WHVE, 102.5, 100 KW @ 570, JAZZ/NEW AGE/AC		,$ 46.00	(HNWH)	Susquehanna	(SARASOTA)

WDUV - See Sarasota

CALL LETTER CHANGES

WCBF: Changes to WQYK-AM

FORMAT CHANGES

WTAN: Solf for $650,000 (Fischer)
WFLA, WFLZ-F: From Sconnix to Jacor for $20,000,000 (Stevens)
WWBA-F: From Metropolitan to Sillerman to Cox for $17,100,000
WWBA: Changes from BTFL to Soft AC (August)

STATION SALES

WQYK-AM: Now programs Country and simulcasts with WQYK-F
WWBA-F: Changed from BTFL to Soft AC after rating period (July)

MISCELLANEOUS COMMENTS

WGUL-A and WGUL-F simulcasted during rating perioxd as did WRBQ AM and FM

FORMAT CODES

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

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TERRE HAUTE

Arbitron Rank/Pop (12+): 170/175,100

MSA Rank/Pop: 268/134,500
ADI # 125
Average Person Ratings: 14.3
Market TSL: 19.5 hours

Stations: 18/13
Diaries: 660/265:1/57.8%
Sample Target: 550
% Below Line: 2.4
% Not Listed: 7.2

1987 Revenue: $3,700,000
HH Inc.: $28,889
Retail $: 1.14 Bil
Pop per Station: 13,469
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WTHI-F (C)	50/20.0	---	22.5	---	25.4	----	87/1014	621/35.5	---	35.2	86				WTHI-F
2. WPFR-F (CHR)	46/18.4	---	11.5	---	12.9	----	63/ 789	501/28.6	---	23.8	83				WPFR-F
3. WMGI-F (AC)	33/13.2	---	11.9	---	7.0	----	38/ 606	438/25.0	---	21.9	177				WMGI-F
WZZQ-F (AOR)	33/13.2	---	15.8	---	16.5	----	52/ 824	476/27.2	---	25.1	123				WZZQ-F
5. WBOW (MOR)	19/ 7.6	---	4.0	---	4.4	----	19/ 207	198/11.3	---	9.5	36				WBOW
6. WAXI-F (BB)	10/ 4.0	---	4.7	---	1.5	----	17/ 178	126/ 7.2	---	7.1	0				WAXI-F
7. WSDM-F (AC)	7/ 2.8	---	2.8	---	5.9	----	7/ 150	133/ 7.6	---	10.2	193				WSDM-F
8. WTHI (O)	6/ 2.4	---	4.0	---	5.6	----	6/ 115	115/ 6.6	---	7.6	113				WTHI
WPRS (MOR)	6/ 2.4	---	4.7	---	2.9	----	7/ 131	98/ 5.6	---	7.0	75				WPRS
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 81.47% (189 of 232) (SPG 87: 83.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPFR-F>>	1. WPFR-F	1. WMGI-F	1. WMGI-F>	1. WMGI-F>	1. WTHI-F>>	1. WTHI-F>	1. WTHI-F	1. WPFR-F>	1. WPFR-F>>	1. WTHI-F
2.	WZZQ-F	WZZQ-F<	2. WZZQ-F	2. WTHI-F<	2. WBOW >	2. WPFR-F<	2. WMGI-F	2. WTHI-F>	2. WZZQ-F>	2. WZZQ-F
3.	3. WMGI-F>>	3. WPFR-F>	3. WTHI-F	3. WZZQ-F	3. WMGI-F	3. WMGI-F<	3. WPFR-F	3. WMGI-F	3. WTHI-F	3. WACF-F
4.	4.	4. WTHI-F	4. WPFR-F	4. WPFR-F	4. WAXI-F	4. WZZQ-F	4. WZZQ-F	4. WZZQ-F	4. WMGI-F	WMGI-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	WPFR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WPFR-F>>	1. WMGI-F	1. WMGI-F>>	1. WMGI-F	1. WMGI-F>>	1. WZZQ-F	1. WZZQ-F>	1. WZZQ-F	1. WZZQ-F>	1. WZZQ-F
2. WMGI-F	2. WPFR-F	2. WZZQ-F	2. WPFR-F>	2. WPFR-F	2. WPFR-F	2. WPFR-F>	2. WPFR-F	2. WPFR-F	2. WTHI-F
WZZQ-F	3. WZZQ-F>>	3. WPFR-F	3. WZZQ-F	WTHI-F	3. WTHI-F	3. WTHI-F	3. WMGI-F	WTHI-F	3. WMGI-F
4.	4.	4.	4. WTHI-F	4. WZZQ-F	4.	4. WMGI-F	4. WTHI-F	4. WMGI-F	4. WPFR-F
5.	5.	5.	5.	5. WSDM-F	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		47 (2)	47 (2)	20.3	13.6
AOR/CLASSIC		33 (1)	33 (1)	14.2	17.5
AC/OLDIES/SOFT ROCK	7 (2)	40 (2)	47 (4)	20.3	21.5
MOR/VARIETY/FULL	27 (3)		27 (3)	11.6	10.1
COUNTRY	5 (1)	56 (3)	61 (4)	26.3	30.7
BLACK/URBAN					
BTFL MUSIC/EZ					
NEWS/TALK	1 (1)		1 (1)	0.4	
NOSTALGIA		10 (1)	10 (1)	4.3	
RELIGION/GOSPEL		3 (1)	3 (1)	1.3	1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)		3 (1)	1.3	5.3
	43 (8)	189 (10)	232 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACF-F	98.5	Paris	2.0/7.3
WKZI	800	Casey	2.0/2.3
WWVR-F	105.5	W. Terre Haute	1.2/2.3
WYTL	1300	Terre Haute	1.2/2.6
WDNL-F	102.1	Danville	.4/2.2
WGN	720	Chicago	.4/2.3
WIAI-F	99.1	Danville	.4/1.9
WIBC	1070	Indianapolis	.8/1.4
WLS	890	Chicago	.4/2.4

RADIO STATIONS

WBOW, 1230, 1 KW	, MOR	ABC-I,$ 12.00	(Christal)	Contemp. Media		Ronn Mott
WTHI, 1480, 5 KW/1 KW (DA-2)	, OLDIES	US 2,$ 12.00	(Katz)			Dave Liston
WPRS, 1440, 1 KW/250 W	, MOR	ABC-E,$ 8.00	(---)		(PARIS, IL)	Bill Brown
WMGI-F, 100.7, 50 KW @ 500, AC		CBS-R,$ 19.00	(Republic)			Paula Padgett
WPFR-F, 102.7, 50 KW @ 500, CHR		,$ 17.00	(K & P)			Tony Clark
WTHI-F, 99.9, 50 KW @ 500, COUNTRY		US 2,$ 30.00	(Katz)			Dave Liston
WWVR-F, 105.5, 3 KW @ 300, RELIGION		,$ 8.00	(---)			Howard Huey
WZZQ-F, 107.7, 28 KW @ 670, AOR		ABC-R,$ 24.00	(Christal)			Ronn Mott
WACF-F, 98.5, 50 KW @ 500, COUNTRY		ABC-E,$ 8.00	(---)		(PARIS, IL)	Bill Brown
WAXI-F, 104.9, 1 KW @ 440, NOST/EZ		SMN,NBC,$ 6.00	(Regional)		(ROCKVILLE)	Bill Cook
WSDM-F, 97.7, 3 KW @ 300, SOFT AC		,$ 9.00	(Roslin)		(BRAZIL)	Mark Lange

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TOLEDO

Arbitron Rank/Pop (12+): 70/502,300

MSA Rank/Pop: 81/614,000
ADI # 64

Average Person Ratings: 16.8
Market TSL: 22.3 hours

Stations: 17/11
Diaries: 1024/491:1/52.2%
Sample Target: 1010
% Below Line: 10.1
% Not Listed: 9.9

1987 Revenue: $14,400,000
HH Inc.: $32,816
Retail $: 4.9 Bil
Pop per Station: 45,663
#1 Biller: WMHE-F $3,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKKO-F (C)	121/14.4	9.5	10.0	8.5	8.3	10.6	152/1618	1082/21.5	19.3	18.6	126	9.1	84	911	WKKO-F
2. WLQR-F (EZ)	97/11.5	9.8	10.2	12.1	9.5	10.9	136/1375	946/18.8	19.0	16.6	83	6.3	58	901	WLQR-F
3. WMHE-F (CHR)	93/11.0	15.4	15.3	13.3	13.2	13.8	190/2962	1559/31.0	33.4	32.1	99	16.3	151	1838	WMHE-F
4. WIOT-F (AOR)	81/ 9.6	8.8	9.7	10.0	11.0	9.5	153/1842	1064/21.2	22.6	23.0	102	16.1	149	1536	WIOT-F
5. WWWM-F (AC)	73/ 8.7	6.2	7.9	6.3	8.3	7.3	86/1191	949/18.9	19.5	19.7	143	5.6	52	799	WWWM-F
6. WSPD (MOR)	52/ 6.2	8.3	6.5	7.6	8.6	7.2	63/1123	821/16.3	15.9	21.3	47	6.7	62	917	WSPD
7. WRQN-F (CHR)	48/ 5.7	6.3	5.2	5.0	7.4	5.6	73/1355	929/18.5	14.9	17.9	42	6.6	61	1006	WRQN-F
8. WTOD (C)	40/ 4.8	4.8	4.7	3.4	4.0	4.4	52/ 669	565/11.2	8.1	8.8	69	3.3	31	414	WTOD
9. WJR (MOR)	35/ 4.2	4.0	6.9	7.2	4.7	5.6	88/1647	616/12.3	14.1	13.8	112	5.2	48	561	WJR
10. WVOI (B)	33/ 3.9	3.2	4.3	3.8	4.4	3.8	33/ 354	354/ 7.0	7.5	6.5	121	5.0	46	608	WVOI
11. WCWA (O)	29/ 3.4	3.8	2.7	3.2	2.3	3.3	32/ 489	425/ 8.5	8.5	7.9	162	2.5	23	341	WCWA
12. CKLW (BB)	26/ 3.1	3.8	2.7	3.6	2.3	3.3	53/ 772	379/ 7.5	6.8	6.4	23	3.0	28	423	CKLW
13.															
14.															
15.															

12+ FM SHARE (METRO): 70.22% (533 of 759) (SPG 87: 68.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WMHE-F>>	1. WIOT-F>	1. WKKO-F	1. WKKO-F	1. WKKO-F>	1. WLQR-F	1. WKKO-F>>	1. WKKO-F	1. WLQR-F	1. WSPD >	1. WSPD >
2. WRQN-F>	2. WWWM-F	2. WIOT-F<	2. WWWM-F	2. WWWM-F	2. WKKO-F>	2. WMHE-F	2. WLQR-F>	2. WKKO-F	2. WMHE-F<	2. WLQR-F>>
3. WIOT-F	3. WMHE-F<	3. WWWM-F<	3. WMHE-F	3. WMHE-F	3. WSPD >	3. WWWM-F	3. WWWM-F	3. WIOT-F<	3. WIOT-F	3. WWWM-F
4. WVOI	4. WKKO-F>	4. WMHE-F>	4. WIOT-F>	4. WIOT-F<	4. WTOD	4. WLQR-F	4. WMHE-F	4. WMHE-F	4. WLQR-F	4. WIOT-F
5.	5. WRQN-F	5.	5. WLQR-F	5. WLQR-F	5. WJR	5. WSPD	5. WIOT-F	5. WWWM-F	5. WRQN-F	WKKO-F
						6. WIOT-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WMHE-F	1. WMHE-F	1. WWWM-F<	1. WMHE-F	1. WMHE-F<
2. WRQN-F>	2. WWWM-F>	2. WMHE-F>	2. WWWM-F	2. WKKO-F
3. WIOT-F	3. WRQN-F	3. WIOT-F<	3. WKKO-F>	3. WWWM-F
WWWM-F<	4. WIOT-F	4. WKKO-F<	4. WLQR-F	4. WLQR-F>
5. WKKO-F	5. WKKO-F	5. WLQR-F	5. WRQN-F	5.
			6. WIOT-F	

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WIOT-F>>	1. WIOT-F>	1. WIOT-F	1. WKKO-F<	1. WKKO-F>
2. WKKO-F<	2. WKKO-F>	2. WKKO-F	2. WIOT-F>	2. WIOT-F
3. WRQN-F	3. WWWM-F>	3. WWWM-F>>	3. WWWM-F	3. WWWM-F>
4.	4. WMHE-F	4. WMHE-F	4. WMHE-F	4. WJR
5.	5. WRQN-F	5.	5. WCWA	5. WLQR-F
				WMHE-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		141 (2)	141 (2)	18.6	22.9
AOR/CLASSIC		90 (2)	90 (2)	11.9	13.7
AC/OLDIES/SOFT ROCK	36 (2)	73 (1)	109 (3)	14.4	11.2
MOR/VARIETY/FULL	91 (3)		91 (3)	12.0	15.3
COUNTRY	40 (1)	121 (1)	161 (2)	21.2	14.1
BLACK/URBAN	33 (1)	8 (1)	41 (2)	5.4	5.9
BTFL MUSIC/EZ		100 (2)	100 (2)	13.2	11.5
NEWS/TALK					0.4
NOSTALGIA	26 (1)		26 (1)	3.4	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	226 (8)	533 (9)	759 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOHO	1470	Toledo	.8/4.2
WJLB-F	97.9	Detroit	1.0/2.5
WLW	700	Cincinnati	.5/1.1
WQTE-F	95.3	Adrian	.4/2.1
WRIF-F	101.1	Detroit	1.1/3.8

MISCELLANEOUS COMMENTS WMHE-F sold by Osborn to Noble for $18,000,000 (E) (Americom)...

RADIO STATIONS

WCWA, 1230, 1 KW	, OLDIES	MBS,CBS,$ 20.00	(Mc-Guild)	Reams	Bob Lafferty
WOHO, 1470, 1 KW (DA-2)	, AC/OLDIES	,$ 17.00	(Durpetti)		Patricia Dickey
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC,$ 50.00	(Katz)	Commonwealth	Steve Stewart
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-I,$ 31.00	(MMR)	Booth	Clyde Roberts
WVOI, 1520, 1 KW (DA-2)	, BLACK	SBN,$ 19.00	(Roslin)		Charles Welch
WIOT-F, 104.7, 37 KW @ 655, AOR		Source,$ 60.00	(Mc-Guild)	Reams	Bob Lafferty
WKKO-F, 99.9, 50 KW @ 500, COUNTRY		ABC-E,$ 46.00	(MMR)	Booth	Clyde Roberts
WLQR-F, 101.5, 15 KW @ 810, BTFL/EZ		,$ 50.00	(Katz)	Commonwealth	Steve Stewart
WMHE-F, 92.5, 50 KW @ 480, CHR		ABC-F,$ 74.00	(Christal)	Noble	Ruth Ray
WRQN-F, 93.5, 3 KW @ 300, CHR		,$ 25.00	(Republic)	(BOWLING GREEN)	Dan Dudley
WWWM-F, 105.5, 2.7 KW @ 300, AC		,$ 43.00	(Durpetti)		Patricia Dickey

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TOPEKA

Arbitron Rank/Pop (12+): 169/176,800

MSA Rank/Pop: 234/159,700
ADI # 14.5
Average Person Ratings: 15.4
Market TSL: 20.5 hours

Stations: 18/8
Diaries: 647/273:1/47.8%
Sample Target: 550
% Below Line: 17.9
% Not Listed: 11.0

1987 Revenue: $5,700,000
HH Inc.: $37,443
Retail $: 1.14 Bil
Pop per Station: 22,100
#1 Biller: WIBW $1,300,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KTPK-F (C)	45/16.5	---	17.1	---	13.3	----	72/ 730	454/25.7	---	30.5	101				KTPK-F
2. KMAJ-F (AC)	34/12.5	---	12.3	---	7.4	----	63/ 733	433/24.5	---	21.3	186				KMAJ-F
3. WIBW-F (CHR)	32/11.7	---	12.7	---	12.6	----	54/1052	504/28.5	---	30.5	86				WIBW-F
4. WIBW (C)	26/ 9.5	---	8.6	---	10.4	----	53/ 796	340/19.2	---	17.7	68				WIBW
5. KDVV-F (CHR)	21/ 7.7	---	9.9	---	6.7	----	21/ 333	333/18.8	---	20.7	104				KDVV-F
6. KHUM-F (EZ)	18/ 6.6	---	1.7	---	---	----	20/ 246	184/10.4	---	5.5	88				KHUM-F
7. KTOP (O)	16/ 5.9	---	6.5	---	7.8	----	17/ 213	201/11.4	---	11.9	49				KTOP
8. KYYS-F (AOR)	14/ 5.1	---	5.8	---	5.6	----	20/ 492	232/13.1	---	10.7	84				KYYS-F
9. WDAF (C)	12/ 4.4	---	4.8	---	4.1	----	62/ 737	168/ 9.5	---	13.8	82				WDAF
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 74.07% (180 of 243) (SPG 87: 70.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WIBW-F>>	1. KMAJ-F	1. KMAJ-F>	1. KMAJ-F>>	1. KMAJ-F>	1. KTPK-F>	1. KTPK-F	1. KTPK-F	1. KTPK-F	1. WIBW	1. KTPK-F<
2. KDVV-F>>	2. KDVV-F	2. KTPK-F	2. KTPK-F	2. KTPK-F>	2. WIBW >	2. KMAJ-F	2. KMAJ-F	2. WIBW-F	2. WIBW-F	2. KMAJ-F>
3.	3. WIBW-F	3. WIBW-F	3. WIBW-F	3. WIBW-F	3. KTOP	3. WIBW-F	3. KDVV-F	3. KMAJ-F>	3. KTPK-F	3. KNZA-F
4.	4. KTPK-F	4. KDVV-F	4. KDVV-F	4. KDVV-F	4. KHUM-F	4. KDVV-F<	4. WIBW-F	4. KDVV-F	4. KTOP	4. WIBW
5.	KYYS-F	5.	5.	5. WIBW	KMAJ-F	5. WIBW	5. KHUM-F	5. WIBW	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KDVV-F	1. KMAJ-F	1. KMAJ-F>>	1. KMAJ-F	1. KMAJ-F>	1. KTPK-F	1. KTPK-F	1. KMAJ-F	1. KMAJ-F>	1. KMAJ-F>
2. KYYS-F	2. KDVV-F>	2. KDVV-F	2. KTPK-F	2. KTPK-F>	WIBW-F	WIBW-F	2. KHUM-F	2. KTPK-F	2. KTPK-F>>
3. KTPK-F	3. WIBW-F>	3. WIBW-F	3. KDVV-F	3. KDVV-F	3. KYYS-F	KYYS-F	KYYS-F	3. WIBW-F	3. WIBW-F
WIBW-F	4. KTPK-F	4. KTPK-F	4. WIBW-F	WIBW-F	4. KDVV-F	4. KMAJ-F	4.	4. KYYS-F	4.
5.	KYYS-F	5.	5.	5.	5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		54 (3)	54 (3)	22.2	27.3
AOR/CLASSIC		22 (3)	22 (3)	9.1	6.6
AC/OLDIES/SOFT ROCK	18 (2)	34 (1)	52 (3)	21.4	15.9
MOR/VARIETY/FULL	1 (1)		1 (1)	0.4	3.7
COUNTRY	40 (3)	48 (2)	88 (5)	36.2	35.4
BLACK/URBAN		4 (1)	4 (1)	1.6	1.8
BTFL MUSIC/EZ		18 (1)	18 (1)	7.4	1.1
NEWS/TALK	4 (1)		4 (1)	1.6	1.1
NOSTALGIA					7.0
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	63 (7)	180 (11)	243 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEWI	1440	Topeka	.7/7.1
KCFX-F	100.7	Harrisonville	.7/2.0
KCMO	810	Kansas City	1.5/5.1
KCPW-F	94.9	Kansas City	.4/3.8
KLZR-F	105.9	Lawrence	2.2/5.7
KMBZ	980	Kansas City	.4/1.6
KNZA-F	103.9	Hiawatha	1.1/1.8
KPRS-F	103.3	Kansas City	1.5/3.6
WHB	710	Kansas City	.7/2.2

MISCELLANEOUS COMMENTS WREN sold for $375,000...

RADIO STATIONS

KEWI, 1440, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-I,$ 13.00	(Torbet)		Fritz Reynolds
KTOP, 1490, 1 KW	, OLDIES	MBS,$ 16.00	(Banner)		Don Neer
WIBW, 580, 5 KW (DA-N)	, COUNTRY	CBS,MBS,$ 33.00	(Katz)	Stauffer	Dick Painter
WREN, 1250, 5 KW (DA-N)	, MOR	,$ 13.00	(Eastman)		Ted Cramer
KDVV-F, 100.3, 100 KW @ 260, CHR		,$ 22.00	(Banner)		Don Neer
KMAJ-F, 107.7, 100 KW @ 460, AC		,$ 26.00	(Torbet)		Fritz Reynolds
KTPK-F, 106.9, 100 KW @ 1210, COUNTRY		,$ 34.00	(HNWH)		Pat Powers
WIBW-F, 97.3, 100 KW @ 1217, CHR		,$ 27.00	(Katz)	Stauffer	Dick Painter
KHUM-F, 95.7, 100 KW @ 900, BTFL/EZ		,$ 16.00	(Christal)	Target (OTTAWA)	Gerald Getz

Other ranked stations - See Kansas City

American Radio Spring 1988, Copyright 1988

TUCSON

Arbitron Rank/Pop (12+): 65/522,700

MSA Rank/Pop: 79/626,000
ADI # 83
Average Person Ratings: 16.2
Market TSL: 22.3 hours

Stations: 22/19
Diaries: 877/596:1/53.4%
Sample Target: 880
% Below Line: 4.4
% Not Listed: 11.1

1987 Revenue: $16,000,000
HH Inc.: $27,740
Retail $: 3.7 Bil
Pop per Station: 27,511
#1 Biller: KRQQ-F $2,000,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KRQQ-F (CHR)	173/20.5	19.3	15.8	11.2	11.6	16.7	201/2052	1809/34.6	28.9	24.3	87	28.2	277	2104	KRQQ-F
2. KIIM-F (C)	95/11.2	10.4	8.5	11.3	7.6	10.4	99/1148	1026/19.6	17.0	16.1	108	10.0	98	1007	KIIM-F
3. KJYK-F (E)	80/ 9.5	10.4	12.6	12.0	13.1	11.1	87/ 870	779/14.9	20.5	18.0	39	7.4	73	775	KJYK-F
4. KWFM-F (AC)	76/ 9.0	9.2	9.5	11.2	9.0	9.7	85/1147	994/19.0	18.2	20.7	142	7.6	75	874	KWFM-F
5. KLPX-F (AOR)	64/ 7.6	8.7	9.2	7.6	8.0	8.3	66/1059	1005/19.2	16.9	19.8	113	8.5	83	828	KLPX-F
6. KCUB (C)	31/ 3.7	3.5	4.2	4.6	3.2	4.0	31/ 442	442/ 8.5	9.4	8.3	114	2.7	27	373	KCUB
KNST (N/T)	31/ 3.7	3.6	4.0	4.3	3.2	3.9	32/ 481	428/ 8.2	13.9	8.6	95	2.7	27	373	KNST
8. KUPD-F (AOR)	24/ 2.8	3.0	3.0	4.0	5.0	3.2	31/ 482	393/ 7.5	6.5	11.8	75	2.2	22	553	KUPD-F
9. KXEW (SP)	21/ 2.5	2.1	1.8	1.9	4.3	2.1	21/ 224	244/ 4.7	3.9	5.8	92	2.6	26	404	KXEW
10. KAIR (O)	20/ 2.4	2.2	2.7	2.6	2.5	2.5	20/ 337	337/ 6.4	7.2	6.9	117	2.6	26	549	KAIR
11. KCEE (O)	19/ 2.2	1.2	1.6	3.1	1.7	2.0	34/ 346	236/ 4.5	4.8	7.1	191	.9	9	167	KCEE
12. KGVY (BB)	16/ 1.9	2.8	2.5	3.2	3.9	2.6	16/ 222	205/ 3.9	3.6	4.6	11	1.6	16	266	KGVY
13. KTUC (T)	15/ 1.8	1.2	2.7	1.5	.8	1.8	15/ 330	316/ 6.0	6.7	6.6	89	2.4	24	319	KTUC
14. KTZR (AOR)	13/ 1.5	1.2	2.2	2.6	2.4	1.9	13/ 214	214/ 4.0	4.9	4.9	47	1.4	14	193	KTZR
15. KAWV-F (J/NA)	12/ 1.4	.9	---	---	.6	.6	12/ 211	192/ 3.7	---	2.3	136	---	---	---	KAWV-F
KQTL (SP)	12/ 1.4	2.8	.8	3.3	1.8	2.1	13/ 163	130/ 2.5	2.8	3.2	150	.9	9	110	KQTL
KFXX-F (U/CHR)	12/ 1.4	1.3	.7	.7	.6	1.0	13/ 335	320/ 6.1	4.7	4.9	64	1.3	13	283	KFXX-F

12+ FM SHARE (METRO): 71.90% (540 of 751) (SPG 87: 65.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F>	1. KRQQ-F>	1. KRQQ-F>	1. KJYK-F	1. KRQQ-F>>	1. KRQQ-F>	1. KRQQ-F>>	1. KRQQ-F>>	1. KIIM-F>
2.	2. KWFM-F	2. KWFM-F	2. KWFM-F	2. KWFM-F	2. KIIM-F>	2. KIIM-F	2. KWFM-F<	2. KIIM-F	2. KLPX-F	2. KRQQ-F
3.	3. KLPX-F>	3. KLPX-F<	3. KIIM-F	3. KIIM-F	3. KRQQ-F	3. KWFM-F	3. KIIM-F	3. KWFM-F	3. KIIM-F	3. KLPX-F
4.	4. KIIM-F>	4. KIIM-F>	4. KLPX-F>	4. KLPX-F>	4. KCUB	4. KJYK-F	4. KJYK-F	4. KJYK-F	4. KJYK-F	4.
5.	5.	5.	5. KCEE	5.	KNST	5. KLPX-F	5. KLPX-F	5. KLPX-F	5. KWFM-F	5.
			KCUB							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F>>	1. KRQQ-F>
2. KIIM-F	2. KWFM-F	2. KWFM-F>>	2. KWFM-F	2. KWFM-F>
KLPX-F	3. KIIM-F	3. KIIM-F	3. KIIM-F	3. KIIM-F>
KWFM-F	KLPX-F	KLPX-F	4. KLPX-F>	4.
5.	5.	5.	5.	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KRQQ-F	1. KRQQ-F<	1. KWFM-F<	1. KRQQ-F	1. KIIM-F
2. KLPX-F>	2. KLPX-F	2. KLPX-F	2. KLPX-F	2. KRQQ-F
3. KWFM-F>	3. KWFM-F>	3. KRQQ-F	3. KWFM-F	3. KWFM-F
4.	4. KIIM-F>	4. KIIM-F	4. KIIM-F>	4. KLPX-F>
5.	5.	5.	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		177 (2)	177 (2)	23.6	17.0
AOR/CLASSIC	13 (1)	88 (2)	101 (3)	13.4	14.4
AC/OLDIES/SOFT ROCK	49 (3)	76 (1)	125 (4)	16.6	17.2
MOR/VARIETY/FULL					
COUNTRY	31 (1)	95 (1)	126 (2)	16.8	11.9
BLACK/URBAN		12 (1)	12 (1)	1.6	2.7
BTFL MUSIC/EZ		80 (1)	80 (1)	10.7	14.5
NEWS/TALK	55 (3)		55 (3)	7.3	6.6
NOSTALGIA	22 (2)		22 (2)	2.9	4.3
RELIGION/GOSPEL	8 (1)		8 (1)	1.1	
SPANISH	33 (2)		33 (2)	4.4	8.5
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		12 (1)	12 (1)	1.6	
UNKNOWN/OTHERS					2.9
	211 (13)	540 (9)	751 (22)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMRR	1330	Tucson	.7/2.0
KTKT	990	Tucson	1.2/4.0
KVOI	690	Tucson	.9/2.2
KTRA	620	Phoenix	1.1/2.4
KZZP-F	104.7	Mesa	.5/1.1

MISCELLANEOUS COMMENTS KHYT-f changes calls to KAWV-F and format to Jazz/New Age... KKPW changes calls to KTZR...

RADIO STATIONS

KAIR, 1490, 1 KW (DA-1)	, OLDIES	NBC,$ 21.00	(Christal)	Duchossois		Dick Stein
KCEE, 790, 5 KW/500 W (DA-2)	, OLDIES	SMN,$ 18.00	(MMR)	American		Laury Browning
KCUB, 1290, 1 KW	, COUNTRY	,$ 36.00	(Katz)			Jim Slone
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	APR,$ 17.00	(---)		(GREEN VALLEY)	Joe Crystall
KJMM, 580, 5 KW/500 W (DA-2)	, NEW AGE/JAZZ	,$ 14.00	(---)			
KMRR, 1330, 2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,$ 14.00	(Republic)			Laurie Weisert
KNST, 940, 1 KW/250 W	, TALK/NEWS	MBS,ABC-I,$ 28.00	(Mc-Guild)	Nationwide		Kevin Mashek
KQTL, 1210, 10 KW/500 W (DA-2)	, HISPANIC	,$ 16.00	(Caballero)			Ernesto Protillo
KTKT, 990, 10 KW/1 KW (DA-N)	, SOFT AC	UPI,Trans,$ 17.00	(HNWH)	Lotus		Allan Hammond
KTUC, 1400, 1 KW	, TALK/NEWS	CBS,CNN,$ 20.00	(Roslin)			Tom Maples
KTZR, 1450, 1 KW	, AOR	,$ 15.00	(K & P)			Rich Werges
WVOI, 690, 250 W (DAYS)	, RELIGION	,$ 10.00	(---)			
KXEW, 1600, 1 KW (DA-N)	, HISPANIC	,$ 21.00	(Lotus)			Frank Lazarus
KAVW-F, 103.1, .6 KW @ 610,	JAZZ/NEW AGE (?)	,$ 13.00	(Republic)		(ORACLE)	
KFXX-F, 92.1, 2 KW @ 445,	URBAN/CHR	,$ 17.00	(K & P)		(GREEN VALLEY)	Rich Werges
KIIM-F, 99.5, 96 KW @ 2000,	COUNTRY	,$ 41.00	(Katz)			Jim Slone
KJYK-F, 94.9, 97 KW @ 1952,	BTFL/EZ	,$ 43.00	(Christal)	Duchossois		Dick Stein
KLPX-F, 96.1, 93 KW @ 505,	AOR	,$ 34.00	(HNWH)	Lotus		Allan Hammond
KRQQ-F, 93.7, 100 KW @ 2362,	CHR	,$ 60.00	(Mc-Guild)	Nationwide		Kevin Mashek
KWFM-F, 92.9, 93 KW @ 2036,	AC	CBS-R,$ 44.00	(MMR)	American		Laury Browning
KXMG-F, 98.3, 3 KW @ 300,	HISPANIC	,$ 14.00	(---)		(MARANA)	

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TULSA

Arbitron Rank/Pop (12+): 57/648,300

MSA Rank/Pop: 67/757,000
ADI # 54
Average Person Ratings: 15.2
Market TSL: 20.3 hours

Stations: 18/18
Diaries: 1034/630:1/52.5%
Sample Target: 970
% Below Line: 0
% Not Listed: 9.2

1987 Revenue: $18,000,000
HH Inc.: $30,604
Retail $: 4.7 Bil
Pop per Station: 36,017
#1 Biller: KWEN-F $2,800,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KMOD-F (AOR)	129/13.1	12.5	13.8	14.9	12.5	13.6	169/2090	1434/22.1	23.3	21.6	104	22.6	262	2062	KMOD-F
2. KWEN-F (C)	119/12.1	12.9	12.8	10.3	13.1	12.0	168/2096	1462/22.6	23.2	21.4	120	7.8	91	1186	KWEN-F
3. KAYI-F (CHR)	103/10.4	10.1	9.0	10.2	12.0	9.9	135/1864	1415/21.8	20.0	24.3	63	14.1	164	1740	KAYI-F
4. KVOO (C)	96/ 9.7	8.4	7.4	9.1	8.8	8.7	144/1723	958/14.8	14.6	15.9	72	7.8	90	1131	KVOO
5. KRMG (MOR)	93/ 9.4	8.7	10.2	9.0	10.4	9.3	124/1643	1318/20.3	19.3	21.1	84	8.5	99	1433	KRMG
6. KBEZ-F (EZ)	81/ 8.2	8.8	7.8	7.9	9.1	8.2	113/1482	1055/16.3	14.2	16.7	79	5.8	67	957	KBEZ-F
7. KMYZ-F (CHR)	60/ 6.1	5.7	4.4	3.6	2.8	5.0	94/1489	1106/17.1	14.0	10.0	85	6.3	73	1053	KMYZ-F
8. KRAV-F (AC)	55/ 5.6	6.7	6.8	5.7	7.6	6.2	69/1265	987/15.2	15.6	16.4	118	5.1	59	1074	KRAV-F
9. KTFX-F (C)	32/ 3.2	4.7	4.7	5.2	3.2	4.5	87/1371	706/10.9	11.3	8.8	125	4.4	51	697	KTFX-F
10. KQMJ-F (AC)	30/ 3.0	2.6	3.2	2.2	1.3	2.8	52/ 743	518/ 8.0	7.8	6.6	157	2.6	30	547	KQMJ-F
11. KVLT-F (AC)	27/ 2.7	2.9	3.7	4.1	3.8	3.4	48/ 941	552/ 8.5	10.9	10.5	137	1.3	15	407	KVLT-F
12. KVOO-F (C)	23/ 2.3	1.3	1.4	1.8	2.6	1.7	29/ 600	451/ 7.0	6.3	5.5	91	1.2	14	305	KVOO-F
13. KCFO (R/G)	11/ 1.1	.9	---	.9	1.2	.7	12/ 250	222/ 3.4	---	3.2	127	1.4	16	262	KCFO
14. KCMA-F (CL)	10/ 1.0	1.2	.9	1.6	1.0	1.2	10/ 201	191/ 2.9	3.0	2.1	120	.6	7	214	KCMA-F

12+ FM SHARE (METRO): 75.45% (676 of 896) (SPG 87: 75.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KAYI-F>>	1. KMOD-F>	1. KMOD-F>	1. KMOD-F<	1. KWEN-F	1. KVOO	1. KRMG	1. KWEN-F	1. KMOD-F>	1. KMOD-F	1. KVOO >>
2. KMOD-F	2. KAYI-F	2. KWEN-F	2. KWEN-F>>	2. KMOD-F>	2. KRMG	2. KWEN-F	2. KMOD-F	2. KWEN-F	2. KAYI-F>	2. KRMG
KMYZ-F+>>	3. KWEN-F	3. KAYI-F>	3. KAYI-F	3. KRMG	3. KBEZ-F	3. KVOO	3. KVOO	3. KAYI-F	3. KWEN-F	3. KWEN-F
4. KWEN-F	4. KMYZ-F	4. KRAV-F	KRAV-F	4. KVOO	4. KWEN-F>>	4. KAYI-F	4. KBEZ-F	4. KVOO <	4. KVOO	4. KRAV-F
5.	5. KRAV-F	5. KMYZ-F+	KRMG	5. KRAV-F<	5.	5. KMOD-F	5. KRMG-F<	5. KBEZ-F	5. KRMG <	5. KBEZ-F
			KBEZ-F	6. KAYI-F			6. KAYI-F		6. KMYZ-F	KMOD-F
				KBEZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KAYI-F>	1. KAYI-F	1. KWEN-F	1. KWEN-F	1. KWEN-F>>
2. KMOD-F	2. KWEN-F	2. KAYI-F	2. KAYI-F	2. KRMG
KWEN-F	3. KMOD-F	3. KRAV-F<	3. KMOD-F	3. KBEZ-F
4. KMYZ-F+	4. KMYZ-F+	4. KMOD-F	4. KRAV-F	KRAV-F
5.	5. KRAV-F	5. KBEZ-F<	5. 4 Tied	5. KAYI-F
		6. KMYZ-F		
		KRMG		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KMOD-F>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>>	1. KMOD-F>
2. KAYI-F>	2. KAYI-F	2. KMYZ-F+	2. KWEN-F	2. KWEN-F>
3. KRAV-F	3. KMYZ-F+	3. KWEN-F<	3. KAYI-F	3. KVOO
4. KMYZ-F+	4. KWEN-F	4. KAYI-F>	4. KRAV-F	4. KRMG
5. KWEN-F	5. KRAV-F	5. KRAV-F	KMYZ-F+	5. KMYZ-F+

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		163 (2)	163 (2)	18.2	15.9
AOR/CLASSIC		129 (1)	129 (1)	14.4	13.4
AC/OLDIES/SOFT ROCK	16 (2)	112 (3)	128 (5)	14.3	16.2
MOR/VARIETY/FULL	93 (1)		93 (1)	10.4	11.1
COUNTRY	96 (1)	174 (3)	270 (4)	30.1	27.7
BLACK/URBAN					
BTFL MUSIC/EZ		81 (1)	81 (1)	9.0	9.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	15 (2)	7 (1)	22 (3)	[illegible]	4.1
SPANISH					
CLASSICAL		10 (1)	10 (1)	1.1	1.0
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.6
	220 (6)	676 (12)	896 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAKC	1300	Tulsa	.9/2.8
KGTO	1050	Tulsa	.7/2.4
KXOJ	1550	Sapulpa	.4/1.8
KXOJ-F	100.9	Sapulpa	.7/2.7

MISCELLANEOUS COMMENTS KSKS changes from Soft AC to Country (March)... KBEZ-F sold by WIN to ML Partners for $9,000,000 (E)...

RADIO STATIONS

KAKC, 1300, 5 KW/1 KW (DA-2), OLDIES	,$ 15.00	(HNWH)	Clear Channel		Bill Paddock
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION	,$ 12.00	(---)	Salem		John Olin
KGTO, 1050, 1 KW (DAYS,DA), OLDIES	US 1,$ 15.00	(Torbet)			Jim Van Sickle
KRMG, 740, 50 KW/25 KW (DA-2), MOR	ABC-I,$ 54.00	(Katz)	New City		Gerardo Tabio
KSKS, 1430, 5 KW (DA-N), COUNTRY	,$ 16.00	(Durpetti)	Federated		Steve Nicholl
KVOO, 1170, 50 KW (DA-N), COUNTRY	CNN,$ 52.00	(Mc-Guild)			Ron Blue
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC-F,$ 68.00	(Katz)	Narragansett	(MUSKOGEE)	Curt Peterson
KBEZ-F, 92.9, 100 KW @ 680, BTFL/EZ	ABC-D,$ 53.00	(Republic)	ML Partners		Linda Taber
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	,$ 21.00	(CMBS)			Jim Fellows
KMOD-F, 97.5, 100 KW @ 1330, AOR	,$ 62.00	(HNWH)	Clear Channel		Bill Paddock
KQMJ-F, 99.5, 100 KW @ 984, AC	,$ 30.00	(Christal)	Swanson		Mike Crusham
KRAV-F, 96.5, 100 KW @ 1329, AC	,$ 58.00	(Torbet)			Jim Van Sickle
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	,$ 42.00	(MMR)			Bill Payne
KUSO-F, 98.5, 100 KW @ 650, COUNTRY	,$ 26.00	(Mc-Guild)			Ron Blue
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	APR,$ 77.00	(Katz)	New City		Gerardo Tabio
KMYZ-F, 104.5, 78 KW @ 1300, CHR	ABC-R,$ 31.00	(Eastman)	Shamrock-Lynett	(PRYOR)	Dick Cohn
KVLT-F, 106.1, 100 KW @ 1315, AC	,$ 32.00	(Durpetti)	Federated	(OWASSO)	Steve Nicholl

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UTICA - ROME

Arbitron Rank/Pop (12+): 131/269,300

MSA Rank/Pop: 149/315,600
ADI # 158
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 23/17
Diaries: 754/357:1/58.5%
Sample Target: 650
% Below Line: 7.4
% Not Listed: 9.6

1987 Revenue: $6,500,000
HH Inc.: $30,981
Retail $: 1.72 Bil
Pop per Station: 15,841
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOUR-F	(AOR)	56/12.5	---	11.7	---	10.6	----	66/775	636/23.6	---	20.9	110	15.5	67	642	WOUR-F
2. WIBX	(N/T)	53/11.8	---	9.8	---	10.1	----	56/631	582/21.6	---	22.1	60	7.4	32	365	WIBX
3. WFRG A/F	(C)	46/10.2	---	1.5	---	3.3	----	49/518	430/16.0	---	8.2	129	7.9	34	394	WFRG A/F
4. WNYZ-F	(CHR)	43/ 9.6	---	11.3	---	10.3	----	47/641	534/19.8	---	26.2	49	9.0	39	549	WNYZ-F
5. WUUU-F	(AC)	40/ 8.9	---	4.7	---	4.5	----	44/478	412/15.3	---	11.1	154	8.6	37	360	WUUU-F
6. WRCK-F	(CHR)	39/ 8.7	---	8.1	---	5.2	----	44/716	588/21.8	---	21.7	114	13.9	60	716	WRCK-F
7. WKGW-F	(AC)	22/ 4.9	---	5.7	---	5.2	----	25/478	391/14.5	---	16.3	153	4.2	18	322	WKGW-F
8. WTLB	(MOR)	21/ 4.7	---	3.6	---	1.7	----	21/300	300/11.1	---	11.0	151	4.2	18	314	WTLB
9. WYUT-F	(BB)	13/ 2.9	---	6.2	---	6.7	----	13/251	241/ 8.9	---	11.4	48	4.6	20	207	WYUT-F
10. WUTQ	(BB)	11/ 2.4	---	4.0	---	3.7	----	11/139	119/ 4.4	---	6.8	21	1.4	6	80	WUTQ
11.																
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 69.21% (281 of 406) (SPG 87: 65.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WNYZ-F>	1. WOUR-F>>	1. WOUR-F>	1. WOUR-F	1. WOUR-F	1. WIBX	1. WIBX >	1. WOUR-F	1. WOUR-F	1. WOUR-F	1. WIBX
2. WRCK-F>>	2. WNYZ-F	2. WNYZ-F	2. WUUU-F	WUUU-F	2. WFRG-AF>	2. WFRG-AF	2. WIBX <	2. WFRG-AF<	2. WNYZ-F>	WOUR-F
3. WOUR-F>	3. WRCK-F	WUUU-F	3. WFRG-AF	3. WFRG-AF	3. WUUU-F>	3. WOUR-F	3. WUUU-F<	3. WNYZ-F	3. WRCK-F	3. WRUN
4.	4. WKGW-F	4. WRCK-F	4. WRCK-F	4. WRCK-F	4.	4. WNYZ-F	4. WFRG-AF	4. WUUU-F	4. WIBX	4. WNYZ-F
5.	5.	5.	5.	5.	5.	5. WRCK-F	5.	5.	5. WFRG-F	5. WYUT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNYZ-F>	1. WNYZ-F	1. WKGW-F	1. WUUU-F<	1. WUUU-F>	1. WOUR-F>>	1. WOUR-F>>	1. WOUR-F>>	1. WOUR-F>>	1. WOUR-F>
2. WOUR-F	2. WOUR-F>	WOUR-F	2. WNYZ-F	2. WFRG-AF	2. WNYZ-F	2. WNYZ-F<	2. WKGW-F	2. WFRG-AF	2. WFRG-AF
3. WRCK-F	3. WRCK-F	WUUU-F	3. WRCK-F	3. WRCK-F		3. WKGW-F	3. WRCK-F	3. WNYZ-F	3. WUUU-F
4. WUUU-F	4. WKGW-F	4. WRCK-F	4. WOUR-F	4. WKGW-F		4.	4. WFRG-AF	4. WUUU-F	4. WIBX
5.	WUUU-F	5.	5.	5. WTLB		5.	WUUU-F	5.	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		88 (3)	88 (3)	21.7	22.1
AOR/CLASSIC		61 (2)	61 (2)	15.0	14.3
AC/OLDIES/SOFT ROCK		68 (3)	68 (3)	16.7	15.3
MOR/VARIETY/FULL	28 (2)		28 (2)	6.9	11.3
COUNTRY	23 (4)	45 (2)	68 (6)	16.7	10.8
BLACK/URBAN					
BTFL MUSIC/EZ		4 (1)	4 (1)	1.0	2.1
NEWS/TALK	53 (1)		53 (1)	13.1	10.8
NOSTALGIA	16 (2)	13 (1)	29 (3)	7.1	12.4
RELIGION/GOSPEL	5 (1)		5 (1)	1.2	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5	0.5
	125 (10)	281 (13)	406 (23)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRV	900	Booneville	.4/1.6
WLFH	1230	Little Falls	2.7/5.1
WRUN	1150	Utica	1.1/7.1
WYUT	1420	Herkimer	1.1/2.2
WACS-F	103.5	Cobbleskill	.4/2.0
WAQX-F	1490	Syracuse	1.1/4.6

MISCELLANEOUS COMMENTS WTLB, WRCK-F sold to Hartstone & Dickstein for $1,750,000 (Chapman/Ansbacher)... WIBX, WNYZ-F sold by REBS for $_____... WUTQ, WOUR-F sold to Premier for $3,000,000 (Blackburn)... WKAL A/F sold to Don Alt for $650,000 (Kozacko)... WKAL A/F changes to WFRG A/F and programs country...

RADIO STATIONS

WIBX, 950, 5 KW (DA-1)	, TALK/MOR	CBS,ABC-I,$ 31.00	(Republic)			Tom Yourchak
WRUN, 1250, 5 KW/1 KW (DA-2)	, RELIGION	NBC,US 2,$ 15.00	(Katz)			
WTLB, 1310, 5 KW/500 W (DA-2)	, MOR	ABC-D,$ 16.00	(Mc-Guild)	Hartstone-Dickstein		
WUTQ, 1550, 1 KW (DAYS)	, EZ/JAZZ	ABC-E,$ 14.00	(Durpetti)	Premier		
WFRG-F, 96.1, 7 KW @ ??	, COUNTRY	,$ NA	(Christal)	Alt		
WKGW-F, 104.3, 100 KW @ 500	, AC	US 1,$ 27.00	(Katz)			Jack Altdoerffer
WNYZ-F, 98.7, 25 KW @ 660	, CHR	ABC-F,$ 33.00	(Republic)			Tom Yourchak
WOUR-F, 96.9, 16 KW @ 800	, AOR	ABC-F,$ 34.00	(Durpetti)	Premier		
WRCK-F, 107.3, 50 KW @ 500	, CHR	ABC-C,$ 29.00	(Mc-Guild)	Hartstone-Dickstein		
WUUU-F, 102.5, 20 KW @ 650	, SOFT AC	US 2,$ 19.00	(HNWH)			Jack Moran
WYUT-F, 92.7, 3 KW @ 158	, NOSTALGIA	,$ 17.00	(K & P)		(HERKIMER)	Gene Gugig

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WACO

Arbitron Rank/Pop (12+): 177/160,400

MSA Rank/Pop: 214/186,900
ADI # 94
Average Person Ratings: 14.8
Market TSL: 20.0 hours

Stations: 19/9
Diaries: 642/250:1/55.5%
Sample Target: 550
% Below Line: 25.7
% Not Listed: 10.5

1987 Revenue: $5,600,000
HH Inc.: $28,517
Retail $: 1.2 Bil
Pop per Station: 17,822
#1 Biller: KJNE-F $1,150,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KWTX-F (CHR)	38/16.0	---	15.8	---	10.7	----	56/911	499/31.1	---	29.7	79				KWTX-F
2. KJNE-F (C)	35/14.8	---	10.4	---	17.2	----	54/549	341/21.3	---	20.4	140				KJNE-F
3. KKDA-F (B)	24/10.1	---	8.7	---	5.3	----	29/291	191/11.9	---	11.5	116				KKDA-F
4. KNFO-F (C)	20/ 8.4	---	10.8	---	11.5	----	53/649	275/17.1	---	21.8	139				KNFO-F
5. WACO (C)	19/ 8.0	---	8.7	---	8.0	----	21/277	221/13.8	---	17.2	68				WACO
6. KWTX (BB)	17/ 7.2	---	9.5	---	5.0	----	29/311	219/13.7	---	14.7	50				KWTX
7. WACO-F (AC)	12/ 5.1	---	7.1	---	11.5	----	17/403	264/16.5	---	20.5	106				WACO-F
WBAP (C)	12/ 5.1	---	6.6	---	2.3	----	49/641	150/ 9.4	---	13.8	124				WBAP
9. KZEW-F (A)	6/ 2.5	---	2.9	---	1.9	----	6/ 65	65/ 4.1	---	5.5	108				KZEW-F
10. KBTS-F (CHR)	5/ 2.1	---	1.2	---	1.1	----	83/985	104/ 6.5	---	6.8	0				KBTS-F
KZPS-F (O)	5/ 2.1	---	1.2	---	1.1	----	6/ 99	79/ 4.9	---	3.9	129				KZPS-F

12+ FM SHARE (METRO): 72.64% (154 of 212) (SPG 87: 68.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KWTX-F>>	1. KWTX-F>>	1. KWTX-F	1. KJNE-F>	1. KJNE-F>	1. KJNE-F	1. KWTX-F<	1. KJNE-F	1. KJNE-F<	1. KWTX-F	1. WACO-F
2. KKDA-F	2. KJNE-F	2. KJNE-F>	2. KWTX-F	2. KWTX-F	2. KWTX-F	2. KJNE-F	2. KWTX-F>	2. KWTX-F>	2. KKDA-F>>	2. WKDA-F
3. KBTS-F	3. KKDA-F	3. KKDA-F	3. KKDA-F	3. KNFO-F	WACO-F	3. WACO >	3. KNFO-F	3. KKDA-F	3. KJNE-F	3. KWTX
4. KNFO-F	4. KNFO-F	4. KNFO-F	4. KNFO-F	KKDA-F	4.	4. KNFO-F	4. KWTX	4. KNFO-F	4. WBAP	KRLD-F
5.	5. WACO-F	5.	5.	5.	5.	KKDA-F	5. KKDA-F	5.	5. WACO-F	WBAP

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KWTX-F>	1. KWTX-F	1. KJNE-F<	1. KJNE-F<	1. KJNE-F>	1. KWTX-F	1. KWTX-F>>	1. KWTX-F	1. KWTX-F>	1. KJNE-F>
2. KJNE-F	2. KJNE-F>	2. KWTX-F>	2. KWTX-F>	2. KWTX-F	2. WACO-F	2. KZEW-F	2. KNFO-F	2. KJNE-F	2. KNFO-F
KNFO-F	3. KKDA-F>	3. KKDA-F	3. KKDA-F	3. KKDA-F	KZEW-F	3. KNFO-F	KKDA-F	3. KNFO-F	3. KWTX-F
KRXX-F	4. KNFO-F	4. WACO-F	4. KNFO-F	4. KNFO-F	KKDA-F	KKDA-F	KOJO-F	KKDA-F	KKDA-F
KKDA-F	WACO-F	5.	5.	5.	5.	5.	5.	5. WBAP	WBAP
KOJO-F									

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	20.3	19.8
AOR/CLASSIC		6 (1)	6 (1)	2.8	3.2
AC/OLDIES/SOFT ROCK	1 (1)	19 (4)	20 (5)	9.4	10.4
MOR/VARIETY/FULL					
COUNTRY	31 (2)	55 (2)	86 (4)	40.6	39.6
BLACK/URBAN		28 (2)	28 (2)	13.2	12.6
BTFL MUSIC/EZ					
NEWS/TALK	3 (1)		3 (1)	1.4	2.3
NOSTALGIA	17 (1)		17 (1)	8.0	10.4
RELIGION/GOSPEL	3 (1)	3 (1)	6 (2)	2.8	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)		3 (1)	1.4	
	58 (7)	154 (12)	212 (19)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBW	1010	Waco	1.3/4.4
KRXX-F	96.7	Marlin	1.7/7.5
KRZI	1580	Waco	1.3/5.5
KLDD	570	Dallas	.4/1.7
KLUV-F	98.7	Dallas	.4/2.6
KOJO-F	94.1	Fort Worth	1.3/3.7
KQZY-F	105.3	Dallas	.4/1.4
KRLD	1080	Dallas	1.3/5.5

MISCELLANEOUS COMMENTS KLMT changes to KRXX-F... KHOO-F changes to WACO-F...

RADIO STATIONS

KBBW, 1010, 10 KW/2.5 KW (DA-2)	, RELIGION	,$ 10.00	(---)			Steve Williams
KRZI, 1580, 1 KW/500 W (DA-2)	, OLDIES (?)	,$ 10.00	(---)			Ken Goodall
KWTX, 1230, 5 KW/250 W (DA-2)	, NOST/MOR	SMN,$ 19.00	(Mc-Guild)			Victor Kasper
WACO, 1460, 1 KW (DA-N)	, COUNTRY	ABC-E,$ 24.00	(Christal)	Sage		Bobby Weathers
KJNE-F, 102.5, 100 KW @ 450,	COUNTRY	,$ 34.00	(Banner)		(HILLSBORO)	John Fletcher
KNFO-F, 95.5, 100 KW @ 1100,	COUNTRY	,$ 30.00	(Katz)			John Enoch
KWTX-F, 97.5, 100 KW @ 1400,	CHR	,$ 28.00	(Mc-Guild)			Victor Kasper
WACO-F, 99.9, 100 KW @ 460,	AC	,$ 23.00	(Christal)	Sage		Bobby Weathers
KRXX-F, 96.7, 3 KW @ 285,	BLACK	SMN,$ 11.00	(Roslin)		(MARLIN)	Jerry Garrison

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WASHINGTON, DC

Arbitron Rank/Pop (12+): 9/3,006,900

MSA Rank/Pop: 7/3,580,000
ADI # 9

Average Person Ratings: 17.9
Market TSL: 23.3 hours

Stations: 35/32
Diaries: 2504/1201:1/53.1%
Sample Target: 2050
% Below Line: 1.3
% Not Listed: 11.2

1987 Revenue: $126,000,000
HH Inc.: $46,665
Retail $: 28.6 Bil
Pop per Station: 93,966
#1 Biller: WMAL $14,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WMZQ A/F	(C)	392/7.3	5.7	7.3	5.4	5.8	6.4	482/5770	4655/15.5	13.2	13.1	114	7.4	417	3379	WMZQ A/F
2. WGAY-F	(EZ)	352/6.6	8.1	7.4	6.7	6.8	7.2	395/4956	4409/14.7	14.9	13.8	77	4.6	257	2754	WGAY-F
3. WKYS-F	(B/U)	342/6.4	6.2	6.5	5.1	7.2	6.1	360/4141	3842/12.8	11.1	11.1	123	8.1	452	4022	WKYS-F
4. WPGC A/F	(U/CHR)	308/5.7	4.7	5.1	4.5	2.1	5.0	338/4500	3971/13.2	11.9	7.4	74	6.3	353	4145	WPGC A/F
5. WHUR-F	(B/U)	285/5.3	5.2	5.0	5.3	5.3	5.2	309/4122	3732/12.4	13.6	14.4	125	5.8	324	3230	WHUR-F
6. WMAL	(MOR)	284/5.3	6.2	6.5	6.6	6.0	6.2	297/4544	4293/14.3	16.1	13.9	66	3.3	184	2957	WMAL
7. WWDC-F	(AOR)	276/5.1	5.1	5.6	4.7	5.9	5.1	393/6915	5050/16.8	15.0	15.3	90	9.3	518	6211	WWDC-F
8. WAVA-F	(CHR)	259/4.8	5.2	4.5	6.1	5.5	5.2	293/5688	5045/16.8	16.5	17.5	73	6.3	349	5877	WAVA-F
9. WCXR-F	(AOR)	212/3.9	3.4	4.0	3.8	3.7	3.8	232/4173	3818/12.7	11.6	10.7	115	4.9	275	3115	WCXR-F
10. WTOP	(N)	204/3.8	4.4	4.7	4.3	4.1	4.3	228/5256	4632/15.4	16.4	14.5	79	4.0	223	3937	WTOP
11. WRQX-F	(CHR)	204/3.8	3.8	4.3	4.8	4.6	4.2	273/5373	4057/13.5	13.8	14.5	84	4.7	264	4959	WRQX-F
12. WDJY-F	(B/U)	181/3.4	3.9	3.6	5.7	5.1	4.2	190/2979	2740/ 9.1	9.6	11.2	65	4.8	265	2912	WDJY-F
13. WXTR-F	(O)	171/3.2	2.7	2.3	3.0	2.3	2.8	193/3737	3411/11.3	6.6	7.3	147	2.3	126	2079	WXTR-F
14. WGMS A/F	(CL)	168/3.1	3.3	2.7	2.3	2.5	2.9	186/2761	2538/ 8.4	7.8	7.4	116	2.0	110	1594	WGMS A/F
15. WLTT-F	(AC)	164/3.1	3.6	3.4	3.0	3.2	3.3	182/3677	3229/10.7	11.1	11.1	136	3.2	181	2579	WLTT-F
16. WASH-F	(AC)	163/3.0	2.5	2.9	2.6	3.1	2.8	182/2779	2366/ 7.9	9.4	9.0	137	1.7	97	1999	WASH-F
17. WWRC	(T)	127/2.4	2.3	2.3	2.1	2.3	2.3	133/2119	2020/ 6.7	4.8	5.5	67	1.4	80	1107	WWRC
18. WOL	(B)	116/2.2	1.5	1.7	1.5	1.0	1.7	117/ 886	865/ 2.9	3.8	3.1	100	1.5	83	1109	WOL
19. WHFS-F	(A)	88/1.6	1.7	0.9	1.5	1.9	1.4	109/1704	1333/ 4.4	3.1	4.7	100	1.3	73	909	WHFS-F
20. WBMW-F	(J/NA)	81/1.5	1.7	1.7	1.3	2.4	1.6	89/1492	1348/ 4.5	5.6	8.9	117	1.6	87	1558	WBMW-F
21. WMMJ-F	(AC)	67/1.2	.9	1.2	1.3	1.4	1.2	71/1371	1287/ 4.3	4.0	5.5	150	1.0	57	866	WMMJ-F
22.																
23.																
24.																
25.																

12+ FM SHARE (METRO): 79.48% (3791 of 4770) (SPG 87: 79.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WPGC-F+	1. WWDC-F	1. WKYS-F	1. WKYS-F	1. WMZQ-F+	1. WGAY-F	1. WMAL	1. WGAY-F	1. WMZQ-F+	1. WHUR-F>	1. WKYS-F
2. WAVA-F>	2. WKYS-F<	2. WMZQ-F+	2. WMZQ-F+	2. WKYS-F	2. WMAL	2. WMZQ-F+	2. WMZQ-F+>	2. WKYS-F	2. WKYS-F<	2. WTOP
3. WRQX-F	3. WHUR-F	3. WHUR-F	3. WHUR-F>	3. WHUR-F>	WMZQ-F+>	3. WAVA-F	3. WKYS-F	3. WGAY-F	3. WPGC-F	3. WHUR-F
4. WDJY-F>	4. WPGC-F+	WWDC-F	4. WWDC-F	4. WGAY-F	4. WTOP	4. WWDC-F<	4. WWDC-F	4. WPGC-F+	4. WDJY-F	4. WGAY-F
5.	5. WCXR-F	5. WPGC-F+	WXTR-F	5. WXTR-F	5. WGMS-F+	5. WKYS-F	5. WPGC-F	5. WAVA-F	5. WRQX-F	5. WMAL
6.	6. WAVA-F	6. WAVA-F	6. WLTT-F	6. WWDC-F<	6. WKYS-F	6. WTOP	6. WHUR-F	6. WMAL	6. WGAY-F	6. WMZQ-F
7.	7. WMZQ-F+	7. WCXR-F	7. WCXR-F	7. WCXR-F	7. WWRC-F<	7. WGAY-F	7. WCXR-F	7. WWDC-F	WWRC	7. WWRC-F
8.	8. WRQX-F<	8. WLTT-F	WPGC-F+	8. WLTT-F	8. WXTR-F	8. WPGC-F+	8. WASH-F	8. WCXR-F	8. WAVA-F	8. WDJY-F
9.	9. WDJY-F	9. WRXQ-F<	9. WGAX-F<	9. WPGC-F+	9. WASH-F	9. WLTT-F<	WMAL <	9. WTOP	9. WTOP	WPGC-F
10.	10. WLTT-F	10. WXTR-F	10. WASH-F	10. WASH-F	10. WHUR-F	10. WRQX-F	10. WAVA-F	10. WXTR-F	10. WCXR-F	10.
							WLTT-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WPGC-F+	1. WKYS-F<	1. WKYS-F>	1. WKYS-F	1. WKYS-F
2. WAVA-F	2. WPGC-F+	2. WHUR-F	2. WMZQ-F+	2. WMZQ-F+>
3. WRQX-F	3. WHUR-F	3. WLTT-F	3. WPGC-F+	3. WHUR-F
4. WDJY-F	4. WAVA-F	4. WMZQ-F+	4. WHUR-F	4. WGAY-F
5. WMZQ-F+	5. WMZQ-F+	WPGC-F	5. WAVA-F	5. WLTT-F
6. WKYS-F	6. WRQX-F	6. WCXR-F	WLTT-F	6. WPGC-F+
WWDC-F	7. WLTT-F	7. WRQX-F	7. WRQX-F	7. WXTR-F
8. WCXR-F	8. WCXR-F	8. WAVA-F	8. WDJY-F	WASH-F
9.	WDJY-F	9. WDJY-F	9. WCXR-F	9. WAVA-F
10.	10. WWDC-F	10. WWDC-F	WGAY-F	WRQX-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WWDC-F>>	1. WWDC-F>	1. WWDC-F>	1. WWDC-F>	1. WWDC-F
2. WKYS-F<	2. WHUR-F	2. WCXR-F<	2. WHUR-F	2. WMZQ-F+
3. WHUR-F<	3. WCXR-F	3. WHUR-F<	3. WKYS-F	3. WHUR-F
4. WPGC-F+<	4. WKYS-F	4. WKYS-F	4. WMZQ-F+	4. WCXR-F
5. WAVA-F<	5. WPGC-F	5. WHFS-F<	5. WCXR-F	WKYS-F
6. WDJY-F<	6. WAVA-F	6. WAVA-F<	6. WPGC-F+<	6. WXTR-F
7. WCXR-F	7. WHFS-F	7. WXTR-F	7. WXTR-F	7. WGAY-F
WHFS-F	8. WMZQ-F+	8. WASH-F	8. WAVA-F	8. WASH-F
9.	9. WDJY-F	WPGC-F+<	9. WHFS-F<	9. WTOP
10.	10. WASH-F	10. WMZQ-F+	10. WASH-F	10. WGMS-F+
	WXTR-F			WMAL-F

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		488 (3)	488 (3)	10.2	14.1
AOR/CLASSIC		626 (5)	626 (5)	13.1	13.1
AC/OLDIES/SOFT ROCK		565 (4)	565 (4)	11.8	11.4
MOR/VARIETY/FULL	312 (2)		312 (2)	6.5	7.5
COUNTRY	18 (1)	374 (1)	392 (2)	8.2	6.9
BLACK/URBAN	159 (3)	1108 (4)	1267 (7)	26.6	24.6
BTFL MUSIC/EZ		381 (2)	381 (2)	8.0	8.4
NEWS/TALK	331 (2)		331 (2)	6.9	4.7
NOSTALGIA	51 (1)		51 (1)	1.1	3.0
RELIGION/GOSPEL	66 (2)	21 (1)	87 (3)	1.8	3.5
SPANISH	21 (1)		21 (1)	0.4	
CLASSICAL	21 (1)	147 (1)	168 (2)	3.5	2.8
JAZZ/NEW AGE		81 (1)	81 (1)	1.7	
UNKNOWN/OTHERS					
	979 (13)	3791 (22)	4770 (35)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCPT	730	Alexandria	.7/1.4
WFMD	930	Frederick	.5/1.0
WFRE-F	99.9	Frederick	.5/1.3
WMDO	1540	Wheaton	.4/ .8
WUST	1120	Washington	.3/1.1
WWDC	1260	Washington	.9/2.4
WYCB	1340	Washington	.9/3.0
WZYQ-F	103.9	Braddock Heights	.5/1.0
WFSI-F	107.9	Annapolis	.4/ .8
WGRX-F	100.7	Westminster	.4/ .8
WIYY-F	97.9	Baltimore	.5/2.3

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20 W (DA-1)	, BLACK	SMN,$ NA	(Mc-Guild)	Legacy		Bill Sherard
WDCT, 1310, 5 KW/500 W (DA-2)	, RELIGION	,$ 34.00	(---)			Dave Reeder
WFAX, 1220, 5 KW (DAYS)	, RELIGION	,$ 20.00	(---)			Mitch Miller
WMAL, 630, 5 KW (DA-2)	, MOR	ABC-I,$250.00	(Katz)	Cap Cities/ABC		Tom Bresnahan
WMDO, 1540, 5 KW (DAYS)	, HISPANIC	,$ 45.00	(Lotus)	Lotus		Allan Klamer
WNTR, 1050, 1 KW/500 W	, TALK	,$ 30.00	(---)			Rogers Kirvin
WOL , 1450, 1 KW	, BLACK	NBN,$ 47.00	(K & P)			Cathy Hughes
WTOP, 1500, 50 KW (DA-2)	, NEWS	MBS,CBS,$175.00	(HNWH)	Outlet		Michael Douglas
WUST, 1120, 1 KW (DAYS)	, GOSPEL	NBN,$ 25.00	(---)			Connie Balthrop
WWDC, 1260, 5 KW (DA-2)	, NOSTALGIA	US 2,$ 51.00	(Christal)			Goff Lebhar
WWRC, 980, 5 KW (DA-N)	, TALK	MBS,NBC,$ 78.00	(MMR)	Greater Media		Ted Dorf
WYCB, 1340, 1 KW	, GOSPEL	SBN,$ 41.00	(---)			Karen Jackson

FM STATIONS

WASH, 97.1, 23 KW @ 690, SOFT AC	Trans,$ 88.00	(HNWH)	Outlet		Michael Douglas
WAVA, 105.1, 50 KW @ 500, CHR	,$160.00	(HNWH)	Emmis		Alan Goodman
WBMW, 106.7, 23 KW @ 731, NEW AGE	ABC-R,$ 85.00	(Torbet)	Infinity		Ken Stevens
WCXR, 105.9, 50 KW @ 500, CLASSIC ROCK	,$135.00	(Mc-Guild)	Legacy		Bill Sherard
WDJY, 100.3, 40 KW @ 333, BLACK	APR,$ 80.00	(Mc-Guild)	United		Gary Gross
WGAY, 99.5, 21 KW @ 780, BTFL/EZ	,$210.00	(MMR)	Greater Media		Ted Dorf
WGMS, 103.5, 47 KW @ 510, CLASSICAL	MBS,$124.00	(Republic)	RKO		Mike Ferrel
WHUR, 96.3, 24 KW @ 669, BLACK	,$106.00	(Durpetti)	Howard University		Millard Watkins
WKYS, 93.9, 50 KW @ 485, BLACK/URBAN	,$206.00	(Eastman)	NBC to Albimar		Bart Walsh
WLTT, 94.7, 21 KW @ 780, AC	,$168.00	(CBS)	CBS		Jim Keating
WMMJ, 102.3, 1 KW @ 480, ? ?	,$ 51.00	(K & P)			
WMZQ, 98.7, 50 KW @ 490, COUNTRY	,$196.00	(Christal)	Viacom		Paul Wilensky
WPGC, 95.5, 50 KW @ 500, URBAN/CHR	,$125.00	(Banner)	Cook Inlet		Bob Mitchell
WRQX, 107.3, 50 KW @ 410, CHR	ABC-C,$146.00	(Katz)	Cap Cities/ABC		Maureen Lesourd
WWDC, 101.1, 23 KW @ 760, AOR	US 1,$191.00	(Christal)			Goff Lebhar
WXTR, 104.1, 50 KW @ 500, OLDIES	,$ 76.00	(Mc-Guild)	Ragan Henry	(LA PLATA)	Bob Woodward
WHFS, 99.1, 47 KW @ 390, AOR	APR,MBS,$ 54.00	(Republic)	Duchoissois	(ANNAPOLIS)	Alan Hay

CALL LETTER CHANGES

FORMAT CHANGES

STATION SALES

WKYS-F: Sold by NBC to Albimar for $49,500,000 (Kidder, Peabody)
WUST: Sold for $1,400,000 (Skidelsky)

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WATERLOO - CEDAR FALLS

Arbitron Rank/Pop (12+): 202/126,500

MSA Rank/Pop: 239/154,000
ADI # 77 (w/Dubuque & Cedar Falls)
Average Person Ratings: 14.7
Market TSL: 19.3 hours

Stations: 13/8
Diaries: 578/219:1/56.6%
Sample Target: 550
% Below Line: 13.4
% Not Listed: 14.0

1987 Revenue: $3,400,000
HH Inc.: $33,803
Retail $: .89 Bil
Pop per Station: 15,813
#1 Biller: KFMW-F $830,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KFMW-F (CHR)	37/19.9	---	19.7	---	25.2	----	63/848	468/37.0	---	43.9	85	25.5	49	581	KFMW-F
2. KOKZ-F (CHR)	29/15.6	---	12.0	---	13.8	----	58/924	483/38.2	---	30.5	77	17.7	34	408	KOKZ-F
3. KWLO (MOR)	25/13.4	---	12.6	---	9.0	----	29/407	312/24.7	---	26.6	149	7.3	14	329	KWLO
4. KOEL-F (C)	18/ 9.7	---	7.7	---	7.1	----	43/484	217/17.2	---	14.6	124	11.5	22	201	KOEL-F
5. KCFI (C)	11/ 5.9	---	3.8	---	5.2	----	11/136	120/ 9.5	---	11.6	85	4.2	8	110	KCFI
6. WMT (MOR)	10/ 5.4	---	3.3	---	2.9	----	41/491	121/ 9.6	---	7.8	37	4.2	8	112	WMT
7. KWAY-F (EZ)	8/ 4.3	---	3.8	---	4.8	----	91/108	97/ 7.7	---	7.7	70	2.1	4	102	KWAY-F
8. KRNA-F (AOR)	7/ 3.8	---	3.3	---	1.0	----	21/204	88/ 7.0	---	5.9	132	2.6	5	97	KRNA-F
9. KXEL (C)	6/ 3.2	---	4.4	---	4.3	----	19/243	119/ 9.4	---	11.4	125	3.6	7	131	KXEL
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 63.75% (102 of 160) (SPG 87: 61.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KOKZ-F<	1. KFMW-F>	1. KFMW-F>	1. KWLO	1. KWLO	1. KWLO	1. KFMW-F	1. KFMW-F>	1. KFMW-F	1. KFMW-F	1. KFMW-F
2. KFMW-F>>	2. KOKZ-F	2. KOKZ-F<	2. KFMW-F>	2. KFMW-F>	2. KCFI	2. KWLO	2. KOEL-F	2. KOKZ-F>	2. KOKZ-F	KWLO
3.	3. KWLO >	3. KWCO >	3. KOKZ-F<	3. KOEL-F	KOEL-F	3. KOKZ-F	KOKZ-F	3. KWLO	3. KWLO >>	3. KCFI
4.	4.	4. KOEL-F	4. KOEL-F	KOKZ-F	WMT	4. KOEL-F	4. KWLO	4. KOEL-F	4.	4. KOEL-F
5.	5.	5.	5.	5.	5.	5.	5.	5.	5.	5.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KFMW-F	1. KFMW-F	1. KWLO	1. KFMW-F	1. KWLO >	1. KFMW-F	1. KFMW-F>>	1. KFMW-F	1. KFMW-F>	1. KFMW-F
2. KOKZ-F>	2. KOKZ-F	2. KFMW-F	2. KOKZ-F	2. KFMW-F	2. KOKZ-F>	2. KOKZ-F	2. KRNA-F	2. KOKZ-F	KOEL-F
3.	KWLO	3. KOKZ-F	KWLO	3. KOKZ-F>	3. KRNA-F	KRNA-F	3. KOEL-F	3. KOEL-F	KWLO >
4.	4.	4.	4.	4.	4.	4. KOEL-F	4. KOKZ-F	KWLO	4. KOKZ-F
5.	5.	5.	5.	5.	5.	5.	KWLO	5. KRNA-F	KRNA-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		66 (2)	66 (2)	41.3	38.8
AOR/CLASSIC		7 (1)	7 (1)	4.4	5.3
AC/OLDIES/SOFT ROCK		3 (1)	3 (1)	1.9	3.9
MOR/VARIETY/FULL	37 (3)		37 (3)	23.1	22.4
COUNTRY	21 (4)	18 (1)	39 (5)	24.4	22.4
BLACK/URBAN					
BTFL MUSIC/EZ		8 (1)	8 (1)	5.0	4.6
NEWS/TALK					0.7
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					2.0
	58 (7)	102 (6)	160 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWAY	1470	Waverly	.5/3.0
KOEL	950	Oelwein	1.6/3.5
WHO	1040	Des Moines	1.1/7.4
WMT-F	96.5	Cedar Rapids	1.6/3.2

RADIO STATIONS

KCFI, 1250, 500 W (DA-2)	, COUNTRY	ABC-D,$ 13.00	(Roslin)			Lori McConville
KWLO, 1330, 5 KW (DA-2)	, AC/MOR	NBC,$ 27.00	(Christal)	Park		Don Morehead
KWOF, 850, 500 W (DAYS,DA)	, RELIGION	,$ 7.00	(---)			Mike Facciani
KXEL, 1540, 50 KW (DA-N)	, COUNTRY	ABC-I,$ 22.00	(Katz)	Bahakel		Fred Hendrickson
KWAY, 1470, 1 KW (DAYS,DA)	, COUNTRY	,$ 8.00	(---)		(WAVERLY)	Bob Foster
KFMW-F, 107.9, 100 KW @ 1850, CHR		Source,$ 32.00	(Christal)	Park		Don Morehead
KOEL-F, 92.3, 100 KW @ 1000, COUNTRY		ABC-E,$ 18.00	(Banner)			Ray Leafstedt
KOKZ-F, 105.7, 100 KW @ 1403, CHR		ABC-C,$ 26.00	(Katz)	Bahakel		Fred Hendrickson
KWAY-F, 99.3, 3 KW @ 180, BTFL/EZ		,$ 10.00	(---)		(WAVERLY)	Bob Foster

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WEST PALM BEACH

Arbitron Rank/Pop (12+): 56/684,500

MSA Rank/Pop: 65/784,000
ADI # 53
Average Person Ratings: 16.7
Market TSL: 22.5 hours

Stations: 34/15
Diaries: 998/686:1/46.4%
Sample Target: 940
% Below Line: 42.7
% Not Listed: 10.5

1987 Revenue: $18,500,000
HH Inc.: $36,567
Retail $: 6.7 Bil
Pop per Station: 45,638
#1 Biller: WRMF-F $5,000,000

12+ METRO		1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WEAT A/F	(EZ)	138/12.0	14.6	12.9	14.3	14.7	13.5	226/2604	1543/22.5	22.1	21.3	55	10.3	118	1307	WEAT A/F
2. WRMF-F	(AC)	80/ 7.0	8.4	6.9	7.8	12.0	8.0	140/1754	1115/16.3	17.0	23.1	176	8.8	100	1214	WRMF-F
3. WJNO	(N/T)	65/ 5.7	7.9	5.9	5.4	5.6	6.2	65/ 849	811/11.8	11.9	12.4	53	9.4	107	839	WJNO
4. WOVV-F	(CHR)	56/ 4.9	2.3	1.6	---	---	2.2	104/1339	724/10.6	4.2	---	100	5.3	61	659	WOVV-F
5. WHYI-F	(CHR)	50/ 4.4	3.1	5.1	5.7	5.3	4.6	162/2677	920/13.4	11.8	15.6	61	5.0	57	950	WHYI-F
6. WNJY-F	(BB)	47/ 4.1	6.1	4.6	4.8	6.1	4.9	53/ 766	617/ 9.0	9.6	11.7	22	4.3	49	531	WNJY-F
7. WIRK-F	(C)	44/ 3.8	6.2	5.2	7.3	4.7	5.6	67/ 901	594/ 8.7	9.1	8.5	161	4.7	54	648	WIRK-F
8. WMXJ-F	(O)	39/ 3.4	3.7	3.7	2.8	2.1	3.4	151/2048	637/ 9.3	9.1	6.2	200	3.1	35	556	WMXJ-F
9. WSHE-F	(AOR)	37/ 3.2	1.4	2.1	3.8	2.9	2.6	98/1376	442/ 6.5	6.1	9.5	100	3.1	35	614	WSHE-F
10. WTMI-F	(CL)	36/ 3.1	1.2	1.6	1.4	1.6	1.8	83/ 950	298/ 4.4	5.5	4.4	81	1.5	17	249	WTMI-F
WYFX	(B)	35/ 3.1	2.0	1.7	1.4	.4	2.1	57/ 705	396/ 5.8	2.7	1.8	129	3.1	35	356	WYFX
WHQT-F	(U/CHR)	35/ 3.1	2.9	1.8	3.7	2.4	2.9	93/1610	593/ 8.7	5.8	7.1	26	2.5	28	512	WHQT-F
13. WNGS-F	(AC)	34/ 3.0	3.1	2.6	3.5	1.3	3.1	36/ 504	462/ 6.7	5.2	5.1	183	2.2	25	268	WNGS-F
14. WKGR-F	(AOR)	33/ 2.9	1.8	2.6	2.9	4.4	2.6	60/1008	593/ 8.7	8.2	10.9	155	4.0	46	661	WKGR-F

12+ FM SHARE (METRO): 77.42% (792 of 1023) (SPG 87: 77.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHQT-F>>	1. WRMF-F	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>>	1. WEAT-F+>>	1. WEAT-F+	1. WEAT-F+>>	1. WEAT-F+>>	1. WHYI-F>	1. WJNO
2. WOVV-F	2. WOVV-F	2. WOVV-F	2. WMXJ-F	2. WMXJ-F	2. WJNO	2. WRMF-F	2. WRMF-F	2. WRMF-F	2. WEAT-F+	2. WHYI-F
WPOW-F	3. WHYI-F	3. WMXJ-F	3. WIRK-F	3. WEAT-F+	3. WNJY-F	3. WJNO >	3. WJNO	3. WOVV-F	3. WHQF-F	3. WEAT-F<
4. WTMI-F	WSHE-F	4. WHYI-F	WOVV-F	4. WIRK-F	4. WRMF-F	4. WIRK-F	4. WOVV-F	4. WJNO	WOVV-F	4. WNJY-F
5.	5. WGTR-F	5. WKGR-F<	5. WNGS-F	5. WOVV-F<	5. WIRK-F	5.	5. WMXJ-F	5. WHQT-F	5. WPOW-F	5. WIOD
		6. WIRK-F		6. WNGS-F						
		WSHE-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WOVV-F	1. WRMF-F	1. WRMF-F>	1. WRMF-F>	1. WRMF-F>
2. WHYI-F	2. WOVV-F>	2. WOVV-F	2. WOVV-F	2. WNGS-F
3. WRMF-F	3. WHYI-F	3. WNGS-F	3. WNGS-F	3. WEAT-F+
WHQT-F	4. WKGR-F	4. WMXJ-F	4. WJQY-F	4. WOVV-F
5.	5. WNGS-F	5.	WMXJ-F	WIRK-F
	WHQT-F			WJQY-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHYI-F	1. WSHE-F	1. WRMF-F	1. WRMF-F	1. WRMF-F>>
2. WGTR-F	2. WRMF-F	2. WSHE-F<	2. WSHE-F	2. WMXJ-F
WSHE-F	WGTR-F	3. WOVV-F>	3. WMXJ-F	3. WEAT-F+
4. WKGR-F	4. WHYI-F	4. WGTR-F	4. WGTR-F	WIRK-F
5.	5. WOVV-F	WZTA-F	5. WHYI-F	5. WOVV-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		106 (2)	106 (2)	10.4	8.6
AOR/CLASSIC		115 (4)	115 (4)	11.2	11.5
AC/OLDIES/SOFT ROCK	7 (1)	213 (6)	220 (7)	21.5	21.4
MOR/VARIETY/FULL					1.2
COUNTRY		60 (2)	60 (2)	5.9	7.2
BLACK/URBAN	64 (3)	61 (2)	125 (5)	12.2	8.8
BTFL MUSIC/EZ	12 (1)	154 (2)	166 (3)	16.2	18.5
NEWS/TALK	127 (6)		127 (6)	12.4	13.4
NOSTALGIA	7 (1)	47 (1)	54 (2)	5.3	7.7
RELIGION/GOSPEL	5 (1)		5 (1)	0.5	
SPANISH					
CLASSICAL		36 (1)	36 (1)	3.5	1.8
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	9 (1)		9 (1)	0.9	
	231 (14)	792 (20)	1023 (34)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDBF	1420	Delray Beach	.6/2.5
WPBG	1290	West Palm Beach	.6/1.4
WPBR	1340	Palm Beach	1.2/3.9
WPOM	1600	Riviera Beach	1.5/4.5
WSBR	740	Boca Raton	.8/4.0
WSWN	900	Belle Glade	.4/1.6

See Miami for more information about the following stations:

WAXY-F	1.7/5.4	WLYF-F	2.4/5.1
WGTR-F	2.4/4.6	WNWS	1.6/4.0
WINZ	.3/2.1	WPOW-F	2.3/6.8
WIOD	1.8/5.0	WRBD	1.0/3.2
WJQY-F	2.7/5.8	WWNN	.4/1.8
WKQS-F	1.4/5.0	WZTA-F	1.5/4.1
WLVE-F	.9/4.5		

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1)	, NOSTALGIA	CBS,$ 12.00	(Dora)			Victor Knight
WJNO, 1230, 1 KW	, NEWS/TALK	CBS,ABC-E,$ 53.00	(Banner)	Fairbanks		George Mills
WPBR, 1340, 1 KW	, TALK	MBS,CNN,$ 23.00	(Savalli)			Tom Holiday
WPOM, 1600, 1 KW (DA-1)	, BLACK	ABC-D,$ 31.00	(Republic)			Steve Nettere
WYFX, 1040, 10 KW/1 KW (DA-2)	, BLACK	SBN,$ 7.00	(---)			Gary Lewis
WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ		,$ 72.00	(Katz)	Taylor		Jim Conner
WIRK-F, 107.9, 100 KW @ 400, COUNTRY		ABC-E,$ 56.00	(HNWH)	Price		Ed Boyd
WKGR-F, 98.7, 100 KW @ 1500, AOR		UPI,$ 44.00	(HNWH)		(FORT PIERCE)	Garret Clancy
WNGS-F, 92.1, 2 KW @ 378, AC		,$ 30.00	(Eastman)			Bill Pearl
WNJY-F, 94.3, 1 KW @ 480, NOSTALGIA		NBC,$ 36.00	(Republic)	Lappin		Rod Dore
WRMF-F, 97.9, 100 KW @ 1350, AC		,$101.00	(Banner)	Fairbanks		George Mills

Other ranked stations - See Miami

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WHEELING

Arbitron Rank/Pop (12+): 184/149,600

MSA Rank/Pop: 219/176,800
ADI # 139
Average Person Ratings: 16.6
Market TSL: 23.0 hours

Stations: 13/8
Diaries: 568/263:1/60.6%
Sample Target: 580
% Below Line: 7.7
% Not Listed: 6.5

1987 Revenue: $6,900,000
HH Inc.: $26,804
Retail $: 1.1 Bil
Pop per Station: 18,700
#1 Biller: WOMP-F $2,000,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WOMP-F (CHR)	64/25.8	---	29.1	---	25.4	----	98/1124	632/42.2	---	45.0	95				WOMP-F
2. WWVA (C)	36/14.5	---	13.7	---	13.6	----	71/ 939	387/25.9	---	26.7	81				WWVA
3. WZMM-F (AC)	31/12.5	---	7.3	---	3.4	----	37/ 390	294/19.7	---	16.9	120				WZMM-F
4. WOVK-F (C)	25/10.1	---	10.7	---	12.1	----	47/ 571	270/18.0	---	19.3	125				WOVL-F
5. WEEL-F (EZ)	25/10.1	---	5.6	---	8.0	----	43/ 474	278/18.6	---	12.9	78				WEEL-F
6. WOMP (N/T)	19/ 7.7	---	6.8	---	4.5	----	19/ 203	168/11.2	---	12.1	71				WOMP
7. WKWK (O)	9/ 3.6	---	5.1	---	6.4	----	9/ 152	141/ 9.4	---	11.3	175				WKWK
WDVE-F (AOR)	9/ 3.6	---	4.7	---	4.2	----	30/ 447	141/ 9.4	---	6.7	108				WDVE-F
9. WHLX-F (?)	4/ 1.6	---	4.3	---	7.2	----	4/ 152	140/ 9.4	---	9.4	100				WHLX-F
10.															
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 71.12% (165 of 232) (SPG 87: 69.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WOMP-F>>	1. WOMP-F>>	1. WOMP-F>>	1. WOMP-F>	1. WOMP-F>>	1. WWVA >	1. WOMP-F>	1. WOMP-F>	1. WOMP-F>	1. WOMP-F>>	1. WOMP-F<
2.	2. WZMM-F+>>	2. WZMM-F+>>	2. WZMM-F+	2. WZMM-F+	2. WEEL-F>	2. WWVA >>	2. WWVA	2. WZMM-F<	2. WZMM-F	2. WWVA
3.	3. WDVE-F	3. WOVK-F	3. WOVK-F	3. WOVK-F	3. WOMP-F	3. WZMM-F	3. WZMM-F	3. WWVA	3. WOVK-F>	3. WDVE-F
4.	4. WOVK-F	4. WWVA	4. WWVA	4. WWVA	4. WOMP	4. WEEL-F	4. WEEL-F>	4. WOVK-F	4.	4. WEEL-F
5.	5.	5.	5. WKWK	5. WEEL-F	5. WOVK-F	5. WOVK-F	5. WOVK-F	5. WEEL-F	5.	WZMM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WOMP-F>	1. WOMP-F>>	1. WOMP-F>	1. WOMP-F>>	1. WOMP-F>>
2. WZMM-F+>	2. WZMM-F+>>	2. WZMM-F	2. WZMM-F>>	2. WZMM-F+
3. WDVE-F	3. WOVK-F	3. WOVK-F	3. WOVK-F	3. WOVK-F
4.	4.	4.	4. WWVA	WWVA
5.	5.	5.	5. WEEL-F	5. WEEL-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WOMP-F>>	1. WOMP-F>	1. WOMP-F<	1. WOMP-F>>	1. WOMP-F>
2. WZMM-F+	2. WZMM-F+	2. WZMM-F+<	2. WZMM-F+>	2. WZMM-F+
WDVE-F	3. WDVE-F>	3. WOVK-F	3. WKWK	3. WOVK-F
4.	4. WOVK-F	WDVE-F	WOVK-F	4. WWVA
5.	5.	5.	WDVE-F	5. WKWK

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		65 (2)	65 (2)	28.0	31.7
AOR/CLASSIC		9 (1)	9 (1)	3.9	5.0
AC/OLDIES/SOFT ROCK	9 (1)	37 (3)	46 (4)	19.8	9.2
MOR/VARIETY/FULL	3 (1)		3 (1)	1.3	
COUNTRY	36 (1)	25 (1)	61 (2)	26.3	26.6
BLACK/URBAN					
BTFL MUSIC/EZ		25 (1)	25 (1)	10.7	7.8
NEWS/TALK	19 (1)		19 (1)	8.2	7.3
NOSTALGIA					10.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.7	2.3
	67 (4)	165 (9)	232 (13)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDKA	1020	Pittsburgh	1.2/4.8
WLTJ-F	92.9	Pittsburgh	1.2/3.1
WRKY-F	103.5	Steubenville	.4/9.6
WWSW-F	94.5	Pittsburgh	1.2/3.2

RADIO STATIONS

WKWK, 1400, 1 KW	, OLDIES	Trans,$ 14.00	(HNWH)			
WOMP, 1290, 1 KW (DAYS)	, TALK/NEWS	US 2,ABC-T,$ 18.00	(Katz)			Mike Allodi
WWVA, 1170, 50 KW (DA-N)	, COUNTRY	ABC-I,$ 41.00	(Mc-Guild)	Osborn		Ross Fleton
WZMM, 1600, 5 KW (DAYS)	, AC	CBS,$ 12.00	(Christal)	Burbach		Fred Gardini
WEEL-F, 97.3, 50 KW @ 470, BTFL/EZ		MBS,ABC-E,$ 18.00	(HNWH)	CR		
WHLX-F, 105.5, 3 KW @ 313, ? ?		SMN,$ 11.00	(K & P)		(BETHLEHEM)	Neil Fondas
WOMP-F, 100.5, 14 KW @ 550, CHR		US 1,$ 50.00	(Katz)			Mike Allodi
WOVK-F, 98.7, 50 KW @ 390, COUNTRY		,$ 27.00	(Mc-Guild)	Osborn		Ross Felton
WZMM-F, 107.5, 12 KW @ 908, AC		CBS,$ 21.00	(Christal)	Burbach		Fred Gardini

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WICHITA

Arbitron Rank/Pop (12+): 88/387,100

MSA Rank/Pop: 103/473,000
ADI # 60

Average Person Ratings: 14.9
Market TSL: 20.0 hours

Stations: 18/18
Diaries: 784/494:1/54.3%
Sample Target: 780
% Below Line: 0
% Not Listed: 5.5

1987 Revenue: $15,000,000
HH Inc.: $38,359
Retail $: 3.1 Bil
Pop per Station: 21,506
#1 Biller: KFDI A/F $4,700,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. KKRD-F (CHR)	92/15.9	14.0	13.6	13.6	15.8	----	117/1533	1197/30.9	26.7	26.1	73	18.3	116	1108	KKRD-F
2. KFDI-F (C)	73/12.6	10.6	10.6	10.6	10.4	----	95/1016	746/19.3	20.9	19.8	110	11.5	73	853	KFDI-F
3. KZSN-F (C)	44/ 7.6	10.0	8.2	8.6	7.3	----	81/ 976	594/15.3	18.4	15.2	143	7.7	49	605	KZSN-F
4. KFDI (C)	43/ 7.4	7.3	8.2	7.5	6.9	----	56/ 851	572/14.8	15.1	16.5	69	5.8	37	470	KFDI
5. KEYN-F (CHR)	42/ 7.3	7.5	5.7	8.2	6.7	----	62/1127	815/21.1	17.5	18.6	107	8.5	54	750	KEYN-F
6. KICT-F (AOR)	41/ 7.1	10.4	5.0	7.5	6.9	----	67/ 862	609/15.7	14.0	13.0	96	12.3	78	676	KICT-F
7. KOEZ-F (EZ)	33/ 5.7	5.2	5.4	4.8	6.0	----	50/ 668	442/11.4	11.1	12.8	89	2.4	15	348	KOEZ-F
8. KXLK-F (AC)	32/ 5.5	8.8	7.0	5.9	5.6	----	39/ 595	497/12.8	14.9	13.5	136	2.8	18	318	KXLK-F
9. KFH (C)	28/ 4.8	3.8	5.2	4.0	6.0	----	34/ 555	431/11.1	11.2	10.4	29	3.5	22	389	KFH
10. KLEO (BB)	23/ 4.0	4.3	6.3	4.2	6.9	----	25/ 355	325/ 8.4	9.7	10.9	18	3.2	20	273	KLEO
11. KWKL-F (AC)	17/ 2.9	1.4	6.1	3.8	1.9	----	20/ 338	285/ 7.4	5.7	8.5	176	2.5	16	190	KWKL-F
12. KBUZ-F (B)	14/ 2.4	---	---	---	---	----	14/ 151	143/ 3.7	---	---	71	3.0	19	178	KBUZ-F
13. KNSS (T)	13/ 2.2	1.6	.7	.5	.2	----	13/ 275	267/ 6.9	7.3	3.4	109	1.3	8	215	KNSS
KQAM (O)	13/ 2.2	2.2	2.9	2.6	4.4	----	20/ 310	255/ 5.6	6.6	7.6	200	2.5	16	345	KQAM
KRZZ-F (AOR)	13/ 2.2	3.9	5.7	4.2	2.1	----	13/ 285	274/ 7.1	10.2	11.2	155	4.1	26	336	KRZZ-F
16. KLZS-F (J/NA)	11/ 1.9	3.2	2.7	3.8	3.5	----	11/ 312	294/ 7.6	6.3	8.3	179	1.3	8	206	KLZS-F

12+ FM SHARE (METRO): 75.46% (412 of 546) (SPG 87: 74.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. KKRD-F>>	1. KKRD-F>	1. KKRD-F>	1. KKRD-F	1. KFDI-F	1. KFDI-F>	1. KKRD-F	1. KKRD-F<	1. KKRD-F	1. KKRD-F>>	1. KFH
2. KEYN-F	2. KICT-F	2. KICT-F<	2. KFDI-F<	2. KKRD-F	2. KFDI >	2. KFDI-F	2. KFDI-F>	2. KFDI-F>	2. KFH	2. KOEZ-F
3. KBUZ-F	3. KEYN-F	3. KZSN-F<	3. KZSN-F	3. KZSN-F>	3. KOEZ-F	3. KFDI	3. KEYN-F	3. KZSN-F	3. KFDI-F	3. KZSN-F
4.	KZSN-F	4. KFDI-F	4. KXLK-F	4. KEYN-F	4. KFH	4. KEYN-F<	4. KZSN-F	4. KICT-F	KICT-F	4. KFDI-F
5.	5. KXLK-F	5. KEYN-F	5. KEYN-F	5. KXLK-F	5. KLEO	5. KZSN-F	5. KXLK-F	5. KEYN-F	KOEZ-F	5. KKRD-F
	6. KFDI-F	6. KXLK-F	6. KICT-F	6. KICT-F			6. KFDI		6. KEYN-F	KQAM

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. KKRD-F>>	1. KKRD-F>>	1. KZSN-F	1. KKRD-F>>	1. KFDI-F
2. KEYN-F<	2. KEYN-F	2. KEYN-F	2. KZSN-F	2. KZSN-F
3. KXLK-F	3. KZSN-F	KKRD-F	3. KEYN-F	3. KKRD-F
4. KICT-F<	4. KXLK-F	4. KICT-F	4. KXLK-F	4. KEYN-F
5. KZSN-F	5. KICT-F	KLZS-F	5. KFDI-F	5. KXLK-F
		KXLK-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. KICT-F>	1. KICT-F	1. KFDI-F	1. KICT-F	1. KFDI-F
2. KKRD-F>	2. KKRD-F	KKRD-F	2. KKRD-F	2. KKRD-F
3. KEYN-F	3. KFDI-F	3. KXLK-F	3. KFDI-F	3. KICT-F
KRDI-F	4. KZSN-F	KZSN-F	4. KZSN-F	4. KZSN-F
KZSN-F	5. KEYN-F	5. KEYN-F	5. KEYN-F	5. KFDI
	6. KXLK-F	KICT-F	6. KXLK-F	KXLK-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		134 (2)	134 (2)	24.5	20.5
AOR/CLASSIC		54 (2)	54 (2)	9.9	12.1
AC/OLDIES/SOFT ROCK	13 (1)	49 (2)	62 (3)	11.4	13.3
MOR/VARIETY/FULL					
COUNTRY	71 (2)	117 (2)	188 (4)	34.4	34.2
BLACK/URBAN		14 (1)	14 (1)	2.6	6.5
BTFL MUSIC/EZ		33 (1)	33 (1)	6.0	5.7
NEWS/TALK	13 (1)		13 (1)	2.4	
NOSTALGIA	23 (1)		23 (1)	4.2	6.6
RELIGION/GOSPEL	14 (2)		14 (2)	2.6	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC		11 (1)	11 (1)	2.0	
UNKNOWN/OTHERS					
	134 (7)	412 (11)	546 (18)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KJRG	950	Newton	.9/2.8
KSGL	900	Wichita	1.6/4.5

MISCELLANEOUS COMMENTS KQAM, KEYN-F sold by Long-Pride to Aberdeen for $4,430,000 (Americom)...

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N)	, COUNTRY	ABC-E,$ 38.00	(Torbet)	Great Empire — Mike Oatman
KFH , 1330, 5 KW (DA-N)	, COUNTRY	CBS,MBS,$ 30.00	(Republic)	Gene Rump
KLEO, 1480, 5 KW/1 KW (DA-2)	, NOSTALGIA	SMN,$ 25.00	(Eastman)	So. Skies — Larry Wilson
KNSS, 1240, 1 KW (DA-1)	, TALK	MBS,ABC-T,$ 17.00	(Durpetti)	Barry Gaston
KQAM, 1410, 5 KW/1 KW (DA-N)	, OLDIES	US 1,$ 20.00	(Eastman)	
KEYN-F, 103.7, 100 KW @ 860,	CHR/AC	US 1,$ 37.00	(Eastman)	
KFDI-F, 101.3, 100 KW @ 1130,	COUNTRY	ABC-E,$ 62.00	(Torbet)	Great Empire — Mike Oatman
KICT-F, 95.1, 100 KW @ 970,	AOR	ABC-R,$ 41.00	(Mc-Guild)	
KKRD-F, 107.3, 100 KW @ 884,	CHR	,$ 52.00	(HNWH)	Osborn — Buc Weatherby
KLZS-F, 97.9, 100 KW @ 350,	NEW AGE/JAZZ	,$ 32.00	(Republic)	Gene Rump
KXLK-F, 105.3, 100 KW @ 1000,	AC	APR,$ 31.00	(Banner)	Mid Continent — Gary Dick
KZSN-F, 102.1, 100 KW @ 1032,	COUNTRY	,$ 39.00	(Eastman)	So. Skies — Larry Wilson
KWKL-F, 106.5, 100 KW @ 1323,	SOFT AC	,$ 18.00	(---)	(ARKANSAS CITY) Mike Levine
KRZZ-F, 95.9, 1.2 KW @ 500,	CLASSIC ROCK	Source,$ 30.00	(Durpetti)	(DERBY) Michael Cutchall
KOEZ-F, 92.3, 100 KW @ 650,	BTFL/EZ	,$ 23.00	(Roslin)	(NEWTON) Gorden Anderson
KBUZ-F, 99.3, 3 KW @ 300,	BLACK	,$ 15.00	(---)	(EL DORADO)

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WILKES BARRE - SCRANTON

Arbitron Rank/Pop (12+): 56/625,400

MSA Rank/Pop: 69/734,000
ADI # 51
Average Person Ratings: 16.7
Market TSL: 22.8 hours

Stations: 36/29
Diaries: 1065/587:1/60.3%
Sample Target: 1000
% Below Line: 6.7
% Not Listed: 12.2

1987 Revenue: $13,600,000
HH Inc.: $27,627
Retail $: 4.4 Bil
Pop per Station: 21,566
#1 Biller: WKRZ A/F $2,300,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	129/12.3	13.9	11.5	10.6	9.5	12.1	148/2227	1907/30.5	28.9	26.7	121	17.5	183	2105	WKRZ-F
2. WEZX-F (AOR)	102/ 9.7	6.9	10.8	8.0	8.6	8.9	116/1019	892/14.3	14.5	14.0	98	11.1	116	1291	WEZX-F
3. WARM (MOR)	75/ 7.2	5.2	6.4	7.2	6.8	6.5	76/1169	1111/17.8	19.4	18.3	78	6.6	69	981	WARM
4. WMGS-F (AC)	67/ 6.4	5.0	4.7	4.7	4.9	5.2	71/ 855	789/12.6	12.7	12.1	164	3.9	41	583	WMGS-F
5. WGBI-F (AC)	62/ 5.9	4.6	6.3	6.2	6.1	5.8	68/ 814	740/11.8	15.5	14.5	141	3.5	37	760	WGBI-F
6. WNAK (BB)	55/ 5.3	7.3	4.3	6.4	6.7	5.8	55/ 547	547/ 8.7	8.2	10.2	15	5.8	61	653	WNAK
7. WWSH-F (EZ)	45/ 4.3	3.1	4.7	5.2	5.9	4.3	58/ 761	576/ 9.2	9.6	11.5	67	2.9	30	424	WWSH-F
8. WTLQ-F (CHR)	33/ 3.2	3.9	5.5	6.2	5.0	4.7	34/ 718	703/11.2	13.8	14.0	97	5.9	62	938	WTLQ-F
9. WHLM-F (CHR)	30/ 2.9	2.8	3.0	2.6	2.1	2.8	48/ 634	360/ 5.8	6.0	4.3	107	2.0	21	371	WHLM-F
10. WEJL (BB)	27/ 2.6	5.9	4.8	5.1	3.6	4.6	28/ 425	388/ 6.2	7.6	7.0	46	3.9	41	374	WEJL
11. WARD (T)	21/ 2.0	1.5	2.5	1.5	.9	1.9	21/ 266	266/ 4.3	4.4	2.7	50	1.6	17	228	WARD
12. WWDL-F (AC)	20/ 1.9	1.2	1.2	1.2	1.8	1.4	20/ 270	254/ 4.1	3.9	4.3	153	.9	9	252	WWDL-F
13. WILK (MOR)	19/ 1.8	1.4	2.7	2.3	2.9	2.1	19/ 483	483/ 7.7	8.2	9.1	139	1.6	17	442	WILK
14. WSCR (AC)	17/ 1.6	.6	.7	.6	.8	.9	17/ 227	220/ 3.5	2.9	2.5	169	1.2	13	219	WSCR
WEAY-F (MOR)	17/ 1.6	0.7	.9	.7	1.5	1.0	17/ 238	238/ 3.8	4.9	6.1	156	.9	9	163	WEAY-F
WICK (EZ)	17/ 1.6	1.2	1.1	1.6	2.3	1.4	17/ 208	208/ 3.3	3.5	5.4	13	1.0	11	217	WICK
17.															
18.															
19.															
20.															
21.															
22.															
23.															
24.															
25.															

12+ FM SHARE (METRO): 65.29% (600 of 919) (SPG 87: 64.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WKRZ-F>>	1. WEZX-F	1. WKRZ-F<	1. WKRZ-F>	1. WKRZ-F>	1. WARM	1. WARM	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F>	1. WARM
2. WTLQ-F	2. WKRZ-F>>	2. WEZX-F>>	2. WMGS-F	2. WMGS-F	2. WNAK	2. WKRZ-F	2. WEZX-F	2. WEZX-F>	2. WEZX-F>	2. WEZX-F>
3. WEZX-F	3. WGBI-F	3. WMGS-F	3. WEZX-F	3. WEZX-F	3. WWSH-F<	3. WEZX-F	3. WMGS-F	3. WMGS-F<	3. WARM >	3. WKRZ-F
4.	4. WMGS-F	4. WGBI-F	4. WGBI-F	4. WGBI-F	4. WMGS-F	4. WMGS-F	4. WGBI-F>	4. WGBI-F	4. WTLQ-F	4. WMGS-F
5.	5.	5.	5.	5.	5. WGBI-F<	5. WGBI-F	5. WNAK	5. WARM	WWSH-F	WWSH-F
6.	6.	6.	6.	6.	6. WKRZ-F	6. WNAK	6. WARM	6.	6.	6.
7.	7.	7.	7.	7.	7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.	10.	10.	10.	10.	10.

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WKRZ-F	1. WKRZ-F>>	1. WKRZ-F>	1. WKRZ-F>	1. WKRZ-F>
2. WEZX-F>>	2. WEZX-F>	2. WMGS-F	2. WMGS-F	2. WMGS-F>
3. WGBI-F	3. WMGS-F	3. WEZX-F	3. WGBI-F	3. WGBI-F
4.	4. WGBI-F>	4. WGBI-F>	4. WEZX-F	4. WARM
5.	5.	5.	5.	5. WEZX-F
6.	6.	6.	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WEZX-F>>	1. WEZX-F>>	1. WEZX-F>	1. WEZX-F>>	1. WEZX-F
2. WKRZ-F>>	2. WKRZ-F>>	2. WKRZ-F>	2. WKRZ-F>>	2. WKRZ-F
3.	3. WZZO-F	3. WZZO-F	3.	3. WMGS-F
4.	4. WGBI-F	4. WGBI-F<	4.	4. WARM
5.	5.	5. WHCM-F	5.	5.
6.	6.	WMGS-F	6.	6.
7.	7.	7.	7.	7.
8.	8.	8.	8.	8.
9.	9.	9.	9.	9.
10.	10.	10.	10.	10.

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FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	4 (1)	217 (6)	221 (7)	24.0	23.9
AOR/CLASSIC		122 (3)	122 (3)	13.3	12.3
AC/OLDIES/SOFT ROCK	33 (3)	164 (5)	197 (8)	21.4	18.2
MOR/VARIETY/FULL	119 (4)	17 (1)	136 (5)	14.8	15.2
COUNTRY	25 (3)	19 (2)	44 (5)	4.8	6.1
BLACK/URBAN					
BTFL MUSIC/EZ	17 (1)	61 (2)	78 (3)	8.5	10.3
NEWS/TALK	25 (2)		25 (2)	2.7	1.4
NOSTALGIA	96 (3)		96 (3)	10.4	11.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	319 (17)	600 (19)	919 (36)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZL	1490	Hazelton	1.1/2.8
WBAX	1240	Wilkes Barre	1.3/3.5
WBNE-F	95.9	Benton	.4/2.0
WCDL	1440	Carbondale	.4/1.3
WCNR	930	Bloomsburg	1.1/2.2
WEMR	1460	Tunkhannock	.6/1.0
WGBI	910	Scranton	.8/3.8
WHLM	550	Bloomsburg	.4/2.2
WLSP-F	94.3	Carbondale	.9/1.6
WQEQ-F	103.1	Freeland	.7/2.4
WSBG-F	93.5	Stroudsburg	.9/3.2
WVPO	840	Stroudsburg	1.5/1.6
WXPX	1300	W. Hazleton	.9/1.8
WABC	770	New York	.4/1.7
WFMZ-F	100.7	Allentown	1.5/2.5
WILQ-F	105.1	Williamsport	1.0/2.4
WLEV-F	96.1	Easton	.8/2.2
WQQQ-F	99.9	Easton	1.1/3.7
WYSP-F	94.1	Philadelphia	.5/1.9
WZZO-F	95.1	Bethelehem	1.4/3.2

RADIO STATIONS

AM STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR,ABC-T,$ 12.00	(Savalli)		Jim Ward
WARM, 590, 5 KW (DA-2)	, MOR	NBC,$ 50.00	(Eastman)	Susquehanna	Phil Condron
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,$ 17.00	(---)		
WEJL, 630, 500 W	, NOSTALGIA	ABC-I,$ 20.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,$ 15.00	(Torbet)		M. Holcomb
WICK, 1400, 1 KW	, BTFL/EZ	ABC-D,$ 14.00	(K & P)		Doug Lane
WILK, 980, 5 KW/1 KW (DA-2)	, MOR/TALK	MBS,ABC-E,$ 18.00	(Mc-Guild)		Jim Morgan
WNAK, 730, 1 KW/36 W (DA-1)	, NOSTALGIA	NBC,$ 26.00	(---)		Bob Nielson
WPLJ, 1340, 1 KW	, COUNTRY	,$ 13.00	(Katz)	Osborn	Henry Strong

FM STATIONS

WEZX, 107.1, 125 W @ 1270, AOR		ABC-R,$ 35.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI, 101.3, 7 KW @ 1110, AC		CBS-R,$ 30.00	(Torbet)		M. Holcomb
WKRZ, 98.5, 8 KW @ 1172, CHR		,$ 60.00	(Katz)	Osborn	Henry Strong
WMGS, 92.9, 9 KW @ 1060, AC		,$ 35.00	(Eastman)	Susquehanna	Phil Condron
WTLQ, 102.3, 3 KW @ 71, CHR		ABC-C,$ 22.00	(Mc-Guild)	(PITTSTON)	Jim Loftus
WWDL, 104.9, 1.6 KW @ 1093, SOFT AC		ABC-D,$ 16.00	(K & P)		Doug Lane
WHLM, 106.5, 37 KW @ 597, AC		US 2,$ 17.00	(Banner)	(BLOOMSBURG)	Bob Sweppenheiser
WWSH, 97.9, 24 KW @ 660, BTFL/EZ		,$ 20.00	(---)	(HAZLETON)	Ron Gillenardo

CALL LETTER CHANGES

WKRZ: Changes to WPLJ
WMJW: Changes to WEAY (January)

FORMAT CHANGES

WPLJ: From CHR to Country

STATION SALES

WCDL, WLSP-F (Carbondale): Sold to Sage for $700,000 (Sherman)

FORMAT CODES

CHR	Contemporary Hit Radio, Top 40, Contemporary	T	Talk
AC	Adult Contemporary	N	News
O	Oldies (1955 to near 1988)	SP	Hispanic/Spanish
B	Black (audience predominantly Black - over 75%)	BB	Big Band, Nostalgia
U	Urban (majority of audience is non-white although a large segment is white)	M	Middle of Road (MOR), Full Service, Variety
		J/NA	Jazz and New Age
EZ	EZ Listening, Beautiful Music	R	Religion, Christian, Christian Music
AOR	Album Oriented Rock, also includes Classic Rock	G	Gospel
CL	Classical	E	Ethnic
C	Country	?	Others or Unknown

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WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/459,100

MSA Rank/Pop: 90/551,000
Philadelphia ADI
Average Person Ratings: 16.1
Market TSL: 21.0 hours

Stations: 29/7
Diaries: 896/512:1/54.4%
Sample Target: 840
% Below Line: 54.2
% Not Listed: 11.1

1987 Revenue: $9,200,000
HH Inc.: $37,889
Retail $: 3.9 Bil
Pop per Station: 65,586
#1 Biller: WSTW-F $3,000,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSTW-F (CHR)	78/10.5	8.2	10.0	9.8	9.3	9.6	90/1278	1098/23.9	22.5	24.5	111				WSTW-F
2. WJBR-F (AC)	74/10.0	11.1	9.4	7.2	8.6	9.4	82/1069	994/21.7	19.2	19.1	141				WJBR-F
3. WUSL-F (B/U)	54/ 7.3	9.0	7.5	6.5	3.7	7.6	58/ 704	586/12.8	12.2	12.3	100				WUSL-F
WMMR-F (B/U)	54/ 7.3	6.9	9.9	9.4	10.0	8.4	55/ 794	772/16.8	18.4	22.9	111				WMMR-F
5. WDEL (MOR)	48/ 6.5	4.1	7.5	5.9	8.1	6.0	49/ 562	557/12.1	12.1	17.1	29				WDEL
6. WYSP-F (AOR)	35/ 4.7	3.2	3.9	4.2	4.1	4.0	38/ 748	695/15.1	12.9	12.2	81				WYSP-F
7. WKSZ-F (AC)	34/ 4.6	4.1	4.4	5.1	3.7	4.6	36/ 608	536/11.7	10.7	12.9	159				WKSZ-F
8. WEAZ-F (EZ)	33/ 4.5	3.8	7.1	6.4	6.2	5.5	34/ 522	490/10.7	8.9	13.7	78				WEAZ-F
9. WEGX-F (CHR)	28/ 3.8	4.0	1.5	1.3	1.0	2.7	32/ 556	524/11.4	11.2	6.6	37				WEGX-F
10. WILM (N/T)	27/ 3.6	3.5	2.5	3.5	3.6	3.3	27/ 458	458/10.0	9.8	10.4	44				WILM

12+ FM SHARE (METRO): 81.61% (537 of 658) (SPG 87: 80.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WEGX-F>	1. WSTW-F	1. WSTW-F	1. WJBR-F	1. WJBR-F	1. WDEL	1. WSTW-F	1. WJBR-F	1. WSTW-F	1. WUSL-F	1. WJBR-F>
2. WUSL-F	2. WJBR-F	2. WJBR-F	2. WSTW-F>	2. WSTW-F>	2. WJBR-F	2. WJBR-F	2. WSTW-F>	2. WJBR-F	2. WMMR-F	2. WDEL
3. WMMR-F>	3. WMMR-F	3. WMMR-F	3. WMMR-F	3. WMMR-F	3. WEAZ-F	3. WDEL >	3. WEAZ-F<	3. WMMR-F	3. WSTW-F	3. WUSL-F
4. WSTW-F	4. WUSL-F	4. WUSL-F	4. WUSL-F	4. WKSZ-F	4. WKSZ-F	4. WMMR-F	4. WMMR-F	4. WUSL-F	4. WDEL	4. WXTU-F
5. WYSP-F	5. WYSP-F	5. WYSP-F	5. WKSZ-F	WUSL-F	5. WILM	5. WUSL-F	5. WKSZ-F	5. WYSP-F	WJBR-F	5. WILM
						6. WILM			WYSP-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WSTW-F>>	1. WSTW-F>	1. WSTW-F>	1. WSTW-F>	1. WSTW-F
2. WJBR-F	2. WJBR-F	2. WJBR-F	2. WJBR-F>	2. WJBR-F>
WMMR-F	3. WUSL-F	3. WUSL-F	3. WUSL-F	3. WUSL-F
WUSL-F	4. WMMR-F>	4. WMMR-F	4. WMMR-F>	4. WMMR-F
5.	5.	5.	5.	5. WKSZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYSP-F>	1. WYSP-F	1. WJBR-F	1. WJBR-F	1. WJBR-F>
2. WSTW-F	2. WMMR-F	2. WMMR-F>	2. WYSP-F	2. WMMR-F
3. WMMR-F	3. WJBR-F>	3. WYSP-F	3. WMMR-F	3. WKSZ-F
WUSL-F	4. WSTW-F	4. WUSL-F	4. WSTW-F	4. WYSP-F
5. WJBR-F	WUSL-F	5. WSTW-F	5. WUSL-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		112 (3)	112 (3)	17.0	17.8
AOR/CLASSIC		92 (3)	92 (3)	14.0	18.2
AC/OLDIES/SOFT ROCK		164 (7)	164 (7)	25.0	17.7
MOR/VARIETY/FULL	51 (2)		51 (2)	7.8	9.1
COUNTRY	15 (1)	40 (3)	55 (4)	8.4	7.0
BLACK/URBAN		71 (2)	71 (2)	10.8	10.5
BTFL MUSIC/EZ		33 (1)	33 (1)	5.0	8.4
NEWS/TALK	42 (4)	12 (1)	54 (5)	8.2	8.0
NOSTALGIA	13 (1)		13 (1)	2.0	2.1
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL		13 (1)	13 (1)	2.0	0.7
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	121 (8)	537 (21)	658 (29)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAMS	1380	Wilmington	2.0/4.1
WDSD-F	94.7	Dover	1.6/3.9
WNRK	1260	Newark	.4/1.4

See Philadelphia for more information about the following:

KYW	.8/5.0	WMGK-F	1.2/5.9
WCAU	.7/3.6	WOGL-F	2.4/9.4
WDAS-F	2.3/6.5	WPEN	1.8/4.4
WFLN-F	1.8/4.5	WSNI-F	.9/4.1
WIOQ-F	2.3/8.0	WWDB-F	1.6/4.7
WIP	.5/2.3	WXTU-F	3.2/7.3

WBSB-F	104.3	Baltimore	.8/2.6
WIYY-F	97.9	Baltimore	.4/1.6
WPOC-F	93.1	Baltimore	.5/2.7
WWMX-F	106.5	Baltimore	.7/2.4

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-D,$ 19.00	(---)		Steve Courtin
WDEL, 1150, 5 KW (DA-2)	, MOR	NBC,APR,$ 38.00	(Eastman)		Robert Taylor
WILM, 1450, 1 KW	, NEWS/TALK	MBS,CBS,$ 30.00	(Savalli)		Sally Hawkins
WJBR, 1290, 2.5 KW/500 W (DA-2)	, AC	APR,$ NA	(Katz)	CRB	Chris Walus
WJBR-F, 99.5, 50 KW @ 500, AC		APR,$ 60.00	(Katz)	CRB	Chris Walus
WSTW-F, 93.7, 50 KW @ 460, CHR		,$ 67.00	(Eastman)		Robert Taylor
WDSD-F, 94.7, 50 KW @ 400, COUNTRY		,$ 24.00	(K & P)	Hartstone-Dickstein (DOVER)	Tom Barney

Other ranked stations - See Philadelphia

American Radio Spring 1988, Copyright 1988

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/137,800

MSA Rank/Pop: 304/114,400
ADI # 153
Average Person Ratings: 14.6
Market TSL: 19.8 hours

Stations: 17/12
Diaries: 628/219:1/44.9%
Sample Target: 550
% Below Line: 8.0
% Not Listed: 10.9

1987 Revenue: $3,700,000
HH Inc.: $27,497
Retail $: 1.05 Bil
Pop per Station: 11,483
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSFM-F (AOR)	29/14.4	---	5.6	---	8.2	----	29/299	289/21.0	---	14.3	136				WSFM-F
2. WGNI-F (AC)	22/10.9	---	13.8	---	16.4	----	29/463	352/25.5	---	23.3	131				WGNI-F
3. WVBS-F (B/U)	19/ 9.5	---	11.3	---	17.9	----	31/450	306/22.2	---	20.8	94				WVBS-F
4. WWQQ-F (C)	18/ 9.0	---	11.8	---	12.3	----	22/215	188/13.6	---	17.1	129				WWQQ-F
5. WHSL-F (CHR)	16/ 8.0	---	12.3	---	8.7	----	20/344	273/19.8	---	21.2	56				WHSL-F
6. WWIL (B)	15/ 7.5	---	3.6	---	8.2	----	18/205	177/12.8	---	11.6	95				WWIL
7. WAAV (MOR)	12/ 6.0	---	5.6	---	5.6	----	13/157	134/ 9.7	---	9.7	75				WAAV
8. WBMS (B)	11/ 5.5	---	4.1	---	3.1	----	12/170	166/12.0	---	9.4	65				WBMS
9. WDZD-F (C)	9/ 4.5	---	3.6	---	4.6	----	11/147	118/ 8.6	---	6.7	80				WDZD-F
WZFX-F (B)	9/ 4.5	---	10.8	---	---	----	19/344	172/12.5	---	18.7	100				WZFX-F
11. WMFD (AC)	6/ 3.0	---	3.1	---	2.1	----	6/123	105/ 7.6	---	9.1	90				WMFD
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 73.18% (131 of 179) (SPG 87: 81.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WVBS-AF>>	1. WSFM-F>>	1. WSFM-F>	1. WSFM-F>	1. WSFM-F>	1. WWQQ-F	1. WGNI-F>	1. WSFM-F>>	1. WSFM-F>	1. WVBS-F	1. WMFD
2. WHSL-F	2. WHSL-F	2. WGNI-F	2. WGNI-F	2. WGNI-F	2. WAAV	2. WSFM-F	2. WGNI-F>	2. WVBS-F<	WWIL	2. WAAV
3. WBMS-F	3. WGNI-F	3. WHSL-F	3. WWQQ-F	3. WWQQ-F	WGNI-F	3. WHSL-F<	3. WWQQ-F	3. WGNI-F	3. WSFM-F	WBMS
WWQQ-F	4. WVBS-AF	WVBS-AF	4. WVBS-AF	4. WVBS-AF	4. WWIL	4. WVBS-F<	4. WHSL-F	4. WHSL-F	4. WZFX-F	4. WHSL-F
5.	5.	5. WWQQ-F	5.	5. WWIL	5.	5. WWQQ-F	5.	WWQQ-F	5. WHSL-F	WWQQ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WHSL-F	1. WSFM-F	1. WGNI-F	1. WGNI-F	1. WGNI-F>	1. WHSL-F	1. WSFM-F>>	1. WSFM-F>>	1. WSFM-F>>	1. WSFM-F>>
2. WSFM-F	2. WGNI-F	WSFM-F>	2. WSFM-F>	2. WSFM-F	2. WSFM-F	2. WHSL-F>	2. WVBS-AF	2. WVBS-AF	2. WVBS-AF
WVBS-AF	3. WHSL-F>	3. WHSL-F	3. WHSL-F	3. WWQQ-F>	3.	3. WVBS-AF	3. WGNI-F	3. WHSL-F	WWQQ-F
WZFX-F	4.	WWQQ-F	WWQQ-F	4.	4.	4. WGNI-F	WWQQ-F	4. WGNI-F	4. WGNI-F
5.	5.	5.	5. WVBS-AF	5.	5.	5.	WZFX-F	WWQQ-F	5.

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		16 (1)	16 (1)	8.9	12.8
AOR/CLASSIC		29 (1)	29 (1)	16.2	14.0
AC/OLDIES/SOFT ROCK	6 (1)	26 (3)	32 (4)	17.9	21.5
MOR/VARIETY/FULL	12 (1)		12 (1)	6.7	6.4
COUNTRY		28 (3)	28 (3)	15.6	18.0
BLACK/URBAN	26 (2)	28 (2)	54 (4)	30.2	20.9
BTFL MUSIC/EZ		4 (2)	4 (2)	2.2	6.4
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	4 (1)		4 (1)	2.2	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					
	48 (5)	131 (12)	179 (17)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WPGO-F	106.3	Shallotte	1.0/4.4
WVCB	1410	Shallotte	2.0/1.6
WJYR-F	92.1	Myrtle Beach	1.5/2.9
WKML-F	95.7	Lumberton	.5/1.7
WNCT-F	107.9	Greenville	.5/1.7
WNMB-F	105.9	N. Myrtle	1.0/1.9

MISCELLANEOUS COMMENTS WWQQ-F sold by Woolfson to HVS for $2,000,000 (E) (Blackburn)... WJYW-F (Southport) sold for $1,300,000 (Marshall)... WJYW changes calls to WSFM and appears to be doing some kind of AOR or Oldies...

RADIO STATIONS

WAAV, 980, 5 KW	, MOR/TALK	NBC,$ 12.00	(Katz)	Cape Fear	Hannah Gage
WBMS, 1340, 1 KW	, BLACK	NBC,$ 10.00	(Roslin)		Sterlin Holt
WMFD, 630, 1 KW (DA-2)	, OLDIES	MBS,CBS,$ 11.00	(Banner)		Wally Voigt
WWIL, 1490, 1 KW	, BLACK	SBN,$ 9.00	(---)		
WGNI-F, 102.7, 100 KW @ 981, AC		,$ 30.00	(Katz)	Cape Fear	Hannah Gage
WHSL-F, 97.3, 100 KW @ 560, CHR		ABC-F,$ 25.00	(Banner)		Wally Voigt
WWQQ-F, 100.9, 2.6 KW @ 347, COUNTRY		ABC-D,$ 20.00	(---)	HVS	
WSFM-F, 107.1, 3 KW @ 300, AOR		,$ 13.00	(HNWH)		(SOUTHPORT) Eric Jorgenson
WVBS-F, 99.9, 100 KW @ 480, BLACK/URBAN		MBS,$ 20.00	(Christal)	Jones-Eastern	(BURGAW) Joe Mule
WDZD-F, 93.5, 3 KW @ 300, COUNTRY		MBS,$ 11.00	(---)		(SHALLOTTE) John Zackery

American Radio Spring 1988, Copyright 1988

WORCESTER

Arbitron Rank/Pop (12+): 101/341,200

MSA Rank/Pop: 112/409,000
Boston ADI
Average Person Ratings: 16.4
Market TSL: 21.5 hours

Stations: 27/7
Diaries: 798/428:1/43.4%
Sample Target: 740
% Below Line: 36.3
% Not Listed: 11.8

1987 Revenue: $11,000,000
HH Inc.: $36,160
Retail $: 3.3 Bil
Pop per Station: 48,743
#1 Biller: WAAF-F $4,000,000

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WSRS-F (EZ)	71/12.7	13.0	13.6	11.3	13.3	12.7	113/1324	870/25.5	24.7	25.5	96				WSRS-F
2. WAAF-F (AOR)	70/12.5	10.9	14.1	13.1	11.5	12.7	138/1699	885/25.9	25.6	28.1	72				WAAF-F
3. WTAG (MOR)	42/ 7.5	9.8	10.7	9.7	10.5	9.4	46/ 796	673/19.7	22.9	26.2	45				WTAG
4. WXLO-F (AC)	36/ 6.4	7.4	5.3	6.1	3.1	6.3	61/ 772	467/13.7	13.5	14.2	141				WXLO-F
5. WZOU-F (CHR)	34/ 6.1	6.7	4.9	2.5	2.5	5.1	48/ 746	542/15.9	14.0	11.0	61				WZOU-F
6. WODS-F (O)	31/ 5.5	3.6	.3	.5	3.3	2.5	51/ 658	442/13.0	8.8	2.7	189				WODS-F
7. WFTQ (AC)	29/ 5.2	2.9	4.6	4.1	3.6	4.2	29/ 469	456/13.4	8.9	10.1	129				WFTQ
8. WORC (C)	22/ 3.9	2.9	3.9	3.2	3.8	3.5	22/ 238	215/ 6.3	7.4	10.0	67				WORC
9. WNEB (BB)	21/ 3.8	4.7	3.7	5.6	4.9	4.5	24/ 327	303/ 8.9	10.4	9.1	29				WNEB
10. WBZ (MOR)	18/ 3.2	5.4	4.1	3.9	6.9	4.2	48/ 673	296/ 8.7	13.9	11.1	81				WBZ
11.															
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 70.44% (348 of 494) (SPG 87: 67.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WAAF-F	1. WAAF-F>>	1. WAAF-F>	1. WODS-F	1. WSRS-F	1. WSRS-F>>	1. WSRS-F	1. WSRS-F>	1. WSRS-F	1. WAAF-F	1. WODS-F
WZOU-F>>	2. WXLO-F	2. WXLO-F	2. WSRS-F	2. WODS-F	2. WTAG >>	2. WAAF-F	2. WAAF-F>	2. WAAF-F>	2. WTAG >	2. WBZ
3.	3. WZOU-F	3. WODS-F	3. WAAF-F	3. WAAF-F	3. WNEB	3. WTAG >	3. WXLO-F	3. WODS-F	3. WZOU-F	3. WMJX-F
4.	4. WFTQ	4. WSRS-F	WXLO-F	WXLO-F	4. WODS-F	4. WFTQ <	4. WODS-F	4. WZOU-F	4. WSRS-F	4. WJIB-F
5.	5. WZLX-F	5. WFTQ	5. WFTQ	5. WFTQ	5. WORC	5. WXLO-F	5. WNEB	5. WXLO-F	5. WFTQ	5. WTAG

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WAAF-F	1. WXLO-F	1. WXLO-F	1. WXLO-F>	1. WSRS-F	1. WAAF-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WAAF-F>>	1. WAAF-F
2. WXLO-F	2. WAAF-F	2. WFTQ	2. WSRS-F	2. WXLO-F	2.	2. WZLX-F>	2. WZLX-F	2. WODS-F>	WODS-F
WZOU-F	3. WZOU-F	3. WAAF-F	3. WZOU-F	3. WFTQ	3.	3. WBCN-F	3. WBCN-F	3. WZLX-F	3. WSRS-F>
4.	4. WFTQ >	WZOU-F	WAAF-F	4. WODS-F	4.	4.	4. WODS-F	4.	4. WZLX-F
5.	5.	5.	WFTQ	5. WZOU-F	5.	5.	5.	5.	5. WXLO-F
									WROR-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		45 (3)	45 (3)	9.1	9.0
AOR/CLASSIC		95 (3)	95 (3)	19.2	22.9
AC/OLDIES/SOFT ROCK	29 (1)	98 (7)	127 (8)	25.7	18.3
MOR/VARIETY/FULL	64 (3)		64 (3)	13.0	16.8
COUNTRY	22 (1)	14 (2)	36 (3)	7.3	7.6
BLACK/URBAN					
BTFL MUSIC/EZ		88 (3)	88 (3)	17.8	17.5
NEWS/TALK	10 (1)		10 (1)	2.0	2.4
NOSTALGIA	21 (1)	4 (1)	25 (2)	5.1	4.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		4 (1)	4 (1)	0.8	
JAZZ/NEW AGE/ECLECTIC					0.7
UNKNOWN/OTHERS					0.4
	146 (7)	348 (20)	494 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WESO	970	Southbridge	.7/2.3
WLKW-F	101.5	Providence	.9/2.1
WPRO-F	92.3	Providence	.4/3.1
WQVR-F	100.1	Southbridge	1.3/3.0
WWLI-F	105.1	Providence	.4/1.8

See Boston for more information about the following:

WBCN-F	2.0/6.9	WRKO	1.8/4.1
WBOS-F	1.3/2.5	WROR-F	2.7/9.7
WCRB-F	.7/2.9	WSSH-F	.9/4.0
WJIB-F	2.1/5.7	WVBF-F	.5/2.5
WMJX-F	1.1/4.4	WXKS-F	1.6/5.8
WPLM-F	.7/3.3	WZLX-F	2.5/6.0

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2)	, AC	ABC-I,$ 40.00	(Katz)	New City	Richard Reis
WNEB, 1230, 1 KW	, NOSTALGIA	MBS,CBS,$ 28.00	(Savalli)		Todd Campbell
WORC, 1310, 5 KW/1 KW	, COUNTRY	ABC-D,$ 24.00	(HNWH)		Don Fitzgibbons
WTAG, 580, 5 KW (DA-2)	, MOR	NBC,$ 43.00	(Banner)	Knight	John Flynn
WAAF-F, 107.3, 19 KW @ 823, AOR		,$100.00	(Katz)	New City	Richard Reis
WSRS-F, 96.1, 25 KW @ 650, BTFL/EZ		,$ 74.00	(Banner)	Knight	John Flynn
WXLO-F, 104.5, 37 KW @ 670, AC		CNN,$ 60.00	(Mc-Guild)		Michael Cohen

Other ranked stations - See Boston

American Radio Spring 1988, Copyright 1988

YORK

Arbitron Rank/Pop (12+): 104/332,500

MSA Rank/Pop: 114/400,000
ADI # 45 (w/Harrisburg & Lancaster)
Average Person Ratings: 17.3
Market TSL: 22.8 hours

Stations: 28/11
Diaries: 811/410:1/57.6%
Sample Target: 730
% Below Line: 40.9
% Not Listed: 9.8

1987 Revenue: $11,000,000
HH Inc.: $31,680
Retail $: 2.1 Bil
Pop per Station: 30,227
#1 Biller: WSBA-F $2,800,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume
1. WRKZ-F (C)	66/11.5	8.7	9.6	10.0	12.4	10.0	178/1917	654/19.7	16.1	20.1	117			WRKZ-F
2. WYCR-F (CHR)	63/11.0	8.2	7.2	6.1	4.1	8.1	78/1197	811/24.4	17.8	13.1	102			WYCR-F
3. WARM-F (AC)	56/ 9.8	10.2	12.1	9.5	10.2	10.4	122/1573	698/21.0	21.3	22.6	128			WARM-F
4. WSBA (MOR)	55/ 9.6	7.8	7.2	6.7	6.9	7.8	64/ 709	571/17.2	19.4	18.7	75			WSBA
5. WNCE-F (EZ)	48/ 8.4	8.3	7.4	7.7	6.9	8.0	154/1787	454/13.7	14.5	14.7	56			WNCE-F
6. WQXA-F (CHR)	46/ 8.0	8.3	10.1	12.0	11.3	9.6	89/1780	804/24.2	23.9	25.2	109			WQXA-F
7. WGRX-F (AOR)	32/ 5.6	3.2	3.9	3.8	5.3	4.1	44/ 521	321/ 9.7	9.1	7.5	134			WGRX-F
8. WHTF-F (AOR)	25/ 4.4	4.0	2.4	5.2	3.9	4.0	70/ 956	327/ 9.8	7.7	7.3	77			WHTF-F
9. WGET (MOR)	13/ 2.3	1.7	.7	2.1	1.1	1.7	13/ 186	175/ 5.3	4.6	4.6	52			WGET
WNNK-F (CHR)	13/ 2.3	2.2	2.9	2.9	4.2	2.6	192/2167	304/ 9.1	8.1	10.5	109			WNNK-F
11. WGTY-F (C)	12/ 2.1	5.9	5.5	3.0	3.2	4.1	12/ 237	227/ 6.8	8.4	7.1	133			WGTY-F

12+ FM SHARE (METRO): 82.82% (429 of 518) (SPG 87: 82.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WYCR-F>>	1. WYCR-F>	1. WYCR-F	1. WARM-F<	1. WRKZ-F	1. WRKZ-F	1. WRKZ-F	1. WARM-F	1. WYCR-F	1. WYCR-F	1. WHTF-F<
2. WQXA-F>>	2. WGRX-F	2. WRKZ-F	WRKZ-F<	2. WARM-F	2. WNCE-F	2. WSBA	2. WNCE-F	2. WARM-F	2. WQXA-F	2. WSBA
3. WGRX-F	3. WARM-F	3. WARM-F	3. WYCR-F>	3. WYCR-F	3. WSBA	3. WYCR-F	3. WRKZ-F	3. WSBA	3. WSBA	WRKZ-F
4. WNNK-F	4. WHTF-F	4. WQXA-F	4. WQXA-F	4. WQXA-F	4. WARM-F	4. WARM-F	4. WYCR-F	WRKZ-F	4. WGRX-F	4. WARM-F
5.	5. WQXA-F	5. WGRX-F	5. WGRX-F	5. WGRX-F	5.	5. WQXA-F	5. WQXA-F	5. WQXA-F	5. WRKZ-F	5. WGTY-F
		6. WHTF-F		6. WSBA		WNCE-F	6. WSBA			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WYCR-F	1. WYCR-F	1. WYCR-F<	1. WARM-F	1. WARM-F	1. WHTF-F>	1. WGRX-F	1. WGRX-F>>	1. WGRX-F	1. WRKZ-F
2. WQXA-F	2. WARM-F	2. WARM-F>	2. WYCR-F	2. WRKZ-F	2. WRKZ-F>	2. WHTF-F>	2. WSBA <	2. WRKZ-F	WGRX-F
3. WARM-F	3. WQXA-F>	3. WQXA-F	3. WQXA-F	3. WQXA-F	3. WYCR-F	3. WSBA	3. WYCR-F<	3. WHTF-F	3. WYCR-F
4.	4.	4.	4. WRKZ-F>	WYCR-F	4.	WYCR-F	4. WHTF-F	WYCR-F	4. WSBA
5.	5.	5.	5.	5.	5.	5. WRKZ-F	5.	5. WSBA	5. WARM-F

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP		129 (4)	129 (4)	24.9	23.9
AOR/CLASSIC		73 (4)	73 (4)	14.1	12.5
AC/OLDIES/SOFT ROCK	5 (1)	68 (3)	73 (4)	14.1	11.8
AOR/VARIETY/FULL	78 (4)		78 (4)	15.1	13.1
COUNTRY	3 (1)	90 (4)	93 (5)	18.0	21.4
BLACK/URBAN		7 (1)	7 (1)	1.4	1.7
BTFL MUSIC/EZ		56 (3)	56 (3)	10.8	11.0
NEWS/TALK					1.4
NOSTALGIA					2.7
RELIGION/GOSPEL		3 (1)	3 (1)	0.6	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS	3 (1)	3 (1)	6 (2)	1.2	0.4
	89 (7)	429 (21)	518 (28)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCB-F	96.1	Red Lion	.5/1.9
WHVR	1280	Hanover	.7/3.7
WOYK	1350	York	.5/4.5
WXKU	1250	York	.5/2.7
WCMB	1460	Harrisburg	.9/1.5
WDAC-F	94.5	Lancaster	.5/2.0
WHP-F	97.3	Harrisburg	.7/2.9
WIMX-F	99.3	Harrisburg	1.4/4.0
WIOV-F	105.1	Ephrata	1.6/5.4
WLAN-F	96.9	Lancaster	1.2/5.0
WTPA-F	93.5	Mechanicsburg	1.2/3.3
WBAL	1090	Baltimore	1.0/2.8
WFRE-F	99.9	Frederick	.9/3.2
WIYY-F	97.9	Baltimore	1.6/2.9
WPOC-F	93.1	Baltimore	.5/3.8
WWMD-F	104.7	Hagerstown	.5/2.2
WXYV-F	102.7	Baltimore	1.2/3.4

RADIO STATIONS

WOYK, 1350, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS,$ 14.00	(Republic)			
WSBA, 910, 5 KW/1 KW (DA-2)	, MOR	,$ 49.00	(Eastman)	Susquehanna		Chris Huber
WXKU, 1250, 1 KW (DAYS)	, COUNTRY	ABC-I,$ 13.00	(Katz)			Karen Luft
WARM-F, 103.3, 6 KW @ 1310, AC		,$ 60.00	(Eastman)	Susquehanna		Chris Huber
WHTF-F, 92.7, 3 KW @ 300, AOR		Source,$ 36.00	(Banner)			Doug George
WGTY-F, 107.7, 10 KW @ 350, COUNTRY		MBS,$ 19.00	(---)		(GETTYSBURG)	Rod Burnham
WQXA-F, 105.7, 50 KW @ 500, CHR		ABC-C,$ 56.00	(Katz)			Karen Loft
WYCR-F, 98.5, 11 KW @ 930, CHR		,$ 30.00	(HNWH)			Barb McLaughlin

Other ranked stations - See Harrisburgh, Lancaster or Baltimore

American Radio Spring 1988, Copyright 1988

YOUNGSTOWN

Arbitron Rank/Pop (12+): 81/426,600

MSA Rank/Pop: 96/514,000
ADI # 88
Average Person Ratings: 18.9
Market TSL: 25.0 hours

Stations: 27/16
Diaries: 850/502:1/53.6%
Sample Target: 850
% Below Line: 12.8
% Not Listed: 7.6

1987 Revenue: $10,900,000
HH Inc.: $31,666
Retail $: 3.1 Bil
Pop per Station: 26,663
#1 Biller: WHOT A/F $2,700,000

12+ METRO	1/4/SHARE	WIN 88	FAL 87	SUM 87	SPG 87	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 87	SPG 87	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WHOT-F (CHR)	125/15.5	16.0	15.6	19.2	16.7	16.3	198/2509	1447/33.9	37.4	36.8	110	17.4	133	1729	WHOT-F
2. WQXK-F (C)	88/10.9	7.8	8.6	7.6	12.0	8.7	145/1316	751/17.6	15.8	19.1	124	10.6	81	602	WQXK-F
3. WYFM-F (AC)	79/ 9.8	10.1	9.0	11.5	8.1	10.1	122/1535	943/22.1	20.2	22.6	147	10.9	83	946	WYFM-F
4. WKBN-F (EZ)	75/ 9.3	10.6	8.6	8.3	9.8	9.2	117/1464	844/19.8	19.5	19.5	70	5.9	45	741	WKBN-F
5. WKBN (MOR)	74/ 9.2	11.8	9.3	9.0	8.0	9.8	91/1178	869/20.4	20.9	21.3	58	7.6	58	692	WKBN
6. WBBW (T)	44/ 5.5	5.5	5.7	6.6	5.0	5.8	45/ 584	524/12.3	13.5	13.1	35	4.5	34	494	WBBW
7. WMGZ-F (CHR)	43/ 5.3	3.9	4.2	3.2	5.1	4.2	64/ 834	602/14.1	10.3	12.3	79	5.9	45	436	WMGZ-F
8. WNCD-F (AOR)	28/ 3.5	---	---	---	---	.9	28/ 331	315/ 7.4	---	---	100	1.3	10	145	WNCD-F
9. WFMJ (BB)	26/ 3.2	1.8	3.4	3.2	3.3	2.9	28/ 496	418/ 9.8	11.0	9.8	44	3.1	24	530	WFMJ
10. WWWE (N/T)	17/ 2.1	.5	1.9	1.1	1.6	1.4	21/ 338	230/ 5.4	4.2	4.5	124	.9	7	116	WWWE
11. WONE-F (AOR)	16/ 2.0	1.6	1.6	1.7	1.4	1.7	21/ 223	143/ 3.4	3.9	3.7	150	2.4	18	361	WONE-F
WPHR-F (CHR)	16/ 2.0	1.2	1.9	2.9	2.5	2.0	19/ 331	235/ 5.5	6.3	7.0	105	1.3	10	298	WPHR-F
WQOD-F (AC)	16/ 2.0	2.7	3.5	2.6	4.7	2.7	22/ 376	267/ 6.3	8.1	8.5	150	2.9	22	311	WQOD-F
14.															
15.															

12+ FM SHARE (METRO): 73.06% (545 of 746) (SPG 87: 74.72%)

TEENS	18-34	18-49	25-49	25-54	35+
1. WHOT-F>>	1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WHOT-F	1. WKBN
2. WMGZ-F>>	2. WYFM-F>	2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WQXK-F
3.	3. WMGZ-F	3. WQXK-F>	3. WQXK-F	3. WQXK-F	3. WKBN-F>
4.	4. WNCD-F	4. WMGZ-F	4. WKBN-F	4. WKBN-F	4. WBBW
5.	5. WQXK-F	5. WNCD-F	5. WKBN	5. WKBN	5. WHOT-F

12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1. WHOT-F>	1. WHOT-F	1. WHOT-F>	1. WHOT-F>	1. WHOT-F
2. WKBN	2. WKBN <	2. WQXK-F	2. WKBN	WQXK-F
3. WQXK-F	3. WQXK-F	3. WYFM-F	3. WYFM-F	3. WKBN
4. WKBN-F	4. WKBN-F	4. WKBN-F>	4. WQXK-F<	4. WKBN-F
5. WYFM-F	5. WYFM-F	5. WMGZ-F	5. WMGZ-F	WYFM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1. WHOT-F>	1. WHOT-F>	1. WHOT-F	1. WHOT-F>	1. WHOT-F
2. WMGZ-F	2. WYFM-F>	2. WYFM-F>	2. WYFM-F	2. WQXK-F
3. WYFM-F	3. WQXK-F	3. WKBN-F	3. WQXK-F>>	3. WYFM-F>
4.	4. WMGZ-F	WQXK-F	4. WKBN-F	4. WKBN-F
5.	5. WKBN-F	5.	5. WMGZ-F	5.

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1. WNCD-F	1. WHOT-F	1. WHOT-F>	1. WHOT-F	1. WHOT-F
2. WHOT-F	2. WYFM-F>	2. WYFM-F>>	2. WYFM-F>	2. WYFM-F>
3. WMGZ-F	3. WNCD-F	3. WMGZ-F	3. WQXK-F	3. WQXK-F>
4. WQXK-F	4. WMGZ-F>	4. WNCD-F	4. WNCD-F	4.
WYFM-F	5. WQXK-F	5. WQXK-F	5. WMGZ-F	5.
	WONE-F			

FORMATS	AM	FM	TOTAL	%	SPG 87 %
TOP 40/CHR/CONTEMP	5 (1)	189 (4)	194 (5)	26.0	27.9
AOR/CLASSIC		60 (4)	60 (4)	8.0	7.3
AC/OLDIES/SOFT ROCK		109 (3)	109 (3)	14.6	15.3
MOR/VARIETY/FULL	89 (3)		89 (3)	11.9	11.9
COUNTRY	6 (1)	91 (2)	97 (3)	13.0	14.2
BLACK/URBAN		8 (1)	8 (1)	1.1	0.6
BTFL MUSIC/EZ		75 (1)	75 (1)	10.1	10.5
NEWS/TALK	61 (2)	5 (1)	66 (3)	8.8	7.7
NOSTALGIA	26 (1)		26 (1)	3.5	3.5
RELIGION/GOSPEL	14 (1)	8 (2)	22 (3)	2.9	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE/ECLECTIC					
UNKNOWN/OTHERS					0.8
	201 (9)	545 (18)	746 (27)		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFT	1500	Youngstown	1.7/2.9
WHOT	1330	Campbell	.6/4.5
WKTX-F	96.7	Mercer	.6/1.7
WNIO	1540	Niles	.7/1.9
WRRO	1440	Warren	1.5/4.1
WDVE-F	102.5	Pittsburgh	.6/2.7
WKDD-F	96.5	Akron	.6/2.3
WMJI-F	105.7	Cleveland	1.7/4.5
WMMS-F	100.7	Cleveland	1.4/5.8
WNIR-F	100.1	Kent	.6/1.3
WPIC	790	Sharon	.4/1.9
WTOF-F	98.1	Canton	.4/2.5
WZAK-F	93.1	Cleveland	1.0/1.8

MISCELLANEOUS COMMENTS WQOD/WBBW sold to Hartstone & Dickstein for $3,000,000 (Americom)...

RADIO STATIONS

WBBW, 1240, 1 KW	, TALK	ABC-T,ABC-E,$ 30.00	(Christal)	Hartstone-Dickstein	
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC,$ 19.00	(Unirep)		John Grdic
WHOT, 1330, 500 W/1 KW (DA-2)	, CHR	,$ NA	(Eastman)	Myron Jones	Bill Fleckenstein
WKBN, 570, 5 KW (DA-N)	, MOR	CBS,$ 39.00	(Katz)		J. D. Williamson
WRRO, 1440, 5 KW (DA-N)	, MOR	ABC-I,$ 14.00	(Regional)	(WARREN)	Bob Kersmarki
WHOT-F, 101.1, 16 KW @ 710, CHR		,$ 65.00	(Eastman)	Myron Jones	Bill Fleckenstein
WKBN-F, 98.9, 5 KW @ 1370, BTFL/EZ		,$ 48.00	(Katz)		J. D. Williamson
WMGZ-F, 95.9, 3 KW @ 165, CHR		,$ 23.00	(K & P)	(SHARPSVILLE, PA)	Nick Corvello
WQOD-F, 93.3, 50 KW @ 280, SOFT AC		MBS,$ 25.00	(Christal)	Hartstone-Dickstein	
WQXK-F, 105.1, 88 KW @ 430, COUNTRY		ABC-D,$ 40.00	(Mc-Guild)	Lincoln	Michael Malone
WYFM-F, 102.9, 26 KW @ 455, AC		ABC-C,$ 38.00	(Durpetti)	Regional (SHARON, PA)	Tom Klein
WNCD-F, 106.1, 3 KW @ 300, AOR		,$ NA	(---)	(NILES)	

American Radio Spring 1988, Copyright 1988

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AMERICAN RADIO

Small Market Edition 1988

James H. Duncan, Jr.

AMERICAN RADIO

1988 SMALL MARKET EDITION

Compiled and edited by:

JAMES H. DUNCAN, JR.
DUNCAN'S AMERICAN RADIO, INC.
BOX 90284
INDIANAPOLIS, IN 46240

September 1988

Volume XIII, Number 2

INTRODUCTION

I am pleased to present the fifth edition of American Radio - Small Market Edition. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 smaller radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Indianapolis, IN 46240
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Every effort has been made to make this book as accurate as is humanly possible - well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Special thanks to Tom Duncan and Beth Barnhorst for their excellent help in the preparation of this edition.

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LEADING STATIONS IN ARBITRON CONDENSED MARKETS*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1.	WJIZ-F	Albany, GA	39.6	Black	
2.	WBKR-F	Owensboro, KY	35.2	Country	
3.	KLUR-F	Wichita Falls, TX	34.4	Country	
4.	WSTO-F	Owensboro, KY	34.3	CHR	
5.	WTNY-F	Watertown, NY	34.2	CHR	
6.	KBOZ-F	Bozeman, MT	31.9	CHR	Citadel
5.	WOKK-F	Meridian, MS	31.1	Country	New South
8.	KVIC-F	Victoria, TX	30.5	CHR	
9.	KIXY-F	San Angelo, TX	30.2	CHR	
10.	WCIR-F	Beckley, WV	30.0	Contemp	
11.	KJCS-F	Lufkin-Nacog, TX	28.9	Country	
12.	KCJB	Minot, ND	28.4	Country	
13.	WXIL-F	Parkersburg, WV	28.0	CHR	
14.	WAXX-F	Eau Claire, WI	27.9	Country	
15.	WAZY-F	Lafayette, IN	27.8	CHR	
16.	WMME-F	Augusta, ME	27.1	CHR	Marcom
17.	WILQ-F	Williamsport, PA	25.9	Country	
18.	KBCE-F	Alexandria, LA	25.8	Black	
19.	KAFX-F	Lufkin-Nacog, TX	25.7	CHR	
	WPFM-F	Panama City, FL	25.7	CHR	
21.	WTVY-F	Dothan, AL	25.6	Country	
22.	KKIX-F	Fayetteville, AR	25.4	Country	
23.	KGLI-F	Sioux City, IA	25.0	AC	
	KIOK-F	Tri-Cities, WA	25.0	CHR	
25.	WKDW-F	Staunton, VA	24.4	Country	
26.	KDUX-F	Aberdeen, WA	24.2	CHR	
27.	KYEA	Monroe, LA	23.8	Black	
28.	KORA-F	Bryan-Coll. Station, TX	23.7	Country	Clear Channel
29.	WIZM-F	La Crosse, WI	23.5	CHR	Midwest Family
30.	KLAW-F	Lawton, OK	23.3	Country	
31.	WYMG-F	Springfield, IL	23.3	AOR	Saga
32.	WIAI-F	Danville, IL	23.0	Country	
33.	KGGG-F	Rapid City, SD	22.8	CHR	
34.	KYYY-F	Bismarck, ND	22.4	CHR	Meyer
	WKMX-F	Dothan, AL	22.4	Contemp	
36.	KBOZ	Bozeman, MT	22.2	Country	Citadel
37.	KAAK-F	Great Falls, MT	22.1	Contemp	
	WRFY-F	Reading, PA	22.1	CHR	
39.	KFBQ-F	Cheyenne, WY	22.0	CHR	
	WSNX-F	Muskegon, MI	22.0	CHR	Goodrich
41.	KFMZ-F	Columbia, MO	21.8	AOR/CHR	Contemporary Media
42.	WSGM-F	Staunton, VA	21.3	CHR	Ogden
43.	KLYV-F	Dubuque, IA	21.0	Contemp	Comm. Prop.
44.	KROC-F	Rochester, MN	20.9	CHR	So. Minn.

* Based on 12+ Metro Share, 1/4 HR AVG, Mon-Sun, 6A-MID.

SECTION A

ARBITRON CONDENSED RADIO MARKET REPORTS

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

ABERDEEN, WA

MSA Rank/Pop: NA
ARB Rank/Pop: 259/52,200
Market TSL: 18.0 hours
Average Person Ratings: 12.6

Diaries: 368/142:1
Sample Target: 250
% Below Line: 33.3
% Not Listed: 9.1

Retail $: .32 Bil
FM Share: 71.67%
Stations: 14/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KDUX-F	16/24.2	27.8	17.4	157	37.5	40.7	28.8
2. KXRO	11/16.7	18.1	13.0	134	27.2	35.0	32.8
3. KAYO-F	6/ 9.1	1.4	4.3	60	12.3	9.1	14.8
4. KAYO	4/ 6.1	8.3	5.8	56	10.7	18.1	16.1
KBRD-F	4/ 6.1	2.8	1.4	39	7.5	6.7	9.4
KISW-F	4/ 6.1	---	7.2	59	12.1	---	11.3
7. KGHO-F	3/ 4.5	1.4	4.3	34	7.3	7.4	11.3
KPLZ-F	3/ 4.5	5.6	---	43	12.1	7.6	---
KXRX-F	3/ 4.5	---	---	34	6.5	---	---
10. KIRO	2/ 3.0	4.2	4.3	33	6.9	7.6	5.5

12+ AMD

1. KDUX-F
2. KXRO >>
3. KAYO-F
4. KAYO-F
   KRPM-F
   KXRX-F

12+ MID

1. KXRO
2. KDUX-F>>
3. KAYO-F
4. KAYO
   KGHO-F
   KBRD-F

12+ PMD

1. KDUX-F>
2. KXRO >
3. KAYO-F
4. KAYO
   KISW-F

12+ EVE

1. KDUX-F>>
2. KISW-F
   KPLZ-F>
4. KXRO
5.

ADULTS 18-34

1. KDUX-F>>
2. KXRO
   KISW-F
4. KGHO-F
   KXRX-F

ADULTS 25-54

1. KDUX-F>
2. KXRO >
3. KAYO-F>
4. KBRD-F
5.

ADULTS 35-64

1. KXRO >
2. KAYO-F
   KDUX-F
   KBRD-F>
5. KAYO

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBSG-F	97.3	Tacoma	1.5/ 4.4
KEZX-F	98.9	Seattle	1.5/ 2.7
KMGI-F	107.7	Seattle	1.5/ 4.4
KRPM-F	106.1	Tacoma	1.5/10.3

RADIO STATIONS

KAYO, 1450, 1 KW	, COUNTRY	ABC-E,$ 12.00	(Torbet)		J. Servino
KXRO, 1320, 5 KW/1 KW (DA-N),	AC	UPI,$ 17.00	(Mc-Guild)		S. Levold
KAYO-F, 99.3, 3 KW @ -17,	COUNTRY	ABC-E,$ 11.00	(Torbet)		J. Servino
KDUX-F, 104.7, 48 KW @ 360,	CHR	,$ 16.00	(Mc-Guild)		S. Levold
KGHO-F, 95.3, 1.2 KW @ 750,	RELIGION	MBS,$ 12.00	(---)	(HOQUIAM)	J. Planck

Other ranked stations - See Seattle in Spring 88 edition of American Radio

ABILENE, TX

MSA Rank/Pop: 287/124,200
ARB Rank/Pop: 200/128,400
Market TSL: 20.5 hours
Average Person Ratings: 14.9

Diaries: 358/359:1
Sample Target: 310
% Below Line: 3.1
% Not Listed: 15.7

Retail $: 1.60 Bil
FM Share: 84.47%
Stations: 15/13

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KEAN-F	30/15.7	24.7	28.9	343	26.7	36.1	38.2
2. KWZD-F	26/13.6	12.1	---	254	19.8	16.7	---
3. KORQ-F	25/13.1	9.6	16.9	353	27.5	26.6	31.8
4. KEYJ-F	22/11.5	13.1	8.5	294	22.9	25.9	19.0
5. KFQX-F	14/ 7.3	5.6	6.0	220	17.1	16.5	22.0
6. KTLC-F	11/ 5.8	2.5	10.4	190	14.8	12.4	14.6
7. KFQX	14/ 4.2	3.5	8.5	128	10.0	13.0	14.6
8. KEAN	6/ 3.1	1.0	1.5	117	9.1	5.0	5.3
KORQ	6/ 3.1	3.5	3.5	112	8.7	11.3	8.6
10. KTCE-F	4/ 2.1	---	---	48	3.7	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KEAN-F>	1. KEAN-F	1. KEAN-F	1. KEYJ-F>>
2. KWZD-F<	2. KWZD-F>	2. KWZD-F>	2. KORQ-F>
3. KORQ-F>>	3. KORQ-F>	3. KORQ-F	3. KFQX-F
4.	4.	4. KFQX-F	4.
5.	5.	5. KEYJ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KORQ-F	1. KEAN-F	1. KEAN-F
2. KEYJ-F	2. KWZD-F	2. KWZD-F>>
3. KFQX-F	3. KORQ-F>>	3.
KWZD-F	4.	4.
5. KEAN-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEYJ	1560	Abilene	.5/3.9
KORQ	1340	Abilene	3.1/8.7
KVRP	1400	Stamford	.5/2.9
KVRP-F	95.5	Haskell	1.0/4.5
KELI-F	98.7	San Antonio	1.0/3.5
WBAP	820	Fort Worth	1.6/4.2

RADIO STATIONS

KEAN, 1280, 500 W/250 W (DA) , COUNTRY	ABC-I,$25.00	(Mc-Guild)	Sun Group	L. Murray
KFQX, 1470, 5 KW/1 KW (DA-N), NEWS/CLASSICS	ABC-I,$13.00	(Mc-Guild)		B. Fox
KORQ, 1340, 1 KW/1 KW (DA-1), AC	,$16.00	(HNWH)	Adams-Shelton	D. Martin
KEAN-F, 101.5, 100 KW @ 808, COUNTRY	ABC-I,$26.00	(Mc-Guild)	Sun Group	L. Murray
KEYJ-F, 107.9, 100 KW @ 670, CONTEMP	,$19.00	(Masla)		L. Mynatt
KFQX-F, 102.7, 3 KW @ 300, CHR	,$20.00	(Mc-Guild)		B. Fox
KORQ-F, 100.7, 100 KW @ 1260, AC	US 1,$ NA	(Banner)	Adams-Shelton	D. Martin
KTCE-F, 98.1, 50 KW @ 300, ? ?	SMN,$ NA	(---)	(ANSON)	
KTLC-F, 99.7, 100 KW @ 744, AC	CBS,$ NA	(Riley)	(TYE)	D. Taylor
KWZD-F, 103.7, 100 KW @ 985, COUNTRY	,$15.00	(Katz)	(HAMLIN)	J. Christoferson

ALBANY, GA

MSA Rank/Pop: 296/120,600
ARB Rank/Pop: 237/93,400
Market TSL: 20.75 hours
Average Person Ratings: 15.4

Diaries: 328/285:1
Sample Target: 270
% Below Line: 0.7
% Not Listed: 6.3

Retail $: .75 Bil
FM Share: 89.63%
Stations: 10/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WJIZ-F	57/39.6	37.2	42.6	364	39.0	39.2	42.4
2. WJAD-F	23/16.0	17.5	12.1	291	31.2	35.2	29.2
3. WKAK-F	19/13.2	10.2	12.8	237	25.4	21.4	22.5
4. WSGY-F	15/10.4	7.3	5.0	219	23.4	22.3	18.2
5. WALG	9/ 6.3	2.9	1.4	164	17.6	8.9	8.1
6. WGPC-F	5/ 3.5	5.1	4.3	95	10.2	12.2	9.9
7. WANL	3/ 2.1	2.9	7.1	75	8.0	9.5	12.4
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>
2. WJAD-F	2. WKAK-F	2. WKAK-F<	2. WJAD >
3. WKAK-F>	3. WJAD	3. WJAD	3. WSGY-F
4. WALG	4. WSGY-F	4. WSGY-F	4. WALG
WSGY-F	5.	5. WALG	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F
2. WJAD	2. WKAK-F	2. WKAK-F
3. WSGY-F>	3. WSGY-F	3. WALG >>
4. WKAK-F	4. WJAD	4.
5.	5. WALG	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAZE-F	92.1	Dawson	.7/7.4
WJIZ	960	Albany	1.4/8.6
WNKS-F	102.9	Columbus	.7/5.0

RADIO STATIONS

WALG, 1590, 5 KW/1 KW (DA-2), AC	ABC-I,$ 23.00 (Republic)				J. Long
WANL, 1250, 1 KW , RELIGION	NBC,$ 8.00 (---)				L. Birdsong
WAZE-F, 92.1, 3 KW @ 300, AC	,$ 8.00 (Roslin)	(DAWSON)	J. Thacker
WGPC-F, 104.5, 43 KW @ 140, BTFL	RADRAD,$ 13.00 (Southern)		L. George
WJAD-F, 97.3, 100 KW @ 850, CHR	ABC-C,$ 12.00 (Roslin)	(BAINBRIDGE)	C. Rowe
WJIZ-F, 96.3, 100 KW @ 1000, BLACK	SBN,$ 23.00 (HNWH)	Silver Star	D. Karnes
WKAK-F, 101.7, 3 KW @ 300, COUNTRY	ACB-E,$ 16.00 (Republic)		M. Shor
WSGY-F, 100.3, 100 KW @ 1100, AC	,$ 52.00 (---)	(TIFTON)	B. McKissick

ALBANY - CORVALLIS - LEBANON, OR

MSA Rank/Pop: NA
ARB Rank/Pop: 199/128,500
Market TSL: 13.75 hours
Average Person Ratings: 10.0

Diaries: 397/324:1
Sample Target: 340
% Below Line: 49.0
% Not Listed: 20.3

Retail $: .77 Bil
FM Share: 75.49%
Stations: 21/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KXYQ-F	25/19.5	10.7	9.6	310	29.6	17.8	13.2
2. KRKT-F	11/ 8.6	13.8	12.8	159	12.7	15.9	16.7
3. KIQY-F	9/ 7.0	9.4	10.2	152	14.6	16.3	18.2
4. KFIR	8/ 6.3	2.5	1.1	39	3.0	4.1	2.9
5. KFAT-F	6/ 4.7	5.0	9.1	91	7.6	9.5	16.9
6. KLCX-F	5/ 3.9	1.3	2.1	59	5.9	5.0	4.3
7. KEJO-F	4/ 3.1	5.0	5.9	96	8.0	14.8	12.8
KRKT	4/ 3.1	3.8	2.7	64	5.0	6.5	4.9
KWIL	4/ 3.1	---	1.6	88	6.8	---	5.3
KINK-F	4/ 3.1	1.9	2.1	65	5.3	4.8	6.1
KXL	4/ 3.1	.6	1.1	61	5.0	4.7	2.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KXYQ-F>	1. KXYQ-F>	1. KXYQ-F>>	1. KXYQ-F>>
2. KRKT-F	2. KRKT-F>	2. KRKT-F	2.
3. KFIR	3. KIQY-F	3. KIQY-F	3.
4. KFAT-F	4. KEJO-F	KLCX-F	4.
5. KIQY-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KXYQ-F>>	1. KFAT-F	1. KRKT-F>>
2. KIQY-F>	KRKT-F	2. KFAT-F
3. KINK-F	3. KIQY-F	KWIL
KLCX-F	KLCX-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFLY	1240	Corvallis	1.6/6.3	KPNW-F	99.1	Eugene	2.3/8.4
KHPE-F	107.9	Albany	1.6/5.1	KUGN	590	Eugene	.8/2.6
KLOO	1340	Corvallis	1.6/5.9	KXL-F	95.5	Portland	1.6/4.1
				KZEL-F	96.1	Eugene	1.6/5.1
KGON-F	92.3	Portland	1.6/4.0				
KKCW-F	103.3	Beaverton	.8/2.9				
KMGE-F	94.5	Eugene	.8/3.3				

RADIO STATIONS

KFIR, 1370, 1 KW	, COUNTRY	ABC-E,$ 8.00	(Tacher)	(SWEET HOME)	G. Clift
KRKT, 990, 1 KW/250 W	, COUNTRY	ABC-I,$ 19.00	(Mc-Guild)	(ALBANY)	G. Grossman
KWIL, 790, 1 KW/1 KW (DA-2)	, RELIGION	,$ 10.00	(Sand-Glenn)	(ALBANY)	D. Winchester
KEJO-F, 101.5, 28 KW @ 250	, SOFT AC	ABC-F,$ 13.00	(Radio Time)	(CORVALLIS)	B. Holt
KFAT-F, 106.1, 100 KW @ 1140	, COUNTRY	CBS,$ 13.00	(Sand-Glenn)	(CORVALLIS)	L. Blair
KIQY-F, 103.7, 53 KW @ 380	, CHR	,$ 13.00	(Tacher)	(LEBANON)	C. Eads
KRKT-F, 99.9, 100 KW @ 360	, COUNTRY	,$ 21.00	(Sand-Glenn)	(ALBANY)	G. Grossman

Other ranked stations - See Eugene or Portland in Spring 88 edition of American Radio

ALEXANDRIA, LA

MSA Rank/Pop: 259/138,900
ARB Rank/Pop: 196/130,200
Market TSL: 20.25 hours
Average Person Ratings: 14.9

Diaries: 428/304:1
Sample Target: 320
% Below Line: 0
% Not Listed: 10.3

Retail $: .73 Bil
FM Share: 79.90%
Stations: 9/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KBCE-F	50/25.8	20.6	16.6	303	23.3	24.1	23.6
2. KRRU-F	39/20.1	28.6	26.3	415	31.9	37.4	33.4
3. KQID-F	33/17.0	12.2	12.7	427	32.8	24.1	25.9
4. KZMZ-F	20/10.3	10.6	12.2	243	18.7	18.9	22.2
5. KISY-F	13/ 6.7	3.7	10.7	174	13.4	10.5	21.4
6. KALB	7/ 3.6	7.4	9.3	178	13.7	14.9	15.4
7. KSYL	5/ 2.6	3.2	.5	109	8.4	9.2	7.9
KWDF	5/ 2.6	4.2	---	49	3.8	3.7	---
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KBCE-F<	1. KRRV-F	1. KBCE-F	1. KBCE-F>>
2. KRRV-F>	2. KBCE-F	2. KRRV-F	2. KQID-F
3. KQID-F	3. KQID-F	3. KQID-F>	3. KRRV-F>>
4. KALB	KZMZ-F	4. KZMZ-F	4.
5. KZMZ-F>	5. KISY-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KBCE-F>>	1. KBCE-F	1. KRRV-F
2. KZMZ-F	2. KRRV-F	2. KBCE-F>>
3. KQID-F	3. KZMZ-F	3. KQID-F
KRRV-F	4. KISY-F	4. KISY-F
5.	KQID-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRRV 1410 Alexandria 1.0/3.7

RADIO STATIONS

KALB, 580, 5 KW/1 KW (DA-N),	COUNTRY	SMN,$ 16.00	(Katz)		B. Lynch
KSYL, 970, 1 KW/1 KW (DA-N),	EASY LISTEN	SMN,$ NA	(Torbet)		T. Thompson
KWDF, 840, 1 KW ,	RELIGION	,$ NA	(---)	(BALL)	
KBCE-F, 102.3, 3 KW @ 310,	URBAN/CONTEMP	SBN,$ NA	(HNWH)	(BOYCE)	G. Lewis
KISY-F, 98.3, 7.7 KW @ 328,	AC	MBS,$ NA	(HNWH)	(TIOGA)	R. Cavaness
KQID-F, 93.1, 100 KW @ 1540,	CONTEMP	ABC-C,$ NA	(Torbet)		T. Thompson
KRRV-F, 100.3, 100 KW @ 547,	COUNTRY	ABC-E,$ 24.00	(Republic)		H. Lazarone
KZMZ-F, 96.9, 100 KW @ 1450,	CONTEMP	ABC-F,$ 16.00	(Katz)		B. Lynch

AUGUSTA-WATERVILLE, ME

MSA Rank/Pop: NA
ARB Rank/Pop: 233/95,900
Market TSL: 21.5 hours
Average Person Ratings: 16.2

Diaries: 321/299:1
Sample Target: 280
% Below Line: 33.5
% Not Listed: 12.9

Retail $: .83 Bil
FM Share: 100%
Stations: 18/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WMME-F	42/27.1	11.8	8.3	416	43.4	26.7	15.9
2. WKCG-F	21/13.5	11.8	14.3	192	20.0	17.1	21.1
3. WABK-F	17/11.0	18.1	15.8	228	23.8	32.2	32.5
4. WHOM-F	10/ 6.5	7.1	6.8	108	11.3	15.1	15.7
5. WBLM-F	8/ 5.2	4.7	3.0	146	15.2	17.2	9.0
WCLZ-F	8/ 5.2	---	---	50	5.2	---	---
7. WIGY-F	7/ 4.5	10.2	17.3	142	14.3	24.6	31.1
8. WTOS-F	6/ 3.9	2.4	.8	96	10.0	6.6	4.3
9. WAYU-F	4/ 2.6	4.7	---	97	10.1	8.4	---
WKZS-F	4/ 2.6	1.6	3.8	107	11.2	9.8	9.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WMME-F>	1. WMME-F>>	1. WMME-F>>	1. WMME-F>>
2. WABK-F	2. WABK-F	2. WABK-F	2.
3. WKCG-F>	3. WKCG-F	3. WKCG-F>	3.
4. WHOM-F	4. WHOM-F	4. WHOM-F	4.
WKZS-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WMME-F>>	1. WMME-F>>	1. WKCG-F
2. WBLM-F	2. WABK-F	2. WABK-F
3.	3. WKCG-F	WMME-F>>
4.	4. WCLZ-F	4. WHOM-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WTVL-F	98.5	Waterville	1.9/9.1
WPOR-F	101.9	Portland	1.3/3.0
WQCR-F	106.5	Brewer	1.3/5.5
WTHT-F	102.9	Portland	.6/4.5

RADIO STATIONS

WABK-F, 104.3,	50 KW @	480, AC	ABC-I,$ 33.00	(Republic)	(GARDINER)	S. Carroll
WKCG-F, 101.3,	50 KW @	315, COUNTRY	US 1,$ 19.00	(Katz)	(AUGUSTA)	J. Bent
WMME-F, 92.3,	50 KW @	500, CHR	US 2,$ 28.00	(Christal)	(AUGUSTA)	J. Mann
WTVL-F, 98.5,	50 KW @	460, AC	ABC-E,$ 23.00	(---)	(WATERVILLE)	C. Brown

Other ranked stations - See Bangor in this edition or Portland in Spring 88 edition of American Radio

BANGOR, ME

MSA Rank/Pop: 336/83,300
ARB Rank/Pop: 253/67,200
Market TSL: 20.5 hours
Average Person Ratings: 15.5

Diaries: 266/253:1
Sample Target: 250
% Below Line: 4.8
% Not Listed: 7.7

Retail $: .58 Bil
FM Share: 78.85%
Stations: 10/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WWFX-F	17/16.3	15.8	12.0	212	31.5	24.3	28.1
2. WPBC-F	13/12.5	14.7	9.0	146	21.7	20.6	17.1
3. WYOU-F	12/11.5	9.5	9.0	867	12.9	16.6	16.9
4. WKSQ-F	11/10.6	8.4	12.0	190	28.3	22.9	26.7
5. WABI	9/ 8.7	9.5	14.0	140	20.8	18.2	25.0
WWMJ-F	9/ 8.7	14.7	8.0	163	24.3	22.8	18.3
7. WKIT-F	8/ 7.7	1.1	3.0	114	17.0	10.9	10.5
8. WQCB-F	7/ 6.7	8.4	6.0	111	16.5	15.7	13.3
9. WZON	5/ 4.8	4.2	5.0	80	11.9	16.3	18.0
WTOS-F	5/ 4.8	2.1	3.0	90	13.4	6.1	6.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWFX-F	1. WYOU-F	1. WWFX-F	1. WWFX-F>>
2. WABI	2. WKSQ-F	2. WPBC-F	2. WKSQ-F
3. WKSQ-F	3. WPBC-F	WYOU-F	3. WWMJ-F
WYOU-F	4. WWFX-F	4. WKSQ-F	4. WKIT-F
5. WPBC-F	5.	5.	WYOU-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WWFX-F>	1. WYOU-F	1. WYOU-F
2. WKSQ-F	2. WWMJ-F	2. WPBC-F
3. WKIT-F	3. WQCB-F	3. WABI
4. WWMJ-F	4. WKSQ-F	4.
WTOS-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WABI, 910, 5 KW/5 KW (DA-N), CONTEMP	ABC-I,$ NA	(Torbet)	Community	G. Gonyar
WZON, 620, 5 KW/5 KW (DA-N), AOR	NBC,$ 23.00	(Katz & Powell)		C. Spruce
WKIT-F, 100.9, 3 KW @ 484, CHR	ABC-D,$ NA	(Savalli)	(BREWER)	
WKSQ-F, 94.5, 50 KW @ 1030, AC	,$ NA	(Christal)	(ELLSWORTH)	M. Osborne
WPBC-F, 92.9, 50 KW @ 786, BTFL/EZ	,$ 24.00	(Republic)		J. Goft
WQCB-F, 106.5, 100 KW @ 1080, COUNTRY	SMN,$ 40.00	(Roslin)	(BREWER)	K. Dolley
WWFX-F, 104.7, 50 KW @ 1080, CONTEMP	,$ 29.00	(Republic)	(BELFAST)	B. Darling
WWMJ-F, 95.7, 50 KW @ 1029, AC	,$ 37.00	(HNWH)	(ELLSWORTH)	H. Dudman
WYOU-F, 97.1, 5 KW @ 1228, COUNTRY	ABC-E,$ 20.00	(Torbet)		G. Gonyar

BATTLE CREEK, MI

MSA Rank/Pop: 265/136,500
ARB Rank/Pop: 214/112,100
Market TSL: 23.0 hours
Average Person Ratings: 17.1

Diaries: 359/312:1
Sample Target: 310
% Below Line: 71.7
% Not Listed: 17.2

Retail $: 1.68 Bil
FM Share: 77.99%
Stations: 5/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WKFR-F	42/21.9	13.0	5.0	329	36.9	27.2	21.8
2. WBCK	26/13.5	12.4	12.3	293	28.1	28.7	29.1
WNWN-F	26/13.5	24.3	21.2	251	23.7	28.3	35.3
4. WMJC-F	10/ 5.2	8.9	8.9	184	17.7	19.2	19.8
WJXQ-F	10/ 5.2	7.1	11.7	140	14.6	21.6	26.9
WOOD-F	10/ 5.2	2.4	2.8	150	13.4	8.5	8.3
7. WQLR-F	9/ 4.7	2.4	2.8	148	13.2	9.2	8.4
8. WIBM-F	7/ 3.6	2.4	3.9	101	9.3	8.1	12.7
9. WELL-F	5/ 2.6	1.2	---	71	7.3	4.3	---
WVIC-F	5/ 2.6	3.0	2.8	49	4.8	9.4	10.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBCK	1. WKFR-F	1. WKFR-F>>	1. WKFR-F>
2. WNWN-F	2. WNWN-F	2. WNWN-F>	2. WBCK
3. WKFR-F>>	3. WBCK	3. WBCK	3.
4. WJXQ-F	4. WOOD-F	4. WOOD-F	4.
5.	5. WMJC-F	5. WMJC-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKFR-F>>	1. WKFR-F	1. WNWN-F
2. WJXQ-F	WNWN-F>	2. WBCK
WMJC-F	3. WBCK >	3.
WNWN-F	4. WMJC-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCLS	1500	Battle Creek	1.0/4.5
WKNR	1400	Battle Creek	1.0/5.6
WJR	760	Detroit	1.0/4.6
WKZO	590	Kalamazoo	1.6/4.0
WVIC	730	E. Lansing	---/ .3

RADIO STATIONS

WBCK, 930, 5 KW/1 KW (DA-2), MOR NBC-T,$ 22.00 (Republic)

WMJC-F, 95.3, 3 KW @ 270, AC ,$ 25.00 (Republic) Liggett J. Landon

Other ranked stations - See Kalamazoo, Grand Rapids or Lansing in Spring 88 edition of American Radio

BECKLEY, WV

MSA Rank/Pop: NA
ARB Rank/Pop: 252/69,800
Market TSL: 18.75 hours
Average Person Ratings: 14.3

Diaries: 271/258:1
Sample Target: 250
% Below Line: 8.0
% Not Listed: 10.0

Retail $: .50 Bil
FM Share: 65.00%
Stations: 9/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WCIR-F	30/30.0	26.6	21.9	311	44.6	41.2	35.1
2. WJLS	20/20.0	22.3	31.6	228	32.7	34.0	44.0
3. WTNJ-F	18/18.0	24.5	13.2	202	28.9	34.8	22.9
4. WBKW-F	6/ 6.0	7.4	7.0	130	18.6	13.9	13.1
5. WHAJ-F	5/ 5.0	1.1	---	55	7.9	10.7	---
6. WWNR	4/ 4.0	3.2	4.4	104	14.9	14.5	14.2
7. WVMA-F	3/ 3.0	1.1	5.3	72	10.3	12.5	15.1
WKLC-F	3/ 3.0	2.1	---	32	4.6	4.5	---
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJLS >	1. WJLS	1. WCIR-F	1. WCIR-F>>
2. WCIR-F>	2. WCIR-F>	2. WJLS >	2. WTNJ-F>>
3. WTNJ-F>>	3. WTNJ-F>>	3. WTNJ-F	3. WJLS-F>
4. WBKW-F	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WCIR-F+>	1. WCIR-F+	1. WTNJ-F
2. WTNJ-F	2. WTNJ-F>>	2. WCIR-F+
3. WJLS-F	3. WJLS-F>>	WJLS-F
4.	4.	4. WBKW-F>>
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCIR 1070 Beckley 1.0/4.2

RADIO STATIONS

WJLS, 560, 5 KW/500 W (DA-N), COUNTRY	CBS,$ 15.00	(Savalli)		N. Smith
WWNR, 620, 1 KW (DA-N) , MOR/AC	ABC-C,$ 8.00	(Katz)		A. Martine
WBKW-F, 99.5, 34 KW @ 1050, GOSPEL/REL	MBS,$ 7.00	(Savalli)		N. Smith
WCIR-F, 103.7, 50 KW @ 1485, AC	NBC,$ 20.00	(Katz & Powell)		R. Southern
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY	ABC-E,$ 20.00	(---)	(MT. HOPE)	A. Gonzalez
WVMA-F, 94.1, 25 KW @ 650, AC	SMN,$ 10.00	(Masla)	(OAK HILL)	L. Thomas

WKLC - See Charleston in Spring 88 edition of American Radio

BILOXI - GULFPORT, MS

MSA Rank/Pop: 203/203,900
ARB Rank/Pop: 172/164,900
Market TSL: 21.75 hours
Average Person Ratings: 15.8

Diaries: 428/385:1
Sample Target: 370
% Below Line: 25.3
% Not Listed: 11.9

Retail $: 1.14 Bil
FM Share: 80.79%
Stations: 20/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WZKX-F	48/18.5	21.7	6.9	418	33.1	33.8	23.6
2. WQFX-F	32/12.3	6.3	11.1	185	14.3	14.9	19.4
3. WKNN-F	27/10.4	5.1	3.8	301	19.2	11.1	7.1
4. WQID-F	21/ 8.1	12.6	17.9	310	21.0	31.5	42.7
5. WVMI	19/ 7.3	7.5	5.7	204	12.9	13.8	12.8
6. WXLS-F	18/ 6.9	4.0	---	258	16.2	13.9	---
7. WGCM-F	17/ 6.5	6.3	10.3	107	11.8	12.1	13.2
8. WBND	7/ 2.7	1.2	1.5	56	3.4	4.1	4.8
WRNO-F	7/ 2.7	2.8	2.3	110	6.9	7.1	7.6
10.							

12+ AMD

1. WZKX-F
2. WKNN-F
3. WQFX-F>
4. WQID-F
5.

12+ MID

1. WZKX-F
   WKNN-F>
3. WGCM-F<
4. WQFX-F
5.

12+ PMD

1. WZKX-F>
2. WQFX-F
3. WKNN-F
4. WQID-F
5. WXLS-F

12+ EVE

1. WZKX-F>>
2. WQFX-F>>
3. WQID-F
4.
5.

ADULTS 18-34

1. WZKX-F>>
2. WQID-F>
3. WQFX-F
   WXLS-F
5. WKNN-F

ADULTS 25-54

1. WQFX-F
   WKNN-F
3. WXLS-F
   WZKX-F
5.

ADULTS 35-64

1. WKNN-F>
2. WGCM-F
   WQFX-F
4. WVMI
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM	1240	Gulfport	1.9/6.7	WLTS-F	105.3	Slidell	.4/3.4
WROA	1390	Gulfport	1.5/6.2	WNDE-F	101.1	New Orleans	1.2/6.4
				WPMO	1580	Pascagoula-Moss Pt.	---/1.2
WABB-F	97.5	Mobile	.4/4.1	WTIX	690	New Orleans	1.5/4.7
WBLX-F	92.9	Mobile	1.9/6.9	WWL	870	New Orleans	1.9/6.5
WBYU-F	95.7	New Orleans	.8/2.7				
WCKW-F	92.3	LaPlace	1.2/3.0				

RADIO STATIONS

WBND, 1490, 1 KW/1 KW	, BIG BAND	SMN,$ NA	(Torbet)		G. Michiels
WVMI, 570, 5 KW/1 KW (DA-2),	COUNTRY	ABC-E,$ 25.00	(Mc-Guild)	New South	W. Vowell
WGCM-F, 102.3, 3 KW @ 300,	COUNTRY	NBC,$ 22.00	(Banner)	Holt	D. Carney
WQFX-F, 96.7, 3 KW @ 245,	URBAN	SBN,$ 13.00	(Masla)		R. Snowdon
WQID-F, 93.7, 100 KW @ 1012,	CHR	ABC-F,$ 31.00	(Mc-Guild)		W. Vowell
WXLS-F, 107.1, 3 KW @ 328,	AC	,$ 14.00	(Torbet)		G. Michiels
WZKX-F, 107.9, 100 KW @ 1460,	CHR	,$ 26.00	(Republic)	(POPLARVILLE)	M. Dowdy

WKNN - See Pascagoula WRNO - See New Orleans in Spring 88 edition of American Radio

BISMARCK, ND

MSA Rank/Pop: 332/85,600
ARB Rank/Pop: 249/75,300
Market TSL: 20.5 hours
Average Person Ratings: 15.4

Diaries: 267/282:1
Sample Target: 250
% Below Line: 0.9
% Not Listed: 6.9

Retail $: .62 Bil
FM Share: 62.96%
Stations: 8/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KYYY-F	26/22.4	28.0	26.5	232	39.3	41.9	44.0
2. KFYR	22/19.0	15.3	22.7	312	43.7	40.6	53.2
3. KBYZ-F	21/18.1	12.7	14.4	186	28.0	28.5	28.2
4. KBMR	12/10.3	6.8	5.3	114	15.1	17.6	13.0
KQDY-F	12/10.3	14.4	9.1	136	19.9	24.5	20.4
6. KNDR-F	9/ 7.8	3.4	4.5	87	11.6	7.9	7.7
7. KLXX	5/ 4.3	9.3	9.8	107	14.9	14.0	18.6
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFYR	1. KBYZ-F	1. KBYZ-F	1. KYYY-F>>
2. KYYY-F>>	2. KFYR	2. KYYY-F	2. KBYZ-F>
3. KBYZ-F	3. KYYY-F	3. KFYR >	3. KQDY-F
4. KQDY-F	4. KBMR	4. KQDY-F	4. KFYR
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KBYZ-F	1. KFYR	1. KFYR
2. KYYY-F>>	2. KBYZ-F>	2. KBMR >
3. KFYR >>	3. KYYY-F	3. KQDY-F>
4.	4. KQDY-F>>	4. KNDR-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSJB 600 Jamestown .9/5.2

RADIO STATIONS

KBMR, 1130, 50 KW (DA-2)	, COUNTRY	NBC,$ 17.00	(Mc-Guild)		A. Anderson
KFYR, 550, 5 KW/5 KW (DA-N)	, AC	ABC-I,$ 30.00	(Banner)	Meyer	R. Bitz
KLXX, 1270, 1 KW/250 W (DA-1)	, AC	,$ 13.00	(Torbet)		J. Odney

KBYZ-F, 96.5, 100 KW @ 1000,	NA	US 1 ,$ NA	(Torbet)	Cap Cities	J. Odney
KNDR-F, 104.7, 100 KW @ 852,	RELIGION	,$ 7.00	(---)	(MANDAN)	B. Bales
KQDY-F, 94.5, 100 KW @ 1117,	COUNTRY	ABC-E,$ 23.00	(Mc-Guild)		A. Anderson
KYYY-F, 92.9, 100 KW @ 1180,	CHR	ABC-C,$ 32.00	(Banner)	Meyer	R. Bitz

BOULDER, CO

MSA Rank/Pop: 193/218,800
ARB Rank/Pop: 160/187,600
Market TSL: 19.75 hours
Average Person Ratings: 14.8

Diaries: 450/417:1
Sample Target: 380
% Below Line: 65.5
% Not Listed: 15.2

Retail $: 1.62 Bil
FM Share: 77.87%
Stations: 23/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KBCO-F	47/17.0	16.4	14.8	526	28.5	28.3	26.1
2. KBPI-F	21/ 7.6	6.0	7.2	281	17.4	18.2	17.6
3. KAZY-F	19/ 6.9	4.0	4.5	256	14.3	8.2	9.4
4. KOA	17/ 6.1	7.4	4.5	262	14.0	15.5	16.6
5. KXKL-F	15/ 5.4	.3	---	188	10.5	3.3	---
6. KOSI-F	14/ 5.1	7.7	6.2	212	11.9	15.8	16.4
7. KQKS-F	13/ 4.7	3.7	---	215	15.4	8.8	---
8. KLZ	12/ 4.3	1.3	4.5	140	7.6	6.4	8.3
KTCL-F	12/ 4.3	1.7	2.7	143	7.6	6.4	6.5
10. KHIH-F	9/ 3.2	5.0	.7	187	10.0	15.5	3.5
KYGO-F	9/ 3.2	5.4	4.5	136	7.4	13.6	10.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KBCO-F>>	1. KBCO-F>>	1. KBCO-F>>	1. KOA
2. KLZ	2. KAZY-F	2. KBPI-F	2. KBCO-F<
KOA	3. KOSI-F	3. KOSI-F	3. KBPI-F
4. KBPI-F	KXKL-F<	4. KAZY-F	4.
5. KXKL-F	5. KBPI-F	5. KXKL-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KBCO-F>>	1. KBCO-F>>	1. KOSI-F
2. KAZY-F	2. KXKL-F	2. KOA
3. KBPI-F>	3. KOSI-F	3. KBCO-F
4. KTCL-F	KTCL-F	KLZ
KXKL-F	5. KHIH-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBCO	1190	Boulder	2.5/ 3.3	KRXY	1600	Lakewood	---/ .7
KBOL	1490	Boulder	1.8/ 5.8	KRXY-F	107.5	Lakewood	2.5/8.9
KHOW	630	Denver	1.8/ 7.1	KSYY-F	95.7	Denver	1.1/6.9
KMJI-F	100.3	Denver	1.4/ 5.2	KVOD-F	99.5	Denver	.7/4.2
KNUS	710	Denver	.4/ 2.0	KXKL	1280	Denver	.7/3.8
KOAQ-F	103.5	Denver	2.9/10.9	KYGO	950	Denver	1.1/5.1

RADIO STATIONS

For all ranked stations - See Denver in Spring 88 edition of American Radio

BOZEMAN, MT

MSA Rank/Pop: NA
ARB Rank/Pop: 261/43,300
Market TSL: 22.25 hours
Average Person Ratings: 16.6

Diaries: 300/173:1
Sample Target: 250
% Below Line: 0
% Not Listed: 9.7

Retail $: .33 Bil
FM Share: 58.46%
Stations: 6/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KBOZ-F	23/31.9	13.6	37.0	232	53.6	35.4	52.5
2. KBOZ	16/22.2	15.3	13.0	152	35.1	33.3	25.3
3. KUUB-F	11/15.3	32.2	---	167	38.6	39.2	---
4. KBMN	7/ 9.7	13.6	11.1	74	17.1	17.8	18.6
5. KGVW-F	4/ 5.6	3.4	---	31	7.2	6.3	---
KXXL	4/ 5.6	5.1	7.4	85	19.6	16.4	15.7
7.							
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KBOZ	1. KBOZ-F>>	1. KBOZ-F>>	1. KUUB-F>
2. KBOZ-F>>	2. KBOZ	2. KUUB-F>	2. KBOZ-F>>
3. KUUB-F>>	3. KUUB-F	3. KBOZ	3.
4. KBMN	4. KBMN	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KBOZ-F>>	1. KBOZ-F	1. KBOZ >>
2. KUUB-F	2. KBOZ >>	2. KBOZ-F>
3. KBOZ	3. KUUB-F	3. KBMN
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KBMN, 1230, 1 KW/1 KW (DA-2), BTFL/EZ	ABC-I,$ 16.00	(Eastman)		L. Kehl
KBOZ, 1090, 5 KW/5 KW (DA-N), COUNTRY	NBC,$ 21.00	(Moore)	Citadel	J. Brandt
KXXL, 1450, 1 KW/1 KW , COUNTRY	APR,$ 9.00	(---)		G. Petersen

KBOZ-F, 93.7, 100 KW @ 248, CONTEMP	RADRAD,NBC,$ 21.00	(McGuire)	Citadel	J. Brandt
KGVW-F, 96.7, 3 KW @ 195, AC	MBS,$ 9.00	(---)	(BELGRADE)	T. Bitts
KUUB-F, 95.1, 100 KW @ 780, ? ?	ABC-C,$ NA	(---)		

BRYAN - COLLEGE STATION, TX

MSA Rank/Pop: 278/126,900
ARB Rank/Pop: 220/105,400
Market TSL: 18.0 hours
Average Person Ratings: 12.4

Diaries: 273/386:1
Sample Target: 290
% Below Line: 28.4
% Not Listed: 16.8

Retail $: 1.39 Bil
FM Share: 85.32%
Stations: 12/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KORA-F	31/23.7	---	---	282	27.9	---	---
2. KKYS-F	18/13.7	---	---	339	35.9	---	---
3. KTSR-F	13/ 9.9	---	---	284	28.8	---	---
4. KTAM	9/ 6.9	---	---	173	17.0	---	---
5. KODA-F	8/ 6.1	---	---	47	4.6	---	---
6. KMJQ-F	7/ 5.3	---	---	69	7.2	---	---
7. KHRN-F	6/ 4.6	---	---	79	8.2	---	---
8. WTAW	5/ 3.8	---	---	81	8.2	---	---
KLOL-F	5/ 3.8	---	---	128	13.0	---	---
10. KRBE-F	4/ 3.1	---	---	66	7.5	---	---

12+ AMD

1. KORA-F>>
2. KKYS-F
   KTSR-F
4. KTAM
5. KMJQ-F

12+ MID

1. KORA-F>>
2. KKYS-F>
3. KTAM
4. KTSR-F
5. KODA-F

12+ PMD

1. KORA-F
2. KKYS-F>>
3. KODA-F
4. KTAM
5. KTSR-F

12+ EVE

1. KKYS-F>
2. KTSR-F
3. KORA-F
   KHRN-F
5. KMJQ-F

ADULTS 18-34

1. KORA-F>
2. KKYS-F>
3. KTSR-F
4.
5.

ADULTS 25-54

1. KORA-F>>
2. KTSR-F
3. KTAM
4.
5.

ADULTS 35-64

1. KORA-F>>
2. KTSR-F
   WTAW
4. KODA-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAGC 1510 Bryan 1.5/4.5

KILT-F 100.3 Houston .8/4.9

RADIO STATIONS

KTAM, 1240, 1 KW/1 KW	, OLDIES	ABC-C,$ 21.00	(---)		B. Downs
WTAW, 1150, 1 KW/500 W (DA-N),	COUNTRY	CBS,$ 30.00	(Riley)		
KKYS-F, 104.9, 3 KW @ 300,	CHR	,$ 27.00	(Republic)		
KORA-F, 98.3, 3 KW @ 503,	COUNTRY	ABC-I,$ 29.00	(---)	Clear Channel	
KTSR-F, 92.1, 3 KW @ 275,	AC	,$ 18.00	(Target)		
KHRN-F, 94.3, 3 KW @ 365,	URBAN	,$ 19.00	(---)	(HEARNE)	P. Walker

Other ranked stations - See Houston in Spring 88 edition of American Radio

BURLINGTON, VT

MSA Rank/Pop: 283/125,600
ARB Rank/Pop: 217/109,100
Market TSL: 21.0 hours
Average Person Ratings: 16.2

Diaries: 388/281:1
Sample Target: 290
% Below Line: 3.2
% Not Listed: 11.9

Retail $: 1.09 Bil
FM Share: 75.64%
Stations: 9/8

12+ METRO	1/4/SHARE	FAL 87	SPG 87	FAL 86	SPG 86	METRO CUME	METRO CUME RATING S88	F87	S87	F86	S86
1. WXXX-F	35/19.8	14.9	20.2	14.9	21.0	385	35.3	37.3	40.0	37.9	46.4
2. WIZN-F	30/16.9	13.1	16.2	12.2	3.1	307	28.1	21.5	24.5	17.4	9.9
3. WEZF-F	25/14.1	14.9	12.7	9.9	8.6	333	30.5	28.5	23.1	26.6	19.7
4. WQCR-F	17/ 9.6	8.3	8.1	7.7	10.5	302	27.7	29.0	22.4	24.6	28.0
5. WJOY	16/ 9.0	6.0	9.2	7.2	8.0	175	16.0	13.6	16.0	17.3	11.4
6. WVMT	13/ 7.3	10.1	7.5	5.5	4.3	165	15.1	22.3	18.9	19.9	15.1
7. WDOT	9/ 5.1	7.7	4.0	6.6	9.9	121	11.1	16.9	9.6	12.7	15.7
8. WLFE-F	6/ 3.4	3.0	2.3	5.5	5.6	80	7.3	7.8	7.8	7.3	9.1
9. WGFB-F	5/ 2.8	2.4	1.2	3.9	5.6	132	12.1	10.3	8.2	14.7	19.4
10.											

12+ AMD

1. WXXX-F>
2. WIZN-F<
3. WEZF-F
4. WQCR-F
5.

12+ MID

1. WIZN-F
2. WEZF-F<
3. WXXX-F
4. WQCR-F
5.

12+ PMD

1. WXXX-F
2. WIZN-F
3. WEZF-F
4. WQCR-F
5.

12+ EVE

1. WXXX-F
2. WIZN-F>
3. WEZF-F
4. WJOY
5.

ADULTS 18-34

1. WIZN-F
2. WXXX-F>
3. WQCR-F
4. WEZF-F
5.

ADULTS 25-54

1. WIZN-F
2. WEZF-F
3. WXXX-F
4. WQCR-F
5.

ADULTS 35-64

1. WEZF-F>
2. WVMT
3. WIZN-F
4. WDOT
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WDOT, 1390, 5 KW/5 KW (DA-1), COUNTRY	ABC-E,$21.00	(Republic)			W. Hunter
WJOY, 1230, 1 KW/1 KW , MOR/NOST	CBS,$15.00	(Christal)	Hall		P. Battaini
WVMT, 620, 5 KW/5 KW (DA-2), AC	NBC,$17.00	(Mc-Guild)	Goldman		P. Goldman
WEZF-F, 92.9, 36 KW @ 2703, SOFT AC	Trans,$ NA	(Banner)	Knight		T. Pierce
WIZN-F, 106.7, 50 KW @ 373, AOR	,$18.00	(Katz)		(VERGENES)	A. LaVigne
WLFE-F, 102.3, 440 W @ 800, COUNTRY	MBS,$15.00	(Republic)		(ST. ALBANS)	D. Kimel
WQCR-F, 98.9, 50 KW @ 290, CHR	,$ NA	(Christal)	Hall		P. Battaini
WXXX-F, 95.3, 3 KW @ 225, CONTEMP	,$ NA	(HNWH)	Metronet		T. Lavin
WGFB-F, 99.9, 10 KW @ 780, CHR	SMN,$ NA	(Roslin)	(PLATTSBURGH, NY)		

CAPE COD, MA

MSA Rank/Pop: NA
ARB Rank/Pop: 180/155,900
Market TSL: 22.0 hours
Average Person Ratings: 16.9

Diaries: 406/384:1
Sample Target: 340
% Below Line: 21.8
% Not Listed: 13.3

Retail $: 1.83 Bil
FM Share: 89.96%
Stations: 27/11

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WQRC-F	54/20.5	23.3	21.5	493	31.9	37.1	31.4
2. WPXC-F	32/12.1	8.4	---	294	20.9	16.9	---
3. WKPE-F	19/ 7.2	8.4	11.8	230	20.1	19.6	21.5
4. WCIB-F	17/ 6.4	2.3	5.2	245	15.7	15.1	19.9
5. WFCC-F	13/ 4.9	3.4	---	138	8.9	9.0	---
6. WCOD-F	12/ 4.5	8.4	6.6	220	14.4	21.0	20.7
7. WPLM-F	11/ 4.2	2.7	3.8	224	14.4	12.5	12.5
8. WMVY-F	10/ 3.8	1.9	2.4	96	6.4	3.7	5.9
WRKO	10/ 3.8	5.3	5.9	128	8.5	11.5	9.9
10. WOCB-F	9/ 3.4	1.1	3.1	169	10.8	5.9	9.3
11. WNTX-F	7/ 2.7	2.3	2.4	86	6.4	6.3	7.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQRC-F>>	1. WQRC-F	1. WQRC-F>	1. WPXC-F
2. WPXC-F	2. WPXC-F>>	2. WPXC-F	2. WKPE-F
3. WCIB-F	3. WCIB-F	3. WKPE-F>>	3. WOCB-F
4. WFCC-F	4. WCOD-F	4. WCIB-F	4. WQRC-F
5. WKPE-F	5. WFCC-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPXC-F>>	1. WPXC-F>	1. WQRC-F>>
2. WKPE-F>	2. WCIB-F>	2. WCIB-F
3. WCIB-F	3. WCOD-F	3. WFCC-F
4. WMVY-F	4. WMVY-F	4. WCOD-F
5.	5. WQRC-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAL-F	101.1	Falmouth	.8/4.6
WOCB	1240	West Yarmouth	1.5/5.5
WBCN-F	104.1	Boston	1.5/6.9
WBOS-F	92.9	Brookline	.8/3.8
WBZ	1030	Boston	.8/3.4
WCRB-F	102.5	Waltham	1.1/2.0
WEEI	590	Boston	1.9/6.7
WHDH	850	Boston	.4/3.0
WHJY-F	94.1	Providence	.8/6.9
WMYS-F	98.1	New Bedford	.4/5.2
WODS-F	103.3	Boston	.4/3.8
WPLM	1390	Plymouth	.4/2.8
WPRO-F	92.3	Providence	1.1/3.5
WROR-F	98.5	Boston	.4/5.2
WXKS-F	107.9	Medford	.8/3.8
WZOU-F	94.5	Boston	.4/4.8

RADIO STATIONS

WCIB-F, 101.9, 50 KW @ 280, AC	ABC-D,$28.00	(Katz)	Justice	(FALMOUTH)	B. Frisch
WCOD-F, 106.1, 50 KW @ 450, AC	APR,$40.00	(Banner)		(HYANNIS)	B. McCarthy
WFCC-F, 107.5, 50 KW @ 341, CLASSICAL	APR,$ NA	(Concert)		(CHATHAM)	J. Ryan
WKPE-F, 104.7, 50 KW @ 500, CHR	,$49.00	(Mc-Guild)	Roth	(ORLEANS)	D. Weinfeld
WMVY-F, 92.7, 3 KW @ 300, AOR	MBS,$27.00	(---)		(TISBURY)	D. Ray
WNTX-F, 96.3, 50 KW @ 405, CONTEMP	,$ NA	(Mc-Guild)		(NANTUCKET)	P. Muniz
WOCB-F, 94.9, 50 KW @ 300, BTFL/EZ	CBS,$30.00	(Christal)		(W. YARMOUTH)	C. Dunn
WPXC-F, 102.9, 3 KW @ 328, OLDIES/CLASS.	,$40.00	(---)		(HYANNIS)	A. Makkay
WQRC-F, 99.9, 50 KW @ 378, BTFL/VARIETY	UPI,$55.00	(Christal)		(BARNSTABLE)	D. Bone

Other ranked stations - See Boston in Spring 88 edition of American Radio

CAPE MAY, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 240/84,700
Market TSL: 22.5 hours
Average Person Ratings: 17.4

Diaries: 257/330:1
Sample Target: 250
% Below Line: 43.7
% Not Listed: 14.3

Retail $: .84 Bil
FM Share: 87.30%
Stations: 21/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WZXL-F	23/15.6	16.4	3.6	184	25.0	22.4	7.8
2. WBNJ-F	16/10.9	5.9	8.0	151	19.2	14.7	13.6
3. WWOC-F	15/10.2	13.2	13.9	178	21.0	19.1	19.9
4. WFPG-F	12/ 8.2	4.6	6.6	110	13.0	15.1	9.3
5. WAYV-F	8/ 5.4	5.9	2.9	73	9.6	10.1	7.8
6. WSLT-F	7/ 4.8	2.0	4.4	96	11.3	8.8	9.3
7. WCMC	6/ 4.1	2.0	2.9	94	11.1	8.4	10.5
WMMR-F	6/ 4.1	5.9	8.0	62	8.7	16.1	14.6
9. WDSD-F	5/ 3.4	1.3	5.8	65	7.7	4.6	7.1
10. WKTU-F	4/ 2.7	2.0	.7	55	7.0	8.3	3.0
WMGM-F	4/ 2.7	4.6	8.8	92	13.1	15.5	17.4
WMVB-F	4/ 2.7	---	---	47	7.8	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WZXL-F	1. WZXL-F	1. WZXL-F	1. WZXL-F>
2. WWOC-F<	2. WBNJ-F>	2. WBNJ-F	2. WBNJ-F
3. WBNJ-F>	3. WWOC-F	3. WWOC-F>	WFPG-F
4. WFPG-F	4. WFPG-F	4. WFPG-F	4. WCMC
5.	5.	5.	WMMR-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZXL-F>>	1. WBNJ-F	1. WBNJ-F>>
2. WAYV-F	2. WZLX-F>>	2. WFPG-F>
WMMR-F	3. WAYV-F>	3. WWOC-F
4. WKTU-F	4. WFPG-F	4.
WSLT-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KYW	1060	Philadelphia	1.4/8.6	WOND	1400	Pleasantville	2.0/4.6
WABC	770	New York	.7/3.4	WRDR-F	104.9	Egg Harbor	.7/3.4
WCAU	1210	Philadelphia	.7/7.2	WUSL-F	98.9	Philadelphia	.7/5.0
WMID	1340	Atlantic City	2.0/8.1	WXTU-F	92.5	Philadelphia	1.4/4.8
WMID-F	99.3	Pleasantville	1.4/5.0				

RADIO STATIONS

WCMC, 1230,	1 KW/1 KW	, NOSTALGIA	SMN,$10.00	(Roslin)	(WILDWOOD)	J. Gallagher
WBNJ-F, 105.5,	3 KW @ 300,	AC	,$19.00	(Masla)		R. McBride
WKTU-F, 98.3,	3 KW @ 300,	CHR	,$28.00	(Roslin)	(OCEAN CITY)	B. Law
WWOC-F, 94.3,	3 KW @ 300,	BTFL/EZ	APR,$18.00	(---)	(AVALON)	L. Keene
WZXL-F, 100.7,	38 KW @ 300,	CHR	,$28.00	(Roslin)	(WILDWOOD)	J. Gallagher

Other ranked stations - See Philadelphia or Atlantic City in Spring 88 edition of American Radio

CHARLOTTESVILLE, VA

MSA Rank/Pop: 293/122,500
ARB Rank/Pop: 218/106,400
Market TSL: 17.25 hours
Average Person Ratings: 12.7

Diaries: 366/291:1
Sample Target: 290
% Below Line: 5.7
% Not Listed: 22.2

Retail $: 1.55 Bil
FM Share: 59.05%
Stations: 13/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WINA	24/17.8	16.9	19.4	290	27.3	29.4	30.0
2. WWWV-F	22/16.3	18.5	14.2	305	28.7	36.4	35.0
3. WUVA-F	17/12.6	3.1	2.2	268	25.2	15.8	15.3
4. WKAV	10/ 7.4	8.5	11.2	129	12.1	10.7	12.8
5. WCHV	9/ 6.7	6.2	5.2	120	11.3	18.5	18.9
WQMZ-F	9/ 6.7	11.5	9.7	147	13.8	16.4	16.0
7. WJLT-F	6/ 4.4	3.1	6.7	145	13.6	11.1	13.8
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WINA >	1. WINA	1. WWWV-F	1. WUVA-F
2. WWWV-F>	2. WWWV-F	2. WINA	2. WINA
3. WUVA-F	3. WUVA-F	3. WUVA-F	3. WWWV-F
4. WKAV	4.	4.	4.
WQMZ-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WWWV-F	1. WWWV-F	1. WINA
2. WUVA-F	2. WINA	2. WKAV
3.	3.	WQMZ-F
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSA-F	105.5	Louisa	1.5/6.3
WQPO-F	100.7	Harrisburg	.7/2.9
WRVQ-F	94.5	Richmond	2.2/8.6
WTVR-F	98.1	Richmond	1.5/3.7

RADIO STATIONS

WCHV, 1260, 5 KW/2.5 KW (DA-2), MOR	ABC-D,$ 39.00	(Republic)	Eure	M. Ludgate
WINA, 1070, 5 KW/5 KW (DA-N) , AC/URBAN	CBS,$ 27.00	(Market 4)		C. Rosse
WKAV, 1400, 1 KW/1 KW , COUNTRY	MBS,$ 16.00	(---)		M. Wilson
WJLT-F, 102.3, 3 KW @ 1500, AC	NBC,$ 18.00	(Savalli)	(CROZET)	J. Elting
WLSA-F, 105.5, 3 KW @ 300, COUNTRY	ABC-E,$ 8.00	(---)	(LOUISA)	J. Watt
WQMZ-F, 95.3, 3 KW @ 145, EZ	CBS,$ 22.00	(Market 4)		C. Rosse
WUVA-F, 92.7, 3 KW @ 900, AOR	Source,$ 14.00	(---)		W. Lamb
WWWV-F, 97.5, 50 KW @ 450, CHR	,$ 39.00	(Republic)	Eure	M. Ludgate

CHEYENNE, WY

MSA Rank/Pop: 344/72,800
ARB Rank/Pop: 257/60,100
Market TSL: 20.25 hours
Average Person Ratings: 15.1

Diaries: 296/203:1
Sample Target: 250
% Below Line: 12.3
% Not Listed: 11.0

Retail $: .59 Bil
FM Share: 62.96%
Stations: 11/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KFBQ-F	20/22.0	20.8	11.2	159	33.9	38.8	28.5
2. KLEN-F	16/17.6	11.5	12.4	151	25.5	17.4	24.1
3. KUUY	15/16.5	9.4	7.9	139	24.5	19.4	19.4
4. KFBC	7/ 7.7	11.5	15.7	126	21.1	19.7	24.3
5. KRAE	5/ 5.5	3.1	2.2	81	13.5	7.6	5.2
6. KKAZ-F	4/ 4.4	16.7	15.7	110	22.0	32.5	31.8
KXKL-F	4/ 4.4	---	---	48	9.3	---	---
8. KCGY-F	3/ 3.3	3.1	1.1	65	11.3	11.9	10.6
KAZY-F	3/ 3.3	---	---	32	5.5	---	---
KOA	3/ 3.3	2.1	---	44	7.7	8.0	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLEN-F	1. KLEN-F	1. KFBQ-F	1. KFBQ-F>>
2. KUUY <	2. KFBQ-F>	2. KLEN-F>	2. KLEN-F>
3. KFBQ-F	3. KUUY	3. KUUY	3. KFBC
4. KFBC	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KFBQ-F>>	1. KUUY	1. KUUY
2.	2. KFBQ-F	2. KLEN-F>>
3.	3. KLEN-F	3. KFBQ-F
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRQU-F 102.9 Laramie 1.1/9.2

RADIO STATIONS

KFBC, 1240, 1 KW/1 KW	, AC	ABC-I,$ 17.00	(Eastman)		(LARAMIE)	J. Shideler
KRAE, 1480, 1 KW	, NOST	CBS,$ 9.00	(---)			T. Bauman
KUUY, 650, 8.5 KW/500 W (DA-N)	, COUNTRY	NBC,$ 15.00	(Torbet)			W. Boller
KCGY-F, 95.1, 100 KW @ 1070	, COUNTRY	,$ 12.00	(Keystone)	Gowdy		A. Hoefer
KFBQ-F, 97.9, 100 KW @ 580	, CHR	ABC-C,$ 23.00	(Eastman)			J. Shideler
KKAZ-F, 100.7, 100 KW @ 490	, AC	RADRAD,$ 26.00	(Torbet)			
KLEN-F, 106.3, 3 KW @ -4	, BTFL/EZ	,$ 12.00	(Republic)			P. Noble
KRQU-F, 102.9, 100 KW @ 1220	, AOR	Source,$ 14.00	(Moore)		(LARAMIE)	K. Keating

Other ranked stations - See Denver in Spring 88 edition of American Radio

CHICO, CA

MSA Rank/Pop: 226/170,800
ARB Rank/Pop: 186/149,300
Market TSL: 21.5 hours
Average Person Ratings: 15.5

Diaries: 380/393:1
Sample Target: 330
% Below Line: 15.9
% Not Listed: 18.5

Retail $: .99 Bil
FM Share: 81.48%
Stations: 19/12

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KFMF-F	38/16.4	6.7	7.5	353	24.3	13.1	15.9
2. KRFD-F	25/10.8	7.6	9.3	278	23.0	20.1	18.3
3. KALF-F	18/ 7.8	6.2	---	233	16.3	11.6	---
4. KNVR-F	16/ 6.9	6.7	9.3	236	16.5	17.7	19.5
5. KRIJ-F	14/ 6.0	6.7	4.8	175	12.4	14.9	6.7
6. KFBK	13/ 5.6	1.8	4.4	138	9.6	7.6	11.1
7. KHSL	11/ 4.7	8.9	7.5	155	10.9	14.8	13.4
8. KEWE-F	10/ 4.3	3.1	4.0	92	6.2	7.7	9.9
KPAY-F	10/ 4.3	9.3	9.3	205	14.3	21.7	17.3
10. KCEZ-F	9/ 3.9	---	---	116	8.0	---	---
11. KCTC-F	5/ 2.2	5.3	3.1	84	5.6	6.8	10.0
KSFM-F	5/ 2.2	.9	1.8	69	6.1	5.5	9.3
KPAY	5/ 2.2	3.1	6.2	129	9.2	10.4	21.0

12+ AMD

1. KFMF-F
2. KFBK
3. KRFD-F
4. KNVR-F
5.

12+ MID

1. KFMF-F
2. KRFD-F
3. KNVR-F
4. KALF-F
5. KPAY-F

12+ PMD

1. KFMF-F>
2. KRFD-F
3. KALF-F
4. KNVR-F
5. KPAY-F

12+ EVE

1. KFMF-F
2. KRFD-F>
3. KFBK
4. KNVR-F
   KALF-F

ADULTS 18-34

1. KFMF-F>>
2. KRFD-F>
3. KNVR-F
4. KALF-F
5. KCEZ-F

ADULTS 25-54

1. KFMF-F>
2. KNVR-F
3. KALF-F
   KRFD-F
   KRIJ-F

ADULTS 35-64

1. KRIJ-F
2. KALF-F
   KHSL
   KFBK
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRFD	1410	Marysville	.4/1.5
KTMX-F	107.5	Colusa	.9/7.2
KGO	810	San Francisco	1.3/3.5
KHYL-F	101.1	Auburn	.4/5.6
KNBR	680	San Francisco	.9/3.3
KROY-F	96.9	Sacramento	.4/3.1

RADIO STATIONS

KHSL, 1290, 5 KW/5 KW (DA-N) , COUNTRY	CBS,$12.00 (Torbet)			D. Shore
KPAY, 1060, 10 KW/10 KW (DA-2), MOR	MBS,$15.00 (Katz)			
KALF-F, 95.7, 7 KW @ 1265, COUNTRY	ABC-D,$20.00 (Katz)		(RED BLUFF)	G. Herron
KCEZ-F, 100.7, 50 KW @ 1935, OLDIES	,$ NA (---)		(CORNING)	J. Caulfield
KEWE-F, 97.7, 3 KW @ 140, NOST	ABC-E,$12.00 (Sand-Glenn)		(OROVILLE)	V. Uecker
KFMF-F, 93.7, 15 KW @ 290, AOR	,$30.00 (Torbet)	Fuller-Jeffrey		J. Kragel
KNVR-F, 96.7, 3 KW @ 285, CHR	,$17.00 (Republic)		(PARADISE)	D. Reichert
KPAY-F, 95.1, 8 KW @ 1170, BTFL/EZ	,$19.00 (Katz)			
KRFD-F, 99.9, 50 KW @ 2000, CHR	Source,$20.00 (Mc-Guild)		(MARYSVILLE)	J. Leary
KRIJ-F, 92.7, 3 KW @ 620, COUNTRY	,$19.00 (Radio Time)		(PARADISE)	J. Flood

Other ranked stations - See Sacramento in Spring 88 edition of American Radio

COLUMBIA, MO

MSA Rank/Pop: 313/107,500
ARB Rank/Pop: 236/94,400
Market TSL: 20.0 hours
Average Person Ratings: 15.0

Diaries: 356/265:1
Sample Target: 270
% Below Line: 7.8
% Not Listed: 18.3

Retail $: .57 Bil
FM Share: 81.90%
Stations: 9/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KFMZ-F	31/21.8	22.0	20.0	300	35.6	39.3	39.6
2. KARO-F	28/19.7	13.4	19.2	258	29.1	31.3	32.4
3. KCMQ-F	21/14.8	18.9	12.3	224	28.4	35.0	29.5
4. KFRU	16/11.3	10.2	13.8	250	27.5	24.4	24.1
5. KWWR-F	7/ 4.9	6.3	8.5	139	14.9	13.1	13.2
6. KTGR	5/ 3.5	5.5	3.8	114	12.1	10.5	11.5
7. KTXY-F	4/ 2.8	.8	1.5	106	14.0	9.3	12.8
8.							
9.							
10.							

12+ AMD

1. KFMZ-F
2. KARO-F
3. KCMQ-F<
4. KFRU
5.

12+ MID

1. KARO-F
2. KFMZ-F>
3. KCMQ-F
4.
5.

12+ PMD

1. KARO-F<
2. KFMZ-F
3. KCMQ-F
4.
5.

12+ EVE

1. KFMZ-F
2. KFRU
3. KARO-F
   KCMQ-F
5.

ADULTS 18-34

1. KFMZ-F>>
2. KARO-F
3. KCMQ-F
4.
5.

ADULTS 25-54

1. KARO-F>>
2. KFMZ-F>>
3. KFRU
4.
5.

ADULTS 35-64

1. KARO-F>
2. KFRU
3.
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Columbia	1.4/5.4
KRES-F	104.7	Moberly	1.4/6.7

RADIO STATIONS

KFRU, 1400, 1 KW/1 KW	, NEWS/TALK	ABC-I,$21.00	(---)			B. Weaver
KTGR, 1580, 250 W/19 W	, COUNTRY	CBS,$20.00	(---)			J. Ott
KARO-F, 101.7, 3 KW @ 300,	AC	,$ NA	(Roslin)			D. Lynch
KCMQ-F, 96.7, 3 KW @ 150,	CHR	US 1,ABC-F,$48.00	(---)			J. Ott
KFMZ-F, 98.3, 3 KW @ 350,	AOR/CHR	ABC-R,$34.00	(Christal)	Comtemp/Media		S. Boltz
KTXY-F, 106.9, 100 KW @ 600,	AC	,$14.00	(Mc-Guild)	(JEFF. CITY)		T. Thies
KWWR-F, 95.7, 100 KW @ 992,	COUNTRY	MBS,$18.00	(---)	(MEXICO)		J. Johnson

DANBURY, CT

MSA Rank/Pop: 213/187,300
ARB Rank/Pop: 176/161,300
Market TSL: 21.5 hours
Average Person Ratings: 16.4

Diaries: 385/419:1
Sample Target: 350
% Below Line: 45.2
% Not Listed: 17.4

Retail $: 1.62 Bil
FM Share: 62.56%
Stations: 24/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WDAQ-F	30/11.3	8.4	7.0	365	22.6	20.0	15.4
WRKI-F	30/11.3	12.2	10.6	318	23.9	23.6	26.1
3. WLAD	27/10.2	7.6	9.2	370	23.9	21.6	18.7
4. WKCI-F	26/ 9.8	10.1	10.3	240	21.1	24.2	20.4
5. WREF	19/ 7.2	2.5	4.0	117	7.5	6.4	5.4
6. WEBE-F	15/ 5.7	5.5	4.4	229	15.6	11.4	12.1
7. WINE	14/ 5.3	3.8	5.1	160	10.4	10.6	14.5
WEZN-F	14/ 5.3	8.0	5.9	205	13.2	19.1	20.5
9. WCBS	10/ 3.8	3.4	3.3	245	15.4	16.7	15.3
10. WYNY-F	9/ 3.4	2.6	---	83	5.1	5.8	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WLAD	1. WDAQ-F	1. WRKI-F	1. WKCI-F>>
2. WDAQ-F<	2. WRKI-F	2. WDAQ-F	2. WRKI-F>
3. WRKI-F	3. WLAD	3. WKCI-F	3. WDAQ-F
4. WKCI-F	4. WREF	4. WEBE-F	WLAD
5.	5. WKCI-F	5. WEZN-F	5. WYNY-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WRKI-F>	1. WDAQ-F>	1. WDAQ-F
2. WDAQ-F	2. WLAD	2. WLAD
3. WKCI-F	3. WEBE-F	3. WINE
4. WEBE-F	4. WRKI-F	WEZN-F
5.	5. WKCI-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WABC	770	New York	1.5/5.0	WHUD-F	100.7	Peekskill	.8/4.4
WALK	1370	Patchogue	---/ .2	WICC	600	Bridgeport	.4/2.9
WALK-F	97.5	Patchogue	.4/2.7	WIOF-F	104.1	Waterbury	.4/3.0
WCBS-F	101.1	New York	.4/3.3	WNBC	660	New York	.8/6.6
WDRC-F	102.9	Hartford	1.5/5.5	WOR	710	New York	1.1/4.3
WFAN	1050	New York	.8/5.6	WPLR-F	99.1	New Haven	.8/3.0
WHTZ-F	100.3	Newark	.4/3.3	WWPR-F	95.5	New York	.4/3.2

RADIO STATIONS

WINE, 940, 1 KW	, OLDIES	RADRAD,$27.00	(Katz)	Home News	(BROOKFIELD)	J. Principi
WLAD, 800, 1 KW/286 W	, AC	,$ NA	(Christal)			I. Goldstein
WREF, 850, 1 KW	, MOR/BB	,$20.00	(Roslin)		(RIDGEFIELD)	M. Fray
WDAQ-F, 98.3, 1.3 KW @ 460,	SOFT AC	,$ NA	(Christal)			I. Goldstein
WRKI-F, 95.1, 50 KW @ 500,	CONTEMP	Source,$93.00	(Katz)	Home News	(BROOKFIELD)	J. Fullam

Other ranked stations - See New York, New Haven or Hartford in Spring 88 edition of American Radio

DANVILLE, IL

MSA Rank/Pop: NA
ARB Rank/Pop: 248/76,200
Market TSL: 20.25 hours
Average Person Ratings: 14.8

Diaries: 258/295:1
Sample Target: 260
% Below Line: 24.7
% Not Listed: 14.2

Retail $: .56 Bil
FM Share: 78.35%
Stations: 13/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WIAI-F	26/23.0	18.4	25.0	233	31.5	30.2	32.3
2. WDNL-F	23/20.4	20.4	17.2	285	44.5	43.2	33.8
3. WCDV-F	7/ 6.2	4.1	1.7	85	11.2	9.0	5.9
WITY	7/ 6.2	8.2	11.2	103	14.4	23.5	20.7
WLRW-F	7/ 6.2	3.1	---	86	14.2	12.9	---
6. WDWS-F	6/ 5.3	4.1	10.3	69	9.1	13.6	11.3
7. WDAN	5/ 4.4	8.2	6.0	87	12.1	16.3	15.4
WHPO-F	5/ 4.4	1.0	---	72	9.4	10.0	---
9. WAZY-F	3/ 2.7	5.1	5.2	56	10.5	12.3	12.0
WZZQ-F	3/ 2.7	3.1	1.7	30	3.9	5.9	4.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIAI-F	1. WIAI-F	1. WDNL-F<	1. WDNL-F
2. WDNL-F>>	2. WDNL-F>>	2. WIAI-F>>	2. WIAI-F>
3. WITY	3. WDWS-F	3. WCDV-F	3. WCDV-F>
4. WDAN	WLRW-F	4. WDWS-F	4. WAZY-F
5. WHPO-F	5. WCDV-F	5. WAZY-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WDNL-F>>	1. WIAI-F	1. WIAI-F>>
2. WIAI-F	2. WDNL-F>>	2. WITY
3. WLRW-F	3. WCDV-F	WDNL-F
4.	4. WITY	4. WCDV-F
5.	WLRW-F	5. WDWS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACF-F	98.5	Paris	.9/5.1
WGN	720	Chicago	1.8/6.2
WLS	890	Chicago	1.8/8.0

RADIO STATIONS

WDAN, 1490, 1 KW/1 KW	, MOR/AC	,$ 26.00	(Republic)		M. Steenbarger
WITY, 980, 1 KW/1 KW (DA-2), MOR		ABC-I,$ 23.00	(Unirep)		A. Thomann
WCDV-F, 103.1, 3 KW @ 300, SOFT AC		,$ 14.00	(---)	(COVINGTON, IN)	R. Weatherford
WDNL-F, 102.1, 50 KW @ 380, CHR		US 1,$ 26.00	(Roslin)	(HOOPESTON)	M. Steenbarger
WHPO-F, 100.9, 3 KW @ 295, AC		,$ 5.00	(Keystone)		R. Stipp
WIAI-F, 99.1, 50 KW @ 550, COUNTRY		UPI,$ 29.00	(HNWH)		R. Marlin

WAZY-F - See Lafayette, IN in this section
WZZQ-F - See Terre Haute in Spring 88 edition of American Radio

DOTHAN, AL

MSA Rank/Pop: 284/125,500
ARB Rank/Pop: 223/104,400
Market TSL: 20.25 hours
Average Person Ratings: 14.9

Diaries: 298/350:1
Sample Target: 290
% Below Line: 8.3
% Not Listed: 5.8

Retail $: .81 Bil
FM Share: 89.74%
Stations: 11/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WTVY-F	40/25.6	25.5	19.1	372	35.6	40.5	29.2
2. WKMX-F	35/22.4	23.0	20.8	378	36.2	40.0	34.2
3. WOOF-F	21/13.5	6.8	12.1	237	22.7	25.0	24.2
4. WORJ-F	18/11.5	21.7	8.7	219	21.0	18.8	15.2
5. WLHQ-F	13/ 8.3	4.3	8.7	222	21.3	16.9	17.9
6. WOOF	5/ 3.2	2.5	5.2	84	8.0	7.6	9.4
WMGF-F	5/ 3.2	1.9	2.9	95	9.1	7.8	7.0
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTVY-F	1. WTVY-F<	1. WTVY-F	1. WKMX-F
2. WKMX-F>	2. WKMX-F	2. WKMX-F>>	2. WTVY-F
3. WOOF-F	3. WOOF-F>>	3. WOOF-F>>	3. WORJ-F
4. WORJ-F	4. WLHQ-F	4. WLHQ-F	4. WLHQ-F
5. WLHQ-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-	ADULTS 35-64
1. WKMX-F>>	1. WTVY-F	1. WTVY-F>>
2. WTVY-F	2. WKMX-F	2. WOOF-F
3. WLHQ-F	3. WOOF-F>>	3. WKMX-F
4. WOOF-F	4.	WORJ-F>
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOZK	900	Ozark	1.3/6.2
WFSY-F	98.5	Panama City	1.3/4.5
WPAP-F	92.5	Panama City	1.9/4.8
WPFM-F	107.9	Panama City	1.9/5.1

RADIO STATIONS

WOOF,	560,	5 KW/117 W	, OLDIES	MBS,$ 9.00	(Roslin)	A. Simpson
WKMX-F,	106.7,	100 KW @ 1119,	CHR	ABC-C,$ NA	(HNWH) (ENTERPRISE)	T. Duffie
WLHQ-F,	96.9,	100 KW @ 300,	CHR	,$ 18.00	(---) (ENTERPRISE)	B. Price
WOOF-F,	99.7,	100 KW @ 1021,	AC	MBS,$ 21.00	(Roslin)	A. Simpson
WORJ-F,	103.9,	3 KW @ 355,	BLACK	NBN,$ 9.00	(---) (OZARK)	S. McGowan
WTVY-F,	95.5,	100 KW @ 1078,	COUNTRY	ABC-D,$ 21.00	(Mc-Guild)	C. Bence

WMGF - See Montgomery in Spring 88 edition of American Radio

DUBUQUE, IA

MSA Rank/Pop: 328/91,600
ARB Rank/Pop: 193/135,900
Market TSL: 24.5 hours
Average Person Ratings: 18.5

Diaries: 399/341:1
Sample Target: 340
% Below Line: 8.1
% Not Listed: 16.3

Retail $: .81 Bil
FM Share: 63.51%
Stations: 15/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KLYV-F	53/21.0	21.3	19.3	454	33.4	37.7	38.1
2. KATF-F	48/19.0	16.0	8.0	510	37.5	35.2	22.9
3. KDTH	35/13.9	16.4	15.9	400	29.4	32.4	30.2
4. KXKX-F	24/ 9.5	7.8	9.1	217	16.0	18.1	15.1
5. WDBQ	18/ 7.1	9.4	8.7	272	20.0	22.8	27.2
6. WGLR	7/ 2.8	2.9	5.3	76	5.6	6.4	4.9
WMT	7/ 2.8	2.0	2.7	118	8.7	6.8	8.8
8. WTOQ	6/ 2.4	1.2	2.3	86	6.3	5.8	7.3
9.							
10.							

12+ AMD

1. KLYV-F
2. KDTH
3. KATF-F>
4. KXKX-F
5. WDBQ

12+ MID

1. KATF-F
2. KLYV-F
3. KDTH >
4. KXKX-F
5.

12+ PMD

1. KATF-F
2. KLYV-F
3. KXKX-F
4. KDTH
5.

12+ EVE

1. KLYV-F
2. KATF-F
3. KDTH >
4. KXKX-F
5.

ADULTS 18-34

1. KATF-F
   KLYV-F
3.
4.
5.

ADULTS 25-54

1. KATF-F
2. KLYV-F
   KXKX-F
4. KDTH
   WDBQ

ADULTS 35-64

1. KXKX-F
2. KDTH
3. KATF-F
4. WDBQ
5. KLYV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAXL-F	97.7	Lancaster	1.2/4.9
KOKZ-F	105.7	Waterloo	.4/3.2
WBBM	780	Chicago	.4/2.8
WEKZ-F	93.7	Monroe	1.2/3.5
WGN	720	Chicago	.8/4.6
WIZM-F	93.3	La Crosse	.8/2.9
WMAQ	670	Chicago	.4/3.8

RADIO STATIONS

KDTH, 1370, 5 KW/5 KW (DA-N),	MOR/TALK	NBC,MBS,$21.00 (Eastman)	Woodward	B. Williamson
WDBQ, 1490, 1 KW/1 KW	, AC	ABC-D,$20.00 (Banner)	Comm. Prop.	K. Kelly
WGLR, 1280, 500 W	, COUNTRY	,$10.00 (---)	(LANCASTER, WI)	B. Peterson
KATF-F, 92.9, 100 KW @ 450,	AC	US 1,$18.00 (Eastman)	Woodward	B. Williamson
KLYV-F, 105.3, 50 KW @ 340,	CHR	,$17.00 (Banner)	Comm. Prop.	K. Kelly
KXKX-F, 102.3, 3 KW @ 410,	COUNTRY	,$28.00 (---)	Marcom	L. Picker

WMT - See Cedar Rapids in Spring 88 editon of American Radio

EAU CLAIRE, WI

MSA Rank/Pop: 260/138,500
ARB Rank/Pop: 209/115,000
Market TSL: 22.0 hours
Average Person Ratings: 16.5

Diaries: 306/376:1
Sample Target: 300
% Below Line: 1.2
% Not Listed: 14.2

Retail $: .85 Bil
FM Share: 84.66%
Stations: 10/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WAXX-F	53/27.9	27.4	33.2	472	41.0	39.8	39.2
2. WIAL-F	39/20.5	19.4	10.0	439	38.2	37.8	28.4
3. WBIZ-F	26/13.7	17.1	20.5	430	37.4	32.5	41.4
4. WCFW-F	13/ 6.8	4.0	3.7	174	15.1	8.4	6.8
5. WEAQ	11/ 5.8	8.6	8.9	176	15.3	15.9	19.2
6. WAYY	8/ 4.2	9.1	7.9	118	10.3	14.4	15.2
7. WISM	5/ 2.6	---	1.1	72	6.3	---	5.1
WWIB-F	5/ 2.6	5.1	2.6	89	7.7	10.6	5.1
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WAXX-F	1. WAXX-F	1. WAXX-F>>	1. WIAL-F
2. WIAL-F	2. WIAL-F>	2. WIAL-F	2. WAXX-F
3. WBIZ-F	3. WBIZ-F	3. WBIZ-F	3. WBIZ-F>>
4. WCFW-F	4.	4.	4.
WEAQ	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WIAL-F>>	1. WAXX-F>>	1. WAXX-F>>
2. WBIZ-F	2. WIAL-F>>	2. WIAL-F>
3. WAXX-F>>	3. WAYY	3.
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEUZ 1400 Eau Claire .5/4.8

KJJO-F 104.1 St. Louis Park 1.1/5.0

RADIO STATIONS

WAYY, 1150, 5 KW , MOR	ABC-I,$19.00 (Katz)	(CHIPPEWA FALLS)	K. Jones
WEAQ, 790, 5 KW/5 KW (DA-N), MOR	NBC,$13.00 (In-House)		S. Dickoff
WISM, 1050, 1 KW/5 KW , AC	US 1,$10.00 (Market 4)		D. Ganske
WAXX-F, 104.5, 100 KW @ 1830, COUNTRY	ABC-I,$89.00 (Katz)		K. Jones
WBIZ-F, 100.7, 100 KW @ 740, CHR	ABC-C,$37.00 (---)	Sage	J. Schnacke
WCFW-F, 105.5, 3 KW @ 300, MOR	CNN,$11.00 (---)	(CHIPPEWA FALLS)	R. Bushland
WIAL-F, 94.1, 84.4 KW @ 351, AC	,$25.00 (In-House)		S. Dickoff
WWIB-F, 103.7, 100 KW @ 708, REL/MOR	UPI,$15.00 (---)	(LADYSMITH)	W. Steward

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 312/108,000
ARB Rank/Pop: 171/168,500
Market TSL: 20.5 hours
Average Person Ratings: 15.4

Diaries: 412/409:1
Sample Target: 370
% Below Line: 0.4
% Not Listed: 11.9

Retail $: 1.03 Bil
FM Share: 87.34%
Stations: 14/13

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KKIX-F	66/25.4	19.4	22.7	617	36.6	28.4	34.7
2. KKEG-F	32/12.3	11.9	4.1	305	18.1	22.1	15.2
3. KMCK-F	29/11.2	12.7	8.2	393	23.3	26.6	25.7
4. KAMO-F	25/ 9.6	8.7	6.3	263	15.6	11.8	11.9
5. KCIZ-F	23/ 8.8	11.1	7.8	330	19.6	28.1	20.4
6. KEZA-F	20/ 7.7	13.9	10.0	312	18.5	25.5	20.4
7. KURM	10/ 3.8	.8	4.1	202	12.0	7.1	9.2
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKIX-F>>	1. KKIX-F	1. KKIX-F>	1. KKIX-F>
2. KMCK-F	2. KMCK-F	2. KKEG-F>	2. KKEG-F
3. KAMO-F>	3. KKEG-F	3. KCIZ-F	3. KCIZ-F
4. KEZA-F	4. KEZA-F	4. KMCK-F	4. KAMO-F
5.	5. KAMO-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KKEG-F	1. KKIX-F>	1. KKIX-F>>
2. KMCK-F	2. KMCK-F>	2. KAMO-F>
3. KKIX-F	3. KKEG-F	3. KEZA-F
4. KCIZ-F	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers	.8/ 4.6
KBCV-F	98.3	Bentonville	1.5/ 6.8
KBRS	1340	Springdale	.8/ 5.2
KFAY	1030	Farmington	2.3/10.8
KQXK	1590	Springdale	1.2/ 5.2
KUOA	1290	Siloam Springs	2.3/ 3.8
KTFX-F	103.3	Tulsa	.4/ 3.1

RADIO STATIONS

KAMO-F, 94.3, 2.8 KW @ 310, COUNTRY	CBS,$ 18.00	(---)	(ROGERS)	H. Graves
KCIZ-F, 104.9, 3 KW @ 287, CHR	,$ 14.00	(---)	(SPRINGDALE)	J. Furman
KEZA-F, 107.9, 100 KW @ 1259, BTFL/EZ	MBS,$ 35.00	(Christal)		J. Patton
KKEG-F, 92.1, 3 KW @ 460, AOR	APR,$ 24.00	(Banner)		C. Norman
KKIX-F, 103.9, 3 KW @ 510, COUNTRY	,$ 65.00	(Katz)		D. Whitman
KMCK-F, 105.7, 100 KW @ 415, AC	,$ 25.00	(---)	(SILOAM SPGS)	J. Smith

FLORENCE, SC

MSA Rank/Pop: 300/116,300
ARB Rank/Pop: 232/97,100
Market TSL: 22.75 hours
Average Person Ratings: 16.6

Diaries: 367/265:1
Sample Target: 280
% Below Line: 51.7
% Not Listed: 11.2

Retail $: 1.05 Bil
FM Share: 83.92%
Stations: 15/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WWDM-F	33/20.5	---	---	281	28.9	---	---
2. WHLZ-F	24/14.9	---	---	191	19.7	---	---
3. WJMX-F	17/10.6	---	---	217	22.3	---	---
4. WYNN	16/ 9.9	---	---	229	23.6	---	---
5. WWPD-F	9/ 5.6	---	---	96	9.9	---	---
6. WSTS-F	7/ 4.3	---	---	84	8.7	---	---
WZNS-F	7/ 4.3	---	---	130	13.4	---	---
8. WMWG-F	5/ 3.1	---	---	106	10.9	---	---
WCIG-F	5/ 3.1	---	---	109	11.2	---	---
WYAV-F	5/ 3.1	---	---	96	9.9	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WWDM-F	1. WYNN	1. WWDM-F	1. WWDM-F>>
2. WHLZ-F>	2. WHLZ-F	2. WHLZ-F>	2. WWPD-F
3. WJMX-F>	3. WWDM-F	3. WCIG-F	3. WHLZ-F
4. WYNN	4. WJMX-F	4. WJMX-F	4. WJMX-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WWDM-F>>	1. WHLZ-F>	1. WHLZ-F>>
2. WJMX-F>	2. WWDM-F	2. WYNN
3. WHLZ-F	3. WJMX-F	3. WWDM-F
4.	4. WYNN	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGFG-F	100.1	Lake City	2.5/8.2
WJMX	970	Florence	1.9/8.3
WDKD	1310	Kingstree	2.5/4.0
WNOK-F	104.7	Columbia	1.2/4.6
WWKT-F	98.3	Kingstree	1.2/3.7

RADIO STATIONS

WYNN,	540, 250 W/166 W	, BLACK	SBN,$18.00	(Dora-Clayton)		J. Maurer
WHLZ-F,	92.5, 100 KW @ 1207,	COUNTRY	CBS,$26.00	(---)	(MANNING)	C. Roach
WJMX-F,	106.3, 3 KW @ 507,	CHR	APR,$42.00	(Mc-Guild)		H. Miller
WWPD-F,	94.3, 1.2 KW @ ?? ,	? ?	MBS,$ NA	(HNWH)	(MARION)	
WZNS-F,	92.9, 100 KW @ 1850,	AC	ABC-F,$47.00	(Barner)	(DILLON)	M. Cooper

WWDM - See Columbia in Spring 88 American Radio

FT. MYERS, FL

MSA Rank/Pop: 153/288,300
ARB Rank/Pop: 134/249,900
Market TSL: 23.00 hours
Average Person Ratings: 17.0

Diaries: 380/658:1
Sample Target: 400
% Below Line: 9.5
% Not Listed: 9.8

Retail $: 1.90 Bil
FM Share: 82.47%
Stations: 16/14

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WINK-F	80/18.8	10.6	19.8	603	30.3	22.2	34.6
2. WCVU-F	62/14.6	18.2	18.8	642	25.7	29.3	29.8
3. WRXK-F	53/12.4	10.2	1.2	406	18.0	15.5	3.1
4. WIXI-F	31/ 7.3	2.3	---	206	8.4	5.0	---
5. WQEZ-F	23/ 5.4	8.8	7.9	328	13.3	17.9	19.7
6. WDCQ	22/ 5.2	9.2	5.0	261	11.5	13.6	10.0
7. WHEW-F	21/ 4.9	6.0	6.7	253	10.4	14.2	13.3
WINK	21/ 4.9	6.9	7.9	317	12.7	15.1	16.8
9. WOOJ-F	19/ 4.5	2.1	6.2	189	8.2	7.6	12.6
10. WRCC-F	18/ 4.2	5.8	8.6	210	8.6	14.6	18.4
11. WWAM	14/ 3.3	1.4	2.9	165	6.8	4.2	6.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WINK-F>	1. WCVU-F	1. WINK-F	1. WINK-F>>
2. WRXK-F	2. WINK-F	2. WCVU-F<	2. WCVU-F
3. WCVU-F<	3. WRXK-F>	3. WRXK-F>	3. WRXK-F>
4. WINK >	4. WQEZ-F<	4. WIXI-F	4. WINK
5. WDCQ	5. WIXI-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WINK-F	1. WRXK-F	1. WCVU-F
2. WRXK-F>>	2. WINK-F>>	2. WIXI-F>
3. WOOJ-F	3. WOOJ-F	3. WINK-F
4.	4. WRCC-F	4. WRXK-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WHYS	1350	Fort Myers	.9/3.3
WKII	1090	Port Charlotte	1.6/5.0
WOOJ	1440	LeHigh Acres	---/ .6
WSOR-F	95.3	Fort Myers	1.6/6.5
WAVV-F	101.1	Marco	1.4/3.7

RADIO STATIONS

WDCQ,	1200,	10 KW/1 KW (DA-N),	AC	ABC-D,$30.00	(Banner)	(PINE IS.)	J. Collins
WINK,	1240,	1 KW/1 KW	, MOR/NOST	CBS,$28.00	(Mc-Guild)		J. Schwartzel
WWAM,	770,	10 KW/1 KW	, ? ?	SMN,$ NA	(HNWH)		
WCVU-F,	94.5,	100 KW @ 689,	BTFL/EZ	,$55.00	(Christal)	Palmer	J. Eddens
WHEW-F,	101.9,	71 KW @ 991,	COUNTRY	,$44.00	(---)		R. Hecksher
WINK-F,	96.9,	100 KW @ 833,	CHR	ABC-C,$48.00	(Mc-Guild)		J. Schwartzel
WOOJ-F,	107.1,	3 KW @ 300,	AOR	ABC-R,$18.00	(Eastman)	(LEHIGH ACRES)	R. Dwyer
WQEZ-F,	99.3,	3 KW @ 300,	SOFT AC	APR,$ NA	(Katz)	Justice	J. Ademy
WRCC-F,	103.9,	3 KW @ 300,	AC	,$21.00	(HNWH)	(CAPE CORAL)	G. Clancy
WRXK-F,	96.1,	100 KW @ 494,	AOR	Source,$65.00	(HNWH)	Beasley (BONITA SPGS)	B. Beasley
WIXI-F,	105.5,	3 KW @ 678,	NOST	SMN,$ NA	(Torbet)	(NAPLES)	M. Wodlinger

FT. PIERCE, FL

MSA Rank/Pop: 196/213,900
ARB Rank/Pop: 162/181,900
Market TSL: 22.5 hours
Average Person Ratings: 16.4

Diaries: 401/454:1
Sample Target: 350
% Below Line: 32.4
% Not Listed: 14.1

Retail $: 1.35 Bil
FM Share: 90.63%
Stations: 16/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WOVV-F	47/15.8	19.9	18.5	385	27.3	35.9	29.3
2. WHLG-F	43/14.4	6.3	9.2	339	18.9	13.5	12.3
3. WZZR-F	22/ 7.4	11.5	9.2	226	16.2	17.0	15.6
WEAT-F	22/ 7.4	6.3	4.5	217	11.9	10.6	12.6
5. WCXL-F	20/ 6.7	5.9	1.9	195	11.0	9.8	8.9
6. WRMF-F	19/ 6.4	6.6	9.2	153	8.6	13.6	19.2
7. WKGR-F	18/ 6.0	7.0	5.7	233	13.2	14.8	16.6
8. WIRK-F	17/ 5.7	3.8	9.2	158	8.9	8.7	15.3
9. WAVW-F	15/ 5.0	4.2	2.9	142	8.7	9.1	8.5
10. WIRA	13/ 4.4	4.9	6.1	166	9.3	6.1	11.0
11. WGYL-F	6/ 2.0	1.7	1.6	66	3.6	3.6	4.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WOVV-F	1. WHLG-F>	1. WOVV-F	1. WOVV-F>>
2. WHLG-F	2. WOVV-F>	2. WHLG-F	2. WHLG-F
3. WCXL-F<	3. WCXL-F	3. WZZR-F	3. WZZR >
4. WEAT-F	4. WRMF-F	4. WAVW-F	4. WAVW-F
5.	5.	5.	WCXL-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WOVV-F>>	1. WOVV-F	1. WHLG-F
2. WCXL-F	2. WCXL-F	WEAT-F
3. WKGR-F>	WRMF-F	WIRK-F
4. WRMF-F	4. WKGR-F	4. WOVV
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Fort Pierce	1.0/4.6
WSTU	1450	Stuart	1.3/4.2
WIOD	610	Miami	1.3/3.0
WNJY-F	94.3	Riviera Beach	1.0/4.1

RADIO STATIONS

WIRA, 1400, 1 KW/1 KW , NOSTALGIA	NBC,$20.00 (Mc-Guild)				A. Chapman
WAVW-F, 105.5, 3 KW @ 350, COUNTRY	APR,$22.00 (Roslin)	(VERO BEACH)	W. Wooden
WCXL-F, 101.7, 1.6 KW @ 450, AC	,$20.00 (---)	(VERO BEACH)	W. Dillon
WHLG-F, 102.3, 3 KW @ 300, BTFL/EZ	UPI,$ NA (---)	(STUART)	G. Glascock
WOVV-F, 95.5, 100 KW @ 1000, CHR	,$40.00 (Mc-Guild)		A. Chapman
WZZR-F, 92.7, 3 KW @ 340, CHR	,$25.00 (Katz)	(STUART)	L. Hart

Other ranked stations - See West Palm Beach in Spring 88 edition of American Radio

FT. SMITH, AR

MSA Rank/Pop: 220/176,700
ARB Rank/Pop: 161/186,500
Market TSL: 19.0 hours
Average Person Ratings: 13.6

Diaries: 486/384:1
Sample Target: 400
% Below Line: 9.8
% Not Listed: 6.3

Retail $: 1.02 Bil
FM Share: 87.01%
Stations: 19/17

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KZBB-F	50/19.7	20.7	16.2	541	29.0	33.7	28.2
2. KISR-F	44/17.3	18.1	18.6	500	26.8	31.6	29.6
3. KTCS-F	40/15.7	13.0	19.5	421	22.6	19.3	20.4
4. KEZA-F	20/ 7.9	10.4	8.1	216	11.6	13.1	13.8
5. KINB-F	18/ 7.1	1.0	2.4	211	11.3	5.8	5.1
6. KBBQ-F	14/ 5.5	2.1	.5	116	6.2	7.7	3.5
7. KPHN-F	11/ 4.3	---	---	112	6.0	---	---
8. KFDF	10/ 3.9	3.1	4.8	117	6.3	4.9	4.8
9. KMAG-F	9/ 3.5	3.6	1.9	229	12.3	10.5	6.6
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTCS-F	1. KZBB-F	1. KZBB-F	1. KZBB-F
2. KZBB-F	2. KTCS-F	2. KTCS-F	2. KISR-F
3. KISR-F>>	3. KISR-F>	3. KISR-F>	3. KTCS-F>
4.	4.	4.	4. KBBQ-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KISR-F>	1. KISR-F	1. KTCS-F
2. KZBB-F>>	KISR-F	KEZA-F
3. KTCS-F	3. KZBB-F>	3. KZBB-F
4.	4. KBBQ-F	4. KINB-F
5.	5.	5. KBBQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAJJ-F	106.3	Greenwood	.8/2.2
KLSZ-F	102.3	Van Buren	2.4/8.0
KFPW	1230	Ft. Smith	.4/4.8
KFSA	950	Ft. Smith	2.0/5.2
KKID-F	95.9	Sallisaw	.8/3.8
KTCS	1410	Ft. Smith	.4/2.2
KTFX-F	103.3	Tulsa	2.0/2.4

RADIO STATIONS

KFDF, 1580, 1 KW/5 W	, RELIGION	,$ 9.00	(---)	(VAN BUREN)	J. Domerese
KBBQ-F, 100.9, 3 KW @ 380,	COUNTRY	SMN,$ 7.00	(Unirep)		
KINB-F, 107.3, 100 KW @ 1810,	COUNTRY	ABC-E,$ 15.00	(---)	(POTEAU, OK)	V. Nowlin
KISR-F, 93.7, 100 KW @ 1250,	CHR	ABC-F,$ 30.00	(---)		F. Baker
KPHN-F, 94.5, 3 KW @ 193.5,	? ?	,$ NA	(In-House)	(BARLING)	
KTCS-F, 99.9, 100 KW @ 225,	COUNTRY	,$ 15.00	(---)		L. Ruth
KMAG-F, 99.1, 100 KW @ 2060,	BTFL/EZ	,$ 16.00	(---)		V. Burrough
KZBB-F, 97.9, 100 KW @ 2000,	CHR	US 1,$ 27.00	(Mc-Guild)	(POTEAU, OK)	R. Collar

KEZA-F - See Fayetteville, AR

FT. WALTON BEACH, FL

MSA Rank/Pop: 247/144,800
ARB Rank/Pop: 205/119,800
Market TSL: 21.0 hours
Average Person Ratings: 15.3

Diaries: 348/344:1
Sample Target: 280
% Below Line: 37.7
% Not Listed: 14.2

Retail $: .94 Bil
FM Share: 80.87%
Stations: 17/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WTKX-F	31/16.9	10.3	10.6	253	21.1	20.4	24.2
2. WYZB-F	26/14.2	25.8	2.4	366	30.5	37.9	6.8
3. WMMK-F	20/10.9	8.4	12.4	171	14.3	15.0	19.6
4. WKSM-F	18/ 9.8	10.3	16.5	248	20.7	24.3	34.1
5. WMEZ-F	14/ 7.7	9.7	5.3	133	11.1	13.9	12.5
6. WWAV-F	9/ 4.9	5.2	10.0	131	10.9	10.0	14.9
7. WBLX-F	7/ 3.8	3.9	6.5	68	5.7	5.1	7.6
8. WAAZ-F	6/ 3.3	1.9	2.4	67	5.6	5.1	4.2
WKMX-F	6/ 3.3	2.6	.6	43	3.6	4.7	4.2
10. WJSB	4/ 2.2	1.3	.6	41	3.4	4.4	4.7
WJLQ-F	4/ 2.2	3.9	5.3	12	10.0	9.9	13.8

12+ AMD

1. WTKX-F
2. WYZB-F
3. WKSM-F>
4. WAAZ-F<
5. WMEZ-F

12+ MID

1. WYZB-F
2. WTKX-F
3. WMMK-F<
4. WMEZ-F
5.

12+ PMD

1. WTKX-F
2. WYZB-F>
3. WKSM-F
   WMMK-F<
5. WMEZ-F

12+ EVE

1. WTKX-F
2. WYZB-F
3. WKSM-F
4. WBLX-F
5.

ADULTS 18-34

1. WTKX-F>>
2. WYZB-F>
3. WKSM-F
4. WMMK-F
5.

ADULTS 25-54

1. WYZB-F
2. WMMK-F
   WTKX-F>
4. WKSM-F
5.

ADULTS 35-64

1. WMMX-F>
2. WYZB-F
   WMEZ-F
4. WKSM-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCNU	1010	Crestview	.5/2.3
WFTW	1260	Ft. Walton	1.6/3.0
WNUE	1400	Ft. Walton Beach	.5/4.5
WFSY-F	98.5	Panama City	.5/3.4
WIZD-F	104.1	Atmore	1.6/6.1
WXBM-F	102.7	Milton	1.6/5.7

RADIO STATIONS

WAAZ-F, 104.9,	3 KW @	504, COUNTRY	CBS,$ 7.00	(---)	(CRESTVIEW)	J. Whitaker
WKSM-F, 99.3,	3 KW @	?? , ? ?	APR,$ NA	(---)		
WMMK-F, 92.1,	3 KW @	294, COUNTRY	NBC,$ 25.00	(Roslin)	(DESTIN)	E. Smith
WWAV-F, 102.3,	3 KW @	?? , SOFT AC	Trans,$ NA	(---)	(DESTIN)	
WYZB-F, 105.5,	3 KW @	345, CHR	,$ NA	(HNWH)	(MARY ESTER)	J. Yeiser

Other ranked stations - See Pensacola or Mobile in Spring 88 edition of American Radio

FREDERICK, MD

MSA Rank/Pop: NA
ARB Rank/Pop: 214/112,100
Market TSL: 23.0 hours
Average Person Ratings: 17.6

Diaries: 313/358:1
Sample Target: 290
% Below Line: 53.5
% Not Listed: 13.7

Retail $: .77 Bil
FM Share: 77.06%
Stations: 24/4

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WFMD	28/14.2	16.5	15.6	278	25.1	31.6	31.1
2. WFRE-F	25/12.7	10.8	9.8	227	21.2	14.3	16.0
3. WZYQ-F	21/10.7	6.8	9.8	181	23.1	21.6	23.5
4. WMZQ-F	18/ 9.1	7.4	4.4	197	18.4	13.5	13.5
5. WGRX-F	10/ 5.1	1.7	2.9	112	10.7	8.0	7.6
WWDC-F	10/ 5.1	5.7	3.4	122	12.3	11.7	11.0
7. WGTY-F	7/ 3.6	.6	---	80	7.1	2.3	---
8. WZYQ	5/ 2.5	3.4	.5	181	6.7	4.8	3.5
WAVA-F	5/ 2.5	4.0	3.9	93	11.8	11.6	8.8
WCXR-F	5/ 2.5	1.1	3.4	98	9.2	6.5	7.0
WMAL	5/ 2.5	1.1	3.4	51	4.5	3.7	7.0
WRQX-F	5/ 2.5	5.1	2.0	83	10.3	13.4	6.8

12+ AMD

1. WFMD >>
2. WFRE-F
3. WZYQ-F>
4. WMZQ-F
5. WWDC-F

12+ MID

1. WFRE-F
2. WFMD >
3. WZYQ-F
4. WMZQ-F
5. WGRX-F

12+ PMD

1. WMZQ-F<
2. WZYQ-F
3. WFRE-F
4. WFMD
5.

12+ EVE

1. WZYQ-F
2. WFRE-F
3. WFMD
4. WZYQ-F
   WWDC-F

ADULTS 18-34

1. WZYQ-F
2. WMZQ-F
3. WGRX-F
   WWDC-F
5.

ADULTS 25-54

1. WMZQ-F>
2. WFMD
   WFRE-F
4. WZYQ-F
5.

ADULTS 35-64

1. WFMD
   WFRE-F
3. WMZQ-F>
4. WZYQ-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARX-F	106.9	Hagerstown	2.0/10.9	WPOC-F	93.1	Baltimore	2.0/8.7
WASH-F	97.1	Washington	1.5/ 4.3	WTOP	1500	Washington	.5/4.1
WGAY-F	99.5	Washington	1.5/ 3.8	WWMX-F	106.5	Baltimore	1.0/5.3
WINC-F	92.5	Winchester	.5/ 3.4	WXTR-F	104.1	LaPlata	1.5/3.3
WIYY-F	97.9	Baltimore	.5/ 4.5	WYCR-F	98.5	York	1.0/4.5
WLTT-F	94.7	Bethesda	1.0/ 7.8				
WMZQ	1390	Arlington	---/ .4				

RADIO STATIONS

WFMD, 930, 5 KW/1 KW (DA-N), MOR	CBS,$	NA	(---)	F. Veihmeyer
WZYQ, 820, 5 KW/5 KW (DA-N), COUNTRY	ABC-E,$	NA	(Unirep)	T. Boock
WFRE-F, 99.9, 9 KW @ 1123, BTFL/EZ	,$	NA	(---)	F. Veihmeyer
WZYQ-F, 103.9, 380 W @ 912, CHR	ABC-C,$	NA	(Unirep)	T. Boock

Other ranked stations - See Washington in Spring 88 edition of American Radio

GAINESVILLE, FL

MSA Rank/Pop: 202/205,200
ARB Rank/Pop: 183/151,800
Market TSL: 20.25 hours
Average Person Ratings: 15.1

Diaries: 441/344:1
Sample Target: 340
% Below Line: 6.0
% Not Listed: 19.7

Retail $: 1.12 Bil
FM Share: 82.07%
Stations: 15/12

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WKTK-F	42/18.3	15.1	6.8	431	30.4	27.2	15.7
2. WYKS-F	33/14.4	8.7	12.7	381	30.9	24.5	34.8
3. WRUF-F	27/11.8	16.1	10.9	375	27.0	30.3	30.0
4. WLUS	20/ 8.7	7.8	6.8	116	7.9	6.8	10.5
5. WYGC-F	13/ 5.7	4.6	7.7	181	11.9	12.9	16.8
6. WGGG-F	12/ 5.2	3.2	5.9	202	14.2	11.8	20.7
7. WRUF	11/ 4.8	3.7	6.8	205	14.1	14.0	14.4
8. WMMZ-F	8/ 3.5	.9	---	158	11.5	2.8	---
9. WJHM-F	5/ 2.2	---	---	70	4.9	---	---
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKTK-F	1. WKTK-F	1. WKTK-F>	1. WKTK-F>
2. WYKS-F	2. WRUF-F>	2. WYKS-F	2. WYKS-F
3. WRUF-F>	3. WYKS-F	3. WRUF-F>	3.
4. WRUF	4. WLUS	4. WLUS	4.
5. WLUS	5. WYGC-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKTK-F	1. WKTK-F>>	1. WKTK-F
2. WRUF-F<	2. WRUF-F>	2. WLUS
3. WYKS-F	3. WYKS-F	3. WYGC-F
4.	4. WRUF	4. WRUF
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAJD	1390	Gainesville	.4/2.1
WFEZ-F	92.1	Williston	.4/3.2
WGGG	1230	Gainesville	.4/4.0
WKAE-F	104.9	High Springs	1.7/2.8
WNFI-F	99.9	Palatka	1.7/9.6
WOCL-F	105.9	DeLand	.9/2.6

RADIO STATIONS

WLUS,	980, 5 KW	, COUNTRY	,$26.00 (Roslin)			L. Edwards
WRUF,	850, 5 KW/5 KW (DA-N),	MOR	CBS,$15.00 (Smith)		Univ. of Fla.	J. Geason
WGGG-F,	97.7, 3 KW @ 300,	AC	Trans,$18.00 (Christal)		(MICANOPY)	S. Sullivan
WKTK-F,	98.5, 100 KW @ 1330,	AC	,$21.00 (---)		(CRYSTAL RIVER)	G. Granger
WMMZ-F,	93.7, 100 KW @ 1347,	CHR	APR,$30.00 (---)		(OCALA)	R. Hawk
WRUF-F,	103.7, 100 KW @ 768,	AOR	Source,$17.00 (Smith)		Univ. of Fla.	J. Geason
WYGC-F,	100.9, 3 KW @ 300,	COUNTRY	ABC-E,$17.00 (Mc-Guild)			C. Holladay
WYKS-F,	105.5, 3 KW @ 300,	AC	,$32.00 (Republic)		Sunshine	D. Paustian

WJHM-F - See Orlando in Spring edition of American Radio

GRAND FORKS, ND

MSA Rank/Pop: 347/68,300
ARB Rank/Pop: 239/84,900
Market TSL: 19.0 hours
Average Person Ratings: 14.5

Diaries: 247/344:1
Sample Target: 260
% Below Line: 4.8
% Not Listed: 14.6

Retail $: .66 Bil
FM Share: 79.05%
Stations: 13/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KKXL-F	19/15.4	17.8	10.9	189	29.3	29.2	32.2
2. KJKJ-F	17/13.8	2.5	5.4	128	16.5	9.2	13.1
3. KYCK-F	15/12.2	9.3	9.3	159	19.6	19.6	20.4
4. KQHT-F	14/11.4	12.7	16.3	174	23.9	19.4	27.9
5. KSNR-F	10/ 8.1	---	---	94	11.7	---	---
6. KNOX	8/ 6.5	11.9	10.9	172	20.3	24.5	24.0
KZLT-F	8/ 6.5	7.6	7.0	111	13.7	20.6	14.7
8. KKXL	7/ 5.7	2.5	5.4	116	14.5	8.9	14.7
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYCK-F	1. KJKJ-F	1. KKXL-F>	1. KKXL-F<
2. KNOX	2. KYCK-F	2. KJKJ-F	2. KQHT-F
3. KJKJ-F	3. KKXL-F	3. KYCK-F	3. KJKJ-F>
4. KKXL-F	4. KQHT-F	4. KQHT-F	4. KSNR-F
5.	5.	KSNR-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KJKJ-F	1. KJKJ-F	1. KYCK-F
2. KQHT-F	KSNR-F	2. KKXL >
3. KKXL-F>	3. KYCK-F	3. KSNR-F
4. KZLT-F	4. KZLT-F	4. KNOX
5. KSNR-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCNN	1590	E. Grand Forks	1.6/9.2
KFGO	790	Fargo	1.6/8.1
KFYR	550	Bismarck	.8/6.1
KSJB	600	Jamestown	.8/5.4
WDAY	970	Fargo	.8/6.0

RADIO STATIONS

KKXL, 1440, 1 KW/5 KW (DA-N), MOR	US 2,$12.00 (---)	Vaughn	D. Cariveau
KNOX, 1310, 5 KW/5 KW (DA-N), AC	ABC-E,$18.00 (Katz)	Ingstad	S. Park
KJKJ-F, 107.5, 100 KW @ 500, CLASSIC AOR	,$14.00 (---)		J. Hoberg
KKXL-F, 92.9, 100 KW @ 210, CHR	,$24.00 (---)		D. Cariveau
KQHT-F, 96.1, 100 KW @ 500, CHR	,$ NA (Torbet)	(CROOKSTON, MN)	C. Scott
KSNR-F, 100.3, 100 KW @ 620, AC	SMN,$ 9.00 (---)	(THIEF RIVER, MN)	J. Swanson
KYCK-F, 97.1, 100 KW @ 403, COUNTRY	ABC-D,$21.00 (HNWH)	(CROOKSTON, MN)	M. Leighton
KZLT-F, 104.3, 100 KW @ ?? , AC	,$ NA (---)		

GRAND JUNCTION, CO

MSA Rank/Pop: NA
ARB Rank/Pop: 250/75,100
Market TSL: 17.5 hours
Average Person Ratings: 12.5

Diaries: 299/251:1
Sample Target: 250
% Below Line: 0
% Not Listed: 20.2

Retail $: .78 Bil
FM Share: 62.67%
Stations: 9/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KEKB-F	15/16.0	16.4	10.2	195	26.0	28.3	18.2
2. KSTR-F	14/14.9	19.8	10.2	237	31.6	34.6	28.5
3. KQIL	11/11.7	15.5	17.2	159	21.2	28.7	27.4
4. KQIX-F	10/10.6	4.3	15.6	160	21.3	16.6	24.0
5. KEXO	8/ 8.5	3.4	7.8	141	18.8	14.2	20.5
6. KKLY-F	5/ 5.3	6.0	6.3	89	11.9	12.9	12.1
KSTR	5/ 5.3	9.5	9.4	86	11.5	14.5	18.4
8. KVEE	4/ 4.3	---	---	50	6.7	7.0	---
9. KVEE-F	3/ 3.2	5.2	7.8	50	6.7	11.4	14.5
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KEKB-F	1. KEKB-F	1. KSTR-F	1. KEKB-F
2. KSTR-F	2. KSTR-F	2. KEKB-F	2. KSTR-F
3. KQIL	3. KQIL	KQIL	3. KQIX-F
4. KEXO	4. KEXO	4. KQIX-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KSTR-F>	1. KEKB-F	1. KEKB-F>>
2. KQIX-F	2. KSTR-F>>	2. KQIL
3. KEKB-F	3.	3.
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEXO, 1230, 1 KW/1 KW	, NOSTALGIA	ABC-I,$15.00 (HNWH)			R. DeRose
KQIL, 1340, 1 KW/1 KW (DA-N)	, COUNTRY	NBC,$27.00 (Torbet)	Mesa		J. Terlouw
KSTR, 620, 5 KW (DAYS)	, AC	MBS,$23.00 (Mc-Guild)			J. Larsen
KVEE, 1100, 50 KW/10 KW (DA-N)	, BTFL/EZ	CBS,$17.00 (Eastman)			J. Hendrick
KEKB-F, 99.9, 80 KW @ 1385	, COUNTRY	,$25.00 (Banner)		(FRUITA)	D. Maynard
KKLY-F, 95.1, 100 KW @ ??	, ? ?	,$ NA (HNWH)		(DELTA)	
KQIX-F, 93.1, 26 KW @ 1027	, AC	,$23.00 (Torbet)	Mesa		J. Terlouw
KSTR-F, 96.1, 100 KW @ 1099	, CHR	,$13.00 (Mc-Guild)		(MONTROSE)	J. Larsen
KVEE-F, 92.3, 100 KW @ 500	, BTFL/EZ	CBS,$17.00 (Eastman)			J. Hendrick

GREAT FALLS, MT

MSA Rank/Pop: 339/78,600
ARB Rank/Pop: 254/65,900
Market TSL: 17.75 hours
Average Person Ratings: 13.1

Diaries: 240/275:1
Sample Target: 250
% Below Line: 0
% Not Listed: 8.1

Retail $: .49 Bil
FM Share: 62.03%
Stations: 8/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KAAK-F	19/22.1	25.7	9.9	209	36.7	33.4	21.4
2. KMON-F	16/18.6	18.3	22.0	166	32.0	36.0	36.3
3. KMON	11/12.8	11.9	12.1	139	21.5	23.7	26.6
4. KLFM-F	10/11.6	9.2	13.2	92	15.5	20.4	21.1
5. KXGF	9/10.5	1.8	---	99	15.0	3.6	---
6. KEIN	8/ 9.3	7.3	4.4	81	12.9	16.9	15.6
7. KOOZ-F	4/ 4.7	9.2	11.0	75	12.4	15.4	17.6
8. KQDI	2/ 2.3	9.2	13.2	94	14.9	19.8	22.4
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KAAK-F	1. KAAK-F	1. KMON-F<	1. KMON-F
2. KMON	2. KLFM-F	2. KAAK-F	2. KAAK-F
3. KLFM-F	3. KMON	3. KLFM-F	3. KLFM-F
KMON-F	KXGF	4. KXGF <	4. KEIN
KXGF	5. KMON-F>	5. KMON	KXGF

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KAAK-F>>	1. KAAK-F	1. KMON
2.	2. KLFM-F	KXGF
3.	KMON	3. KEIN
4.	4. KMON-F>	KMON-F>
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KEIN, 1310, 5 KW/1 KW , COUNTRY	ABC-D,$ 25.00	(Banner)	H. Balfanz
KMON, 560, 5 KW/5 KW (DA-N), COUNTRY	ABC-I,$ 20.00	(Mc-Guild)	W. McShay
KQDI, 1450, 1 KW/1 KW , OLDIES	US 2,$ 30.00	(Republic)	B. Lockhart
KXGF, 1400, 1 KW/1 KW (DA-2), MOR	,$ NA	(---)	
KAAK-F, 98.9, 100 KW @ 500, AC	,$ NA	(Torbet)	D. Robinson
KLFM-F, 92.9, 100 KW @ 450, COUNTRY	ABC-D,$ 20.00	(Banner)	H. Balfanz
KMON-F, 94.5, 36 KW @ 470, CHR	US 1,$ 22.00	(Mc-Guild)	W. McShay
KOOZ-F, 106.3, 100 KW @ 300, BTFL/EZ	,$ 28.00	(Republic)	B. Lockhart

HAGERSTOWN - CHAMBERSBURG - WAYNESBORO, MD-PA

MSA Rank/Pop: 307/114,000
ARB Rank/Pop: 156/196,700
Market TSL: 22.0 hours
Average Person Ratings: 16.6

Diaries: 455/432:1
Sample Target: 400
% Below Line: 20.3
% Not Listed: 15.3

Retail $: 1.18 Bil
FM Share: 81.88%
Stations: 24/14

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WAYZ-F	41/12.6	12.8	5.2	372	20.7	19.7	13.2
2. WIKZ-F	35/10.7	12.1	10.8	353	22.9	22.5	20.5
3. WQCM-F	22/ 6.7	10.6	9.2	278	16.4	19.7	16.9
WWMD-F	22/ 6.7	7.5	4.9	217	11.0	12.6	10.0
5. WYII-F	17/ 5.2	5.3	7.7	223	11.3	13.0	13.4
6. WARX-F	15/ 4.6	1.2	1.5	131	6.7	4.2	4.9
WGLL-F	15/ 4.6	4.4	4.0	185	10.6	9.4	10.4
8. WJEJ	14/ 4.3	5.0	3.7	211	10.7	13.5	10.3
WWDC-F	14/ 4.3	4.4	4.0	167	10.1	9.1	5.8
10. WFRE-F	13/ 4.0	4.4	2.8	177	9.0	9.9	7.2
11. WCHA	9/ 2.8	3.4	6.8	153	8.2	10.2	10.0
12. WEEO	8/ 2.5	.9	4.0	79	4.0	3.2	5.0

12+ AMD

1. WIKZ-F<
2. WAYZ-F
3. WQCM-F
   WYII-F<
5. WWDC-F

12+ MID

1. WAYZ-F
2. WIKZ-F<
3. WWMD-F
4. WQCM-F
5. WARX-F

12+ PMD

1. WAYZ-F
2. WIKZ-F
3. WWMD-F
4. WQCM-F
5. WARX-F

12+ EVE

1. WAYZ-F
2. WIKZ-F>
3. WQCM-F
4.
5.

ADULTS 18-34

1. WIKZ-F>>
2. WARX-F
   WAYZ-F
   WQCM-F
   WWDC-F

ADULTS 25-54

1. WAYZ-F>
2. WIKZ-F
3. WARX-F
4. WQCM-F
5. WYII-F

ADULTS 35-64

1. WAYZ-F>
2. WYII-F
3. WWMD-F
4. WQCM-F
5. WGLL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK	1490	Hagerstown	1.5/4.7
WAYZ	1380	Waynesboro	2.1/3.6
WHAG	1410	Halfway	1.8/4.2
WKSL-F	94.3	Greencastle	1.2/4.1
WCXR-F	105.9	Woodbridge	.9/3.5
WGAY-F	99.5	Washington	.9/2.6
WGRX-F	100.7	Westminster	1.2/4.2
WHYL	960	Carlisle	.3/ .8
WHYL-F	102.3	Carlisle	---/1.8
WKMZ-F	97.5	Martinsburg	2.8/9.4
WMZQ-F	98.7	Washington	2.1/3.3
WRQX-F	107.3	Washington	.6/2.2

RADIO STATIONS

WCHA,	800,	1 KW/196 W	, COUNTRY		,$18.00	(---)		(CHAMBERSBURG, PA) T. Boock
WEEO,	1130,	1 KW (DA)	, CLASSIC	MBS	,$10.00	(---)		(WAYNESBORO, PA) K. Stewart
WJEJ,	1240,	1 KW/1 KW	, MOR	CBS	,$11.00	(---)		(HAGERSTOWN, MD) J. Staub
WARX-F,	106.9,	15.41 KW @	855, AC	CNN	,$ NA	(Katz-Powell)		(HAGERSTOWN, MD)
WAYZ-F,	101.5,	50 KW @	965, COUNTRY	APR	,$26.00	(---)	Verstandig	(WAYNESBORO, PA) M. Martin
WGLL-F,	92.1,	3 KW @	295, AC	ABC-D	,$18.00	(---)		(MERCERSBURG, PA) P. Low
WIKZ-F,	95.1,	50 KW @	480, CHR		,$29.00	(---)		(CHAMBERSBURG, PA) T. Boock
WQCM-F,	96.7,	3 KW @	165, CHR	ABC-F	,$17.00	(Dome)		(HALFWAY) K. Albright
WWMD-F,	104.7,	9.4 KW @	1320, BTFL/EZ		,$14.00	(---)		(HAGERSTOWN, MD) J. Staub
WYII-F,	95.9,	3 KW @	300, COUNTRY	NBC	,$16.00	(Market 4)		(WILLIAMSPORT) K. Smith

WWDC - See Washington in Spring 88 edition of American Radio

ITHACA, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 246/79,200
Market TSL: 17.75 hours
Average Person Ratings: 12.9

Diaries: 269/294:1
Sample Target: 250
% Below Line: 9.8
% Not Listed: 22.5

Retail $: .47 Bil
FM Share: 69.62%
Stations: 9/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WQNY-F	15/14.7	13.9	21.8	256	32.3	30.3	39.3
2. WHCU	14/13.7	10.2	5.5	165	20.8	21.4	11.9
3. WYXL-F	12/11.8	7.4	4.5	209	26.4	19.9	16.8
4. WOKW-F	11/10.8	12.0	9.1	218	27.5	26.9	21.5
5. WVBR-F	9/ 8.8	10.2	7.3	215	27.1	24.3	26.7
6. WTKO	8/ 7.8	4.6	10.9	98	12.4	21.4	28.0
7. WPCX-F	6/ 5.9	11.1	10.9	83	10.5	18.0	14.3
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHCU	1. WQNY-F	1. WQNY-F	1. WQNY-F
2. WQNY-F	2. WHCU	2. WOKW-F	2. WOKW-F
3. WYXL-F	3. WVBR-F	3. WHCU	3. WAAL-F
4. WVBR-F	WYXL-F	4. WVBR-F	4.
5. WOKW-F	5. WOKW-F	WYXL-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WQNY-F	1. WQNY-F>	1. WPCX-F
2. WVBR-F	2. WYXL-F	2. WHCU
3. WYXL-F	WPCX-F	3. WQNY-F
4. WOKW-F	4.	WTKO
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAAL-F	99.1	Binghamton	2.0/4.4
WKRT	920	Cortland	2.0/4.2

RADIO STATIONS

WHCU, 870, 5 KW/1 KW (DA-2) , MOR CBS,$24.00 (Christal) R. Paolangeli
WTKO, 1470, 5 KW/500 W (DA-2), MOR ABC-I,ABC-E,$13.00 (---)

WOKW-F, 99.9, 23 KW @ 730, CHR ,$17.00 (Katz) (CORTLAND) D. Gerard
WQNY-F, 103.7, 12 KW @ 876, AC ,$12.00 (Roslin) J. Roberts
WVBR-F, 93.5, 3 KW @ 250, CHR NBC,$15.00 (Katz-Powell) D. Friedland
WYXL-F, 97.3, 26 KW @ ?? , ? ? Trans,$20.00 (Christal)
WPCX-F, 106.9, 45 KW @ 530, COUNTRY ,$21.00 (Market 4) Scott (AUBURN) R. DuCayne

JOPLIN, MO

MSA Rank/Pop: 267/135,000
ARB Rank/Pop: 211/112,500
Market TSL: 20.75 hours
Average Person Ratings: 14.8

Diaries: 392/287:1
Sample Target: 300
% Below Line: 3.6
% Not Listed: 16.8

Retail $: 1.33 Bil
FM Share: 66.91%
Stations: 16/14

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KSYN-F	31/18.6	13.5	19.4	332	29.5	27.6	28.6
2. KKUZ-F	25/15.0	17.4	13.2	326	29.0	27.4	27.8
3. KIXQ-F	13/ 7.8	9.7	4.9	138	12.3	12.5	9.3
4. KKOW-F	10/ 6.0	7.7	5.6	113	10.0	13.2	7.4
5. WMBH	9/ 5.4	2.6	5.6	102	9.1	10.4	11.2
6. KSSC	7/ 4.2	1.3	---	71	6.3	2.6	---
7. KBLT-F	6/ 3.6	3.9	8.3	89	7.9	10.7	12.4
KDMO	6/ 3.6	2.6	2.8	83	7.4	4.8	7.1
KKOW	6/ 3.6	6.5	6.9	117	10.4	11.2	10.4
KRGK-F	6/ 3.6	5.8	1.4	90	8.0	11.2	5.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSYN-F>	1. KKUZ-F>	1. KSYN-F>	1. KSYN-F>>
2. KKUZ-F>	2. KSYN-F>	2. KKUZ-F>	2. KKUZ-F>>
3. KDMO	3. KIXQ-F	3. KIXQ-F	3. KDMO
4.	4. KBLT-F	4.	KIXQ-F
5.	5.	5.	KKOW-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KSYN-F	1. KKUZ-F	1. KKUZ-F
2. KKUZ-F>>	2. KYSN-F>	2. KSYN-F
3. KIXQ-F	3. KIXQ-F	WMBH
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBTN	1420	Neosho	2.4/ 5.5
KFSB	1310	Joplin	2.4/10.0
KKLL	1100	Webb City	3.0/ 6.2
KQYK	1560	Joplin	1.2/ 3.0
KSSC-F	98.3	Columbus	1.2/ 3.2
KWTO	560	Springfield	1.8/ 6.8

RADIO STATIONS

KDMO, 1490,	1 KW/1 KW	, AC	ABC-I,$16.00	(---)	(CARTHAGE)	R. Kolpin
KKOW, 860,	10 KW/5 KW (DA-N)	, COUNTRY	CBS,$35.00	(Mc-Guild)	(PITTSBURG, KS)	R. Freeman
KSSC, 1230,	1 KW/1 KW	, MOR	MBS,$ 8.00	(---)		
WMBH, 1450,	1 KW/250 W	, COUNTRY	,$11.00	(Banner)		G. Exline
KBLT-F, 107.1,	3 KW @ 330,	COUNTRY	,$14.00	(---)	(BAXTER SPGS, KS)	T. Schulte
KIXQ-F, 93.9,	1.25 KW @ 520,	COUNTRY	,$13.00	(Masla)	(WEBB CITY)	R. Chegwin
KKOW-F, 96.9,	100 KW @ 390,	AOR	,$20.00	(Mc-Guild)	(PITTSBURG, KS)	
KKUZ-F, 102.5,	100 KW @ 440,	AC	US 1,$22.00	(Banner)		G. Exline
KRGK-F, 104.9,	3 KW @ 450,	BTFL/EZ	ABC-D,$14.00	(---)	(CARTHAGE)	R. Kolpin
KSYN-F, 92.5,	100 KW @ 430,	CHR	ABC-R,$25.00	(Katz-Powell)		W. Neal

KILLEEN - TEMPLE, TX

MSA Rank/Pop: 82/230,200
ARB Rank/Pop: 155/197,500
Market TSL: 22.25 hours
Average Person Ratings: 16.8

Diaries: 454/435:1
Sample Target: 390
% Below Line: 60.2
% Not Listed: 24.4

Retail $: 1.15 Bil
FM Share: 89.24%
Stations: 21/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KBTS-F	75/22.6	17.3	11.0	680	41.1	34.9	28.2
2. KIIZ	37/11.1	5.4	6.5	302	17.1	8.0	5.4
3. KOOV-F	36/10.8	18.0	9.2	311	16.9	27.3	17.0
4. KIXS-F	23/ 6.9	---	---	313	18.4	---	---
5. KNFO-F	21/ 6.3	5.8	3.4	238	12.5	11.7	6.6
6. KTQN-F	15/ 4.5	11.6	19.9	331	20.8	25.6	35.4
KASE-F	15/ 4.5	3.1	1.4	162	8.4	9.2	4.8
8. WBAP	14/ 4.2	2.7	4.1	196	9.9	7.4	9.5
9. KLBJ-F	10/ 3.0	4.4	1.4	116	6.2	8.1	3.9
10. KWTX-F	8/ 2.4	3.4	4.1	229	13.0	14.6	14.1
11. KLTD-F	7/ 2.1	---	8.9	146	8.3	---	13.9

12+ AMD

1. KBTS-F>
2. KOOV-F>
3. KIIZ
   WBAP
5.

12+ MID

1. KBTS-F>>
2. KOOV-F
3. KIIZ
4. KNFO-F
5. KIXS-F

12+ PMD

1. KBTS-F>>
2. KOOV-F<
3. KIIZ
4. KIXS-F
5.

12+ EVE

1. KBTS-F>>
2. KLTD-F
3. KOOV-F
   KLBJ-F
5.

ADULTS 18-34

1. KBTS-F>>
2. KIIZ
3. KIXS-F
4. KOOV-F
5.

ADULTS 25-54

1. KBTS-F>>
2. KOOV
   KIIZ >
4. KIXS-F
5.

ADULTS 35-64

1. KOOV-F>
2. KIIZ
3. KBTS-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KPEP-F	98.3	Gatesville	1.2/4.4	KLBJ	590	Austin	.3/2.6
KPLE-F	104.9	Temple	1.2/5.9	KQFX-F	96.5	Georgetown	.6/3.2
KTEM	1400	Temple	.9/6.5	KRLD	1080	Dallas	.3/3.6
KTON	940	Belton	1.2/4.5	WACO-F	99.9	Waco	.3/5.4
KJNE-F	102.5	Hillsboro	.6/3.2				
KKDA-F	104.5	Dallas	.3/2.3				

RADIO STATIONS

KIIZ, 1050, 250 W	, BLACK	APR,$10.00 (Christal)		D. Raab
KIXS-F, 105.5, 3 KW @ ?? , ? ?		APR,$ NA (Christal)	(HARKER HEIGHTS)	
KOOV-F, 103.1, 3 KW @ 444, COUNTRY		ABC-E,$19.00 (Riley)	(COOPERAS COVE)	G. Christie
KTQN-F, 106.3, 3 KW @ 490, CHR		ABC-I,$20.00 (HNWH)	(BELTON)	

Other ranked stations - See Waco or Austin in Spring 88 edition of American Radio

LA CROSSE, WI

MSA Rank/Pop: 327/95,200
ARB Rank/Pop: 244/80,400
Market TSL: 21.5 hours
Average Person Ratings: 16.4

Diaries: 276/291:1
Sample Target: 250
% Below Line: 5.3
% Not Listed: 14.4

Retail $: 1.13 Bil
FM Share: 69.03%
Stations: 11/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WIZM-F	31/23.5	17.9	13.6	361	44.9	40.3	35.1
2. WLXR-F	23/17.4	22.8	22.1	317	39.4	40.2	44.2
3. WKTY	19/14.4	17.9	17.1	224	27.9	32.4	33.5
4. WSPL-F	9/ 6.8	8.9	11.4	164	20.4	20.2	23.9
5. WIZM	8/ 6.1	5.7	5.0	136	16.9	14.4	17.1
6. WQJY-F	6/ 4.5	4.1	2.9	118	14.7	9.4	12.5
7. WKBH	4/ 3.0	.8	5.7	54	6.7	5.7	7.7
WLXR	4/ 3.0	7.3	5.7	75	9.3	14.3	16.9
WCOW-F	4/ 3.0	2.4	1.4	78	9.7	8.5	6.6
10. WKBH-F	3/ 2.3	2.4	4.3	80	10.0	11.9	9.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WIZM-F	1. WIZM-F>	1. WIZM-F	1. WIZM-F
2. WLXR-F	2. WLXR-F	2. WLXR-F	2. WLXR-F
3. WKTY >>	3. WKTY >	3. WSPL-F	3. WKTY-F
4.	4. WSPL-F	4. WKTY-F	4. WIZM
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WIZM-F>>	1. WIZM-F>	1. WKTY-F>
2. WLXR-F>>	2. WLXR-F	2. WIZM
3.	3. WKTY-F	WLXR-F
4.	WSPL-F	WQJY-F
5.	5.	WSPL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KROC-F 106.9 Rochester 1.5/6.5

RADIO STATIONS

WIZM, 1410, 5 KW/5 KW (DA-2), MOR	NBC,ABC-T,$27.00 (Republic)	Midwest Family	D. Record
WKBH, 1570, 1 KW/500 W , COUNTRY	,$10.00 (Roslin)	(HOLMEN)	M. Schmitz
WKTY, 580, 5 KW/1 KW (DA-2), COUNTRY	ABC-I,$21.00 (Katz)	Comm. Partners	P. St. John
WLXR, 1490, 1 KW/1 KW , COUNTRY	RADRAD,$ NA (Roslin)	Vaughn	K. Gephart

WIZM-F, 93.3, 100 KW @ 1000, CHR	ABC-C,$32.00 (Republic)	Midwest Family	D. Record
WKBH-F, 105.5, 3 KW @ 300, COUNTRY	,$16.00 (Roslin)	(TREMPEALEAU)	
WLXR-F, 104.9, 3 KW @ 430, CHR	,$26.00 (Roslin)	Vaughn	K. Gephart
WQJY-F, 100.1, 3 KW @ 250, AC/OLDIES	US 2,$11.00 (---)	(W. SALEM)	T. O'Neal
WSPL-F, 95.9, 3 KW @ 900, SOFT AC	ABC-E,$17.00 (Katz)	Comm. Partners	P. St. John
WCOW-F, 97.1, 100 KW @ 634, COUNTRY	MBS,$ 9.00 (Walton)	(SPARTA)	J. Rice

LAFAYETTE, IN

MSA Rank/Pop: 289/123,600
ARB Rank/Pop: 222/104,700
Market TSL: 16.0 hours
Average Person Ratings: 12.0

Diaries: 288/361:1
Sample Target: 290
% Below Line: 12.8
% Not Listed: 13.5

Retail $: .76 Bil
FM Share: 79.82%
Stations: 9/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WAZY-F	35/27.8	26.7	25.3	393	43.8	41.3	47.0
2. WASK-F	23/18.3	13.0	18.5	206	20.3	25.1	25.2
3. WASK	15/11.9	14.3	13.0	198	19.9	27.4	23.6
4. WKHY-F	13/10.3	8.1	13.0	247	24.7	20.9	23.5
5. WFBQ-F	11/ 8.7	14.3	3.4	191	19.9	21.8	13.6
6. WCFY	6/ 4.8	3.1	6.2	57	5.4	5.4	5.3
7.							
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WASK	1. WAZY-F	1. WAZY-F	1. WAZY-F>>
2. WAZY-F	2. WASK-F	2. WASK-F>	2.
3. WASK-F>	3. WKHY-F	3. WKHY-F	3.
4. WKHY-F	4. WFBQ-F	4. WASK	4.
5. WFBQ-F	5. WCFY	5. WFBQ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WAZY-F>>	1. WASK-F>	1. WASK-F>
2. WFBQ-F	2. WAZY-F	2. WASK
3. WKHY-F	3. WKHY-F	3. WAZY-F
4. WASK-F	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLS	890	Chicago	.8/4.9
WXTZ-F	103.3	Indianapolis	1.6/2.8

RADIO STATIONS

WASK, 1450, 1 KW/1 KW	, MOR	NBC,$26.00	(Republic)		H. Youart
WCFY, 1410, 1 KW/65 W (DA-D),	RELIGION	,$12.00	(---)		S. Speheger
WASK-F, 105.3, 50 KW @ 375,	COUNTRY	ABC-E,$26.00	(Republic)		H. Youart
WAZY-F, 96.5, 50 KW @ 500,	CHR	ABC-C,$30.00	(Christal)	Heritage	R. Bauer
WKHY-F, 93.5, 3 KW @ 215,	AC	APR,$ NA	(Katz)		E. McCart
WKJM-F, 95.3, 1.2 KW @ 520,	SOFT AC	,$25.00	(Roslin)	(MONTICELLO)	J. Pence

WFBQ-F - See Indianapolis in Spring 88 edition of American Radio

LAKE CHARLES, LA

MSA Rank/Pop: NA
ARB Rank/Pop: 189/141,900
Market TSL: 22.25 hours
Average Person Ratings: 16.6

Diaries: 374/379:1
Sample Target: 340
% Below Line: 22.2
% Not Listed: 8.1

Retail $: 1.05 Bil
FM Share: 80.09%
Stations: 13/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KBIU-F	42/17.9	22.4	21.4	464	32.7	34.8	30.7
2. KYKZ-F	41/17.4	15.1	13.2	392	27.6	23.0	17.2
3. KHLA-F	28/11.9	11.9	7.3	270	19.0	23.3	18.5
4. KTQQ-F	21/ 8.9	11.0	15.9	201	14.2	17.7	24.2
5. KXZZ	18/ 7.7	12.3	11.8	175	12.3	16.1	15.0
6. KHYS-F	15/ 6.4	6.8	4.5	150	10.6	13.5	12.0
7. KQXY-F	10/ 4.3	3.2	2.7	96	6.8	5.6	6.6
8. KAOK	9/ 3.8	1.4	5.9	196	13.8	6.0	9.5
9. KAJN-F	8/ 3.4	2.7	2.7	116	8.2	5.8	8.9
KIOC-F	8/ 3.4	1.8	.9	131	9.2	6.9	6.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKZ-F>	1. KYKZ-F	1. KBIU-F	1. KBIU-F>
2. KBIU-F	2. KHLA-F	2. KYKZ-F<	2. KXZZ >
3. KHLA-F	3. KBIU-F	3. KHLA-F	3. KYKZ-F
4. KTQQ-F	4. KTQQ-F	4. KXZZ	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KBIU-F>	1. KYKZ-F	1. KYKZ-F>>
2. KHLA-F	2. KHLA-F>	2. KTQQ-F
3. KYKZ-F	3. KBIU-F	3. KHLA-F
4.	4. KTQQ-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEFM	1310	Sulphur	1.3/5.0
KLCL	1470	Lake Charles	2.6/8.2
KALO	1250	Port Arthur	3.0/4.1

RADIO STATIONS

KAOK, 1400, 1 KW/1 KW	, MOR	ABC-E,$16.00	(---)		
KXZZ, 1580, 1 KW/1 KW	, BLACK	,$55.00	(Katz)		D. Johnson
KBIU-F, 103.7, 100 KW @ 471,	CHR	,$55.00	(Katz)		D. Johnson
KHLA-F, 99.5, 100 KW @ 400,	AC	ABC-D,$21.00	(Republic)		G. Swift
KTQQ-F, 100.9, 3 KW @ 300,	COUNTRY	US 2,$18.00	(Christal)	(SULPHUR)	M. Basso
KYKZ-F, 96.1, 100 KW @ 427,	COUNTRY	ABC-I,$24.00	(Banner)		M. Mitchell

Other ranked stations - See Beaumont in Spring 88 edition of American Radio

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 194/131,000
Market TSL: 22.25 hours
Average Person Ratings: 16.4

Diaries: 412/318:1
Sample Target: 330
% Below Line: 16.7
% Not Listed: 7.9

Retail $: 1.00 Bil
FM Share: 79.29%
Stations: 17/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WNSL-F	35/16.3	15.7	20.8	376	31.7	35.4	40.8
2. WHER-F	23/10.7	8.1	9.0	268	20.4	16.9	18.4
3. WHSY-F	20/ 9.3	8.6	7.5	236	23.8	22.2	22.8
4. WZKX-F	19/ 8.8	6.6	---	171	18.5	13.6	---
5. WJMG-F	17/ 7.9	11.6	8.5	99	9.8	16.7	16.4
6. WORV	14/ 6.5	3.0	1.9	63	5.0	5.9	5.2
WEEZ-F	14/ 6.5	---	.5	100	8.7	---	4.8
8. WQIS	12/ 5.6	6.6	8.5	138	11.7	11.6	11.2
9. WBBN-F	11/ 5.1	6.1	5.7	113	9.1	12.3	9.3
10. WBSJ-F	9/ 4.2	3.5	5.7	114	9.3	10.5	9.7
11. WHLV	7/ 3.3	---	---	53	4.2	---	---

12+ AMD

1. WNSL-F>
2. WHER-F
3. WHSY-F
4. WBSJ-F
   WZKX-F

12+ MID

1. WNSL-F
2. WHER-F
3. WHSY-F
4. WZKX-F
5. WJMG-F

12+ PMD

1. WNSL-F>
2. WHER-F
3. WHSY-F
   WJMG-F
   WZKX-F

12+ EVE

1. WNSL-F
2. WJMG-F
   WEEZ-F
4. WZKX-F
5.

ADULTS 18-34

1. WNSL-F>
2. WHSY-F
   WJMG-F
   WZKX-F
5. WEEZ-F

ADULTS 25-54

1. WNSL-F>
2. WHER-F
3. WHSY-F
   WORV
5.

ADULTS 35-64

1. WHER-F
2. WNSL-F>
3. WBSJ-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAML	1340	Laurel	.5/2.4
WBKH	950	Hattiesburg	2.3/4.0
WFOR	1400	Hattiesburg	.9/4.5
WHSY	1230	Hattiesburg	---/3.5
WKNZ-F	101.7	Collins	2.3/7.9
WMFM-F	106.3	Petal	1.9/5.3

RADIO STATIONS

WORV, 1580, 1 KW (DA), BLACK	NBN,$ 8.00 (Dora-Clayton)			V. Floyd
WQIS, 890, 10 KW , BLACK/COMTEMP	ABC-F,$ 9.00 (HNWH)			B. Holladay
WBBN-F, 95.9, 950 W @ 546, COUNTRY	,$11.00 (---)	(TAYLORSVILLE)	R. Blackeney
WBSJ-F, 102.3, 3 KW @ 300, COUNTRY	ABC-E,$ 8.00 (Gert-Bunchez)	(ELLISVILLE)	H. Knotts
WHER-F, 103.7, 100 KW @ 1056, BTFL/EZ	NBC,$11.00 (Savalli)		J. Furr
WHSY-F, 104.5, 100 KW @ 984, CHR	ABC-C,$10.00 (Republic)		T. Tibbett
WJMG-F, 92.1, 3 KW @ 300, BLACK	SBN,$10.00 (Dora-Clayton)		V. Floyd
WNSL-F, 100.3, 100 KW @ 1050, AC	ABC-F,$15.00 (HNWH)		B. Holladay
WEEZ-F, 99.3, 3 KW @ 300, AC	,$ 7.00 (Mid-South)	(HEIDELBURG)	M. Hosey

WZKX-F - See Biloxi

LAWTON, OK

MSA Rank/Pop: 304/114,400
ARB Rank/Pop: 234/95,500
Market TSL: 18.0 hours
Average Person Ratings: 13.5

Diaries: 303/315:1
Sample Target: 290
% Below Line: 10.2
% Not Listed: 8.5

Retail $: .61 Bil
FM Share: 88.98%
Stations: 11/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KLAW-F	30/23.3	30.9	32.4	321	36.3	40.6	37.5
2. KMGZ-F	27/20.9	25.5	25.0	352	44.8	43.9	35.2
3. KKRX-F	20/15.5	11.4	13.0	223	24.4	29.6	24.9
4. KQLI-F	19/14.7	---	---	209	23.2	---	---
5. KSWO	10/ 7.8	6.7	12.0	162	17.6	18.8	19.5
6. KATT-F	4/ 3.1	2.0	1.9	84	8.8	3.3	9.9
7.							
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLAW-F	1. KLAW-F>	1. KMGZ-F	1. KMGZ-F
2. KSWO	2. KMGZ-F	2. KLAW-F>	2. KKRX-F>
3. KMGZ-F	3. KQLI-F	3. KKRX-F	3. KLAW-F
4. KQLI-F	4. KKRX-F>>	4. KQLI-F	4.
5. KKRX-F	5. KSWO	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KKRX-F	1. KLAW-F	1. KLAW-F>>
2. KMGZ-F	2. KMGZ-F	2. KMGZ-F
3. KQLI-F	3. KQLI-F>	KSWO
4. KLAW-F	4. KKRX-F	4. KQLI-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKQV-F	103.3	Wichita Falls	1.6/ 6.2
KLUR-F	99.9	Wichita Falls	1.6/ 3.5
KNIN-F	92.9	Wichita Falls	.8/10.6
KOMA	1520	Oklahoma City	1.6/ 2.8
KWFT	620	Wichita Falls	.8/ 3.4

RADIO STATIONS

KSWO, 1380, 1 KW/1 KW (DA-2), COUNTRY	SMN,$ 9.00	(Riley)	R. Kirby
KKRX-F, 98.1, 100 KW @ 202, AC	,$10.00	(---)	
KLAW-F, 101.5, 100 KW @ 600, COUNTRY	ABC-E,$22.00	(Katz)	B. Shoemate
KMGZ-F, 95.3, 3 KW @ 295, CHR	US 1,$18.00	(Republic)	C. Morgan
KQLI-F, 94.3, 3 KW @ 328, SOFT AC	,$17.00	(---)	J. Gardner

KATT-F - See Oklahoma City in Spring 88 edition of American Radio

LONGVIEW - MARSHALL, TX

MSA Rank/Pop: 224/174,100
ARB Rank/Pop: 191/141,000
Market TSL: 20.0 hours
Average Person Ratings: 14.6

Diaries: 322/438:1
Sample Target: 330
% Below Line: 26.2
% Not Listed: 24.3

Retail $: 1.30 Bil
FM Share: 83.97%
Stations: 18/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KYKX-F	36/17.5	19.2	15.0	313	22.6	30.3	24.9
2. KTUX-F	26/12.6	9.1	11.1	221	22.1	22.0	24.2
3. KNUE-F	13/ 6.3	7.3	5.8	180	13.0	13.6	13.1
4. KOOI-F	11/ 5.3	4.6	1.0	132	9.4	6.5	4.1
5. KKTX-F	10/ 4.9	6.8	6.8	147	11.6	15.2	14.9
6. KEES	9/ 4.4	.9	4.8	80	5.7	5.6	7.5
KTAL-F	9/ 4.4	6.4	2.9	115	10.1	10.3	5.8
8. KMHT-F	8/ 3.9	5.0	1.9	95	8.4	9.7	6.5
9. KLGV	6/ 2.9	.9	1.0	53	3.8	2.2	3.0
10. KTYL-F	5/ 2.4	3.2	2.9	99	7.2	10.9	8.7

12+ AMD

1. KYKX-F>>
2. KTUX-F<
3. KNUE-F
4.
5.

12+ MID

1. KYKX-F>>
2. KOOI-F
3. KTUX-F
4. KNUE-F
5.

12+ PMD

1. KYKX-F
2. KTUX-F>>
3. KEES
4.
5.

12+ EVE

1. KTUX-F>>
2. KYKX-F
3. KFRO
4.
5.

ADULTS 18-34

1. KTUX-F>
2. KKTX-F
   KNUE-F
4.
5.

ADULTS 25-54

1. KYKX-F>>
2. KTUX-F
   KNUE-F
4.
5.

ADULTS 35-64

1. KYKX-F>>
2. KOOI-F>
3. KEES
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAEZ-F	95.3	Gilmer	1.9/6.0
KFRO	1370	Longview	1.5/8.5
KITT-F	93.7	Shreveport	1.9/7.9
KRMD	1340	Shreveport	---/ .6
KRMD-F	101.1	Shreveport	1.0/5.2
KTYL	1330	Tyler	1.9/ .8
KWKH	1130	Shreveport	1.5/3.7
KWKH-F	94.5	Shreveport	1.5/4.3

RADIO STATIONS

KEES, 1430, 5 KW/1 KW (DA-N), NEWS/TALK	ABC-T,$ 9.00	(---)	(GLADEWATER)
KKTX-F, 95.9, 3 KW @ 513, CHR	,$21.00	(Target)	(KILGORE) R. Monroe
KMHT-F, 103.9, 3 KW @ 300, BLACK	,$10.00	(Miller)	(MARSHALL) P. Adcock
KYKX-F, 105.7, 100 KW @ 1005, COUNTRY	ABC-I,$29.00	(Mc-Guild)	M. Gatons

KTUX-F - See Shreveport in Spring 88 edition of American Radio

Other ranked stations - See Tyler, TX

LUFKIN - NACOGDOCHES, TX

MSA Rank/Pop: NA
ARB Rank/Pop: 224/102,800
Market TSL: 21.0 hours
Average Person Ratings: 14.8

Diaries: 278/370:1
Sample Target: 280
% Below Line: 3.3
% Not Listed: 19.7

Retail $: .65 Bil
FM Share: 71.71%
Stations: 9/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KJCS-F	44/28.9	26.7	26.0	436	42.4	39.5	37.0
2. KAFX-F	39/25.7	19.9	19.2	440	42.8	34.0	30.8
3. KYKS-F	16/10.5	14.9	19.9	263	25.6	33.4	32.6
4. KSFA	7/ 4.6	5.0	.7	52	5.1	7.5	5.3
5. KEEE	5/ 3.3	1.2	1.4	113	11.0	9.6	10.6
KTBC-F	5/ 3.3	---	4.1	74	7.2	---	10.6
KOOI-F	5/ 3.3	3.1	4.1	79	7.7	7.8	5.3
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJCS-F>>	1. KJCS-F>>	1. KAFX-F<	1. KAFX-F>
2. KAFX-F>>	2. KAFX-F>	2. KJCS-F	2. KJCS-F>>
3. KYKS-F	3. KYKS-F	3. KYKS-F>>	3. KYKS-F
4. KSFA	4. KSFA	4.	4. KEEE
5.	5. KTBC-F	5.	KTBC-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KAFX-F>>	1. KJCS-F	1. KJCS-F>>
2. KJCS-F>	2. KAFX-F>>	2. KAFX-F
3. KYKS-F	3. KYKS-F	3. KYKS-F
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRBA 1340 Lufkin 5.1/.7

RADIO STATIONS

KEEE, 1230, 1 KW/1 KW	, AC	ABC-E,$13.00	(---)			R. Hill
KSFA, 860, 1 KW/500 W	, COUNTRY	APR,$16.00	(---)			B. Dunn
KAFX-F, 95.5, 100 KW @	569, AC	,$18.00	(Christal)	(DIBOLL)		C. Boswell
KJCS-F, 103.3, 100 KW @	?? , COUNTRY	,$22.00	(---)			J. Rucker
KTBC-F, 92.1, 1.9 KW @	370, AC	MBS,$13.00	(---)			T. Baker
KYKS-F, 105.1, 100 KW @	600, AC	APR,$25.00	(Eastman)			L. Gunter

KOOI - See Tyler, TX

MEDFORD - ASHLAND, OR

MSA Rank/Pop: 256/140,500
ARB Rank/Pop: 207/118,000
Market TSL: 18.75 hours
Average Person Ratings: 13.8

Diaries: 295/400:1
Sample Target: 310
% Below Line: 6.4
% Not Listed: 14.1

Retail $: .79 Bil
FM Share: 61.43%
Stations: 13/11

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KTMT-F	28/17.2	21.4	27.8	301	25.5	35.7	37.1
2. KRWQ-F	23/14.1	13.1	10.1	234	19.8	14.4	9.4
3. KCMX-F	14/ 8.6	13.1	11.8	207	17.5	17.9	20.6
4. KMED	13/ 8.0	1.4	2.4	182	15.4	4.3	7.7
5. KBGG-F	12/ 7.4	5.5	4.1	85	7.2	14.5	6.6
6. KCMX	10/ 6.1	4.8	7.7	135	11.4	8.1	10.0
7. KBOY-F	9/ 5.5	8.3	4.7	158	13.4	14.3	15.6
8. KYJC	8/ 4.9	8.3	8.3	212	18.0	23.2	22.5
9. KBOY	7/ 4.3	---	---	83	7.0	---	---
KAJO	7/ 4.3	---	---	50	4.2	---	---

12+ AMD

1. KTMT-F
2. KRWQ-F
3. KYJC
4. KCMX-F
   KMED

12+ MID

1. KTMT-F
2. KCMX-F
3. KMED
   KRWQ-F
5.

12+ PMD

1. KTMT-F>
2. KRWQ-F
3. KMED
4.
5.

12+ EVE

1. KRWQ-F
   KTMT-F
3. KGO
4. KBGG-F
5.

ADULTS 18-34

1. KTMT-F
2. KBGG-F
3. KRWQ-F
4. KBOY
   KBOY-F
   KYJC

ADULTS 25-54

1. KRWQ-F>
2. KBGG-F
   KTMT-F
4.
5.

ADULTS 35-64

1. KRWQ-F
2. KMED
3. KCMX-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOV	1230	Talent	2.5/8.3
KMFR	880	Phoenix	1.8/7.7
KGO	810	San Francisco	1.2/3.6

RADIO STATIONS

KBOY, 730, 1 KW/250 W	, AC	,$17.00 (Mc-Guild)		P. Schroeder
KCMX, 580, 1 KW/1 KW (DA-N),	COUNTRY	MBS,$13.00 (Katz)		R. Vsetecka
KMED, 1440, 5 KW/1 KW (DA-1),	MOR	MBS,$ 9.00 (Radio West)		D. Hill
KYJC, 610, 5 KW/5 KW (DA-2),	AC	ABC-C,$16.00 (HNWH)		J. Allen
KBGG-F, 102.7, 100 KW @ 2000,	AC	,$11.00 (---)	(CAVE JUNCTION)	J. Melton
KBOY-F, 95.7, 100 KW @ 935,	AC	,$16.00 (Mc-Guild)		P. Schroeder
KCMX-F, 101.9, 32 KW @ 1457,	BTFL/EZ	MBS,$15.00 (Katz)		R. Vsetecka
KRWQ-F, 100.3, 30 KW @ 985,	COUNTRY	APR,$18.00 (Radio West)	(GOLD HILL)	D. Hill
KTMT-F, 93.7, 18.4 KW @ ?? ,	CHR	ABC-R,$22.00 (Torbet)		R. Johnson

MERIDIAN, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 255/65,500
Market TSL: 24.5 hours
Average Person Ratings: 18.2

Diaries: 367/178:1
Sample Target: 250
% Below Line: 0
% Not Listed: 7.6

Retail $: .50 Bil
FM Share: 67.27%
Stations: 8/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WOKK-F	37/31.1	26.0	27.2	291	45.2	36.0	35.5
2. WJDQ-F	23/19.3	23.1	25.0	204	34.8	31.0	37.8
3. WALT	19/16.0	16.3	16.3	116	23.4	23.3	26.4
4. WQIC-F	14/11.8	6.7	---	115	22.4	18.1	---
5. WNBN	7/ 5.9	---	---	21	3.2	---	---
6. WMDN	5/ 4.2	1.9	9.8	33	5.6	10.9	21.2
WMOX	5/ 4.2	10.6	10.9	85	13.0	23.7	22.9
8.							
9.							
10.							

12+ AMD

1. WOKK-F>>
2. WJDQ-F>>
3. WALT
   WQIC-F
5. WMOX

12+ MID

1. WOKK-F>>
2. WJDQ-F>>
3. WALT
4. WQIC-F
5.

12+ PMD

1. WOKK-F
2. WJDQ-F
3. WALT
4. WQIC-F>>
5.

12+ EVE

1. WALT
2. WOKK-F>
3. WJDQ-F
4. WQIC-F
5.

ADULTS 18-34

1. WJDQ-F
2. WALT
3. WQIC-F
4. WOKK-F>>
5.

ADULTS 25-54

1. WOKK-F>>
2. WJDQ-F>
3. WALT >
4. WQIC-F
5.

ADULTS 35-64

1. WOKK-F>>
2. WJDQ-F
3. WALT
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJDQ 1240 Marion ---/2.4

RADIO STATIONS

WALT, 910, 5 KW/1 KW	, BLACK	ABC-E,$21.00	(Mc-Guild)	
WMDN, 1450, 1 KW/1 KW	, AC	SMN,$11.00	(Banner)	L. Torgerson
WMOX, 1010, 10 KW/1 KW (DA-2)	, COUNTRY	US 2,$15.00	(Savalli)	E. Smith
WNBN, 1290, 1 KW	, ? ?	NBN,$ NA	(---)	
WJDQ-F, 101.3, 100 KW @ 580	, CHR	ABC-C,$21.00	(Republic)	M. Partridge
WOKK-F, 97.1, 100 KW @ 330	, COUNTRY	ABC-E,$28.00	(Mc-Guild)	K. Rainey
WQIC-F, 103.1, 3 KW @ 300	, BLACK	,$15.00	(Banner) (MARION)	L. Torgerson

MINOT, ND

MSA Rank/Pop: NA
ARB Rank/Pop: 260/49,100
Market TSL: 20.25 hours
Average Person Ratings: 15.1

Diaries: 271/181:1
Sample Target: 250
% Below Line: 0
% Not Listed: 2.7

Retail $: .45 Bil
FM Share: 63.89%
Stations: 8/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KCJB	21/28.4	32.9	26.0	193	39.3	38.9	39.5
2. KZPR-F	13/17.6	12.7	11.0	133	27.1	25.2	21.1
3. KIZZ-F	12/16.2	12.7	13.7	158	32.2	26.6	26.4
4. KHHT-F	11/14.9	19.0	26.0	152	31.0	37.1	40.3
5. KBQQ-F	10/13.5	13.9	12.3	148	30.1	30.0	23.1
6. KRRL	3/ 4.1	3.8	1.4	49	14.5	13.2	8.9
7. KHRT	2/ 2.7	2.5	2.7	44	9.0	8.5	9.1
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCJB >>	1. KCJB >	1. KCJB >	1. KHHT-F
2. KIZZ-F	2. KZPR-F	2. KIZZ-F	2. KZPR-F
3. KZPR-F	3. KIZZ-F	KZPR-F	3. KIZZ-F>
4. KBQQ-F	4. KBQQ-F	4. KHHT-F	4. KBQQ-F
5. KHHT-F	5. KHHT-F	5. KBQQ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KIZZ-F	1. KCJB	1. KCJB >>
KZPR-F	2. KZPR-F	2. KZPR-F
3. KBQQ-F	3. KIZZ-F	3. KIZZ-F
4. KHHT-F	KBQQ-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

KCJB, 910, 5 KW/1 KW (DA-2),	COUNTRY	CBS,$45.00	(Katz)	R. Romine
KHRT, 1320, 2.5 KW ,	RELIGION	ABC-I,$ 7.00	(---)	R. Leavitt
KRRZ, 1390, 5 KW/1 KW ,	OLDIES	,$10.00	(Torbet)	C. Ferguson
KHHT-F, 97.1, 100 KW @ 830,	CHR	,$40.00	(Katz)	P. Finken
KIZZ-F, 93.7, 100 KW @ 600,	AC	ABC-C$25.00	(Banner)	W. Sanders
KBQQ-F, 99.9, 100 KW @ 500,	AC	,$14.00	(Torbet)	D. Hoberg
KZPR-F, 105.3, 100 KW @ 579,	COUNTRY	,$ NA	(Torbet)	R. Ferguson

MONMOUTH - OCEAN, NJ

MSA Rank/Pop: 49/957,600
ARB Rank/Pop: 45/813,100
Market TSL: 25.0 hours
Average Person Ratings: 19.1

Diaries: 393/2069:1
Sample Target: 400
% Below Line: 77.1
% Not Listed: 14.4

Retail $: 6.62 Bil
FM Share: 73.66%
Stations: 32/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WOR	110/7.1	6.6	7.6	1043	13.5	15.4	13.7
2. WPAT-F	104/6.7	5.7	4.3	1107	13.9	11.0	10.4
3. WADB-F	100/6.4	6.2	3.6	870	11.0	12.6	9.6
4. WHTZ-F	87/5.6	3.3	5.0	803	14.1	9.4	13.2
5. WXRK-F	81/5.2	5.3	3.1	1029	14.4	10.7	11.4
6. WOBM-F	79/5.1	5.7	6.1	941	12.1	15.5	13.7
7. WWPR-F	71/4.6	7.6	2.9	871	14.4	17.7	14.9
8. WNEW-F	62/4.0	6.4	7.4	784	9.9	12.5	13.6
9. WJLK-F	54/3.5	3.0	4.1	718	11.2	10.4	10.3
10. WABC	51/3.3	2.8	1.9	1069	13.1	11.1	10.1
11. WYNY-F	48/3.1	1.1	1.7	737	9.6	5.1	6.5

12+ AMD

1. WXRK-F
2. WADB-F
3. WOR
4. WHTZ-F
5. WOBM-F

12+ MID

1. WOR
   WPAT-F
3. WNEW-F
4. WOBM-F<
5. WADB-F

12+ PMD

1. WPAT-F
2. WOR
   WHTZ-F
4. WWPR-F
5. WADB-F

12+ EVE

1. WOR
2. WWPR-F
3. WHTZ-F
4. WXRK-F<
5. WPAT-F

ADULTS 18-34

1. WXRK-F
2. WNEW-F
3. WHTZ-F
4. WWPR-F
5. WMJY-F

ADULTS 25-54

1. WXRK-F
2. WOBM-F
3. WNEW-F<
4. WJLK-F
5. WHTZ-F
   WRKS-F

ADULTS 35-64

1. WPAT-F<
2. WADB-F
3. WOBM-F
4. WYNY-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJLK	1310	Asbury Park	1.0/ 4.4
WJRZ-F	100.1	Manahawkin	1.2/ 5.4
WMJY-F	107.1	Long Branch	2.4/ 5.4
WCBS	880	New York	2.8/11.8
WCBS-F	101.1	New York	2.2/10.0
WFAN	1050	New York	1.0/ 5.6
WFPG-F	96.9	Atlantic City	1.4/ 3.2
WHLI	1100	Hempstead	1.8/ 3.0
WINS	1010	New York	.6/4.8
WKXW-F	101.5	Trenton	.8/3.6
WLTW-F	106.7	New York	1.7/5.6
WMCA	570	New York	1.4/4.1
WMMR-F	93.3	Philadelphia	1.8/2.9
WNBC	660	New York	1.9/5.4
WNCN-F	104.3	New York	.4/2.8
WNEW	1130	New York	1.4/3.1
WNSR-F	105.1	New York	2.8/7.8
WPAT	930	Paterson	.3/2.2
WPIX-F	101.9	New York	.5/2.6
WQHT-F	103.5	Lake Success	.9/2.4
WRKS-F	98.7	New York	2.8/4.7

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES ,$ NA (Katz) Asbury Press (ASBURY PARK) J. Dziuba

WADB-F, 95.9, 3 KW @ 300, BTFL/EZ UPI,$32.00 (Christal) (POINT PLEASANT) A. Brown
WJLK-F, 94.3, 3 KW @ 500, CHR ,$71.00 (Katz) Asbury Press (ASBURY PARK) J. Dziuba
WMJY-F, 107.1, 3 KW @ 400, AC ,$35.00 (---) (LONG BRANCH) C. DeProspo
WOBM-F, 92.7, 3 KW @ 300, AC ,$59.00 (---) (TOMS RIVER) B. Levy

Other ranked stations - See New York in Spring 88 edition of American Radio

MONROE, LA

MSA Rank/Pop: 250/144,300
ARB Rank/Pop: 208/116,200
Market TSL: 20.0 hours
Average Person Ratings: 14.8

Diaries: 379/307:1
Sample Target: 310
% Below Line: 0
% Not Listed: 8.1

Retail $: .82 Bil
FM Share: 68.60%
Stations: 10/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KYEA-F	41/23.8	22.3	23.5	284	24.4	28.3	23.7
2. KNAN-F	33/19.2	17.6	22.9	372	32.0	35.2	36.4
3. KJLO-F	23/13.4	18.1	12.7	256	22.0	25.7	19.8
4. KNOE	17/ 9.9	5.7	9.0	201	17.3	16.3	21.9
5. KNOE-F	15/ 8.7	10.9	13.3	295	25.4	26.0	26.4
6. KMBS	11/ 6.4	4.7	3.6	128	11.0	6.5	5.9
7. KXLA	8/ 4.7	4.1	1.8	101	8.7	5.7	5.6
8. KMYQ-F	4/ 2.3	---	---	42	3.6	---	---
KWEZ	4/ 2.3	2.6	3.0	46	4.0	5.7	8.8
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYEA-F	1. KNAN-F	1. KYEA-F	1. KYEA-F>>
2. KNAN-F	2. KYEA-F	2. KNAN-F	2. KNAN-F
3. KNOE	3. KJLO-F	3. KJLO-F	3. KXLA
4. KJLO-F	4. KNOE	4. KNOE-F	4.
5. KNOE-F>>	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KYEA-F	1. KJLO-F	1. KJLO-F
2. KNAN-F>>	2. KYEA-F	2. KNOE
3. KJLO-F	3. KNAN-F	3. KNAN-F
4. KNOE-F	4.	KYEA-F
5.	5.	5. KMBS

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KXKZ-F 107.5 Ruston 1.2/6.5

RADIO STATIONS

KMBS, 1310, 5 KW	, NOSTALGIA	SMN,$20.00	(---)		D. Seegers
KNOE, 540, 5 KW/1 KW (DA-N)	, COUNTRY	ABC-I,$20.00	(Mc-Guild)	Noe	J. Noe
KWEZ, 1440, 5 KW/1 KW	, BLACK	,$10.00	(HNWH)	New South	V. Emerson
KXLA, 990, 1 KW/250 W (DA-1)	, BLACK	SBN,$10.00	(Masla)	(RAYVILLE)	T. Bigby
KJLO-F, 104.1, 100 KW @ 850	, COUNTRY	ABC-E,$25.00	(HNWH)	New South	V. Emerson
KMYQ-F, 100.1, 3 KW @ 200	, SOFT AC	SMN,$11.00	(---)	(BASTROP)	G. Grubbs
KNAN-F, 106.1, 100 KW @ 480	, CHR	ABC-F,$44.00	(Banner)		R. Reynolds
KNOE-F, 101.9, 100 KW @ 1650	, CONTEMP	ABC-F,$20.00	(Mc-Guild)	Noe	J. Noe
KYEA-F, 98.3, 3 KW @ 300	, BLACK	,$50.00	(Durpetti)		C. Morgan

MORRISTOWN, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 95/359,800
Market TSL: 21.25 hours
Average Person Ratings: 16.5

Diaries: 416/865:1
Sample Target: 400
% Below Line: 88.1
% Not Listed: 13.9

Retail $: 3.30 Bil
FM Share: 74.61%
Stations: 25/3

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WHTZ-F	49/8.2	9.4	6.7	544	22.8	24.1	21.0
2. WWPR-F	45/7.6	7.1	11.0	652	24.0	24.5	31.1
3. WPAT-F	44/7.4	7.6	10.3	433	12.0	12.2	15.2
4. WXRK-F	31/5.2	5.3	7.7	526	16.8	13.8	16.4
WYNY-F	31/5.2	3.9	4.6	441	12.6	13.0	15.0
6. WDHA-F	30/5.0	3.7	3.6	426	13.2	11.0	13.8
7. WABC	28/4.7	2.9	4.0	421	12.4	10.8	15.3
8. WNEW-F	27/4.5	7.8	4.5	424	13.1	20.3	15.0
WQHT-F	27/4.5	.6	1.5	190	6.8	3.7	7.3
10. WLTW-F	25/4.2	6.0	4.3	532	15.0	15.6	11.1
11. WOR	23/3.9	9.0	4.5	358	9.9	15.6	12.9
12. WCBS-F	21/3.5	5.3	4.1	472	14.0	11.5	11.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHTZ-F	1. WPAT-F	1. WWPR-F	1. WPAT-F
2. WXRK-F	2. WHTZ-F	2. WHTZ-F	2. WABC <
3. WWPR-F	3. WWPR-F	3. WABC	3. WHTZ-F
4. WYNY-F	4. WYNY-F	WPAT-F	WQHT-F
5.	5. WDHA-F	5. WNEW-F	5. WWPR-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WWPR-F	1. WHTZ-F	1. WYNY-F
2. WDHA-F	2. WWPR-F	2. WABC
3. WHTZ-F	3. WXRK-F	WPAT-F
WXRK-F	WCBS-F	4. WLTW-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR	1250	Morristown	2.2/ 5.3	WNCN-F	104.3	New York	2.0/ 9.3
WXMC	1310	Parsipp	3.0/ 3.5	WNEW	1130	New York	1.3/ 2.8
WFAN	1050	New York	.5/ 3.4	WNSR-F	105.1	New York	3.2/12.4
WFME-F	94.7	Newark	.5/ 3.2	WPAT	930	Paterson	.3/ 2.3
WINS	1010	New York	1.7/10.6	WPIX-F	101.9	New York	1.3/ 6.1
WNBC	660	New York	1.2/ 5.0	WQXR-F	96.3	New York	1.7/ 5.5

RADIO STATIONS

WMTR, 1250, 5 KW/1 KW (DA-2), MOR APR,$63.00 (Groskin) (MORRISTOWN) P. Arnow
WXMC, 1310, 1 KW (DAYS,DA) , NOSTALGIA ,$47.00 (---) (PARSIPP) R. Coppinger

WDHA-F, 105.5, 3 KW @ 300, AOR ,$68.00 (Groskin) (DOVER) R. Linder

Other ranked stations - See New York in Spring 88 edition of American Radio

MUSKEGON, MI

MSA Rank/Pop: 235/158,400
ARB Rank/Pop: 201/127,200
Market TSL: 18.0 hours
Average Person Ratings: 13.2

Diaries: 381/334:1
Sample Target: 350
% Below Line: 17.6
% Not Listed: 11.9

Retail $: .77 Bil
FM Share: 85.14%
Stations: 16/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WSNX-F	37/22.0	25.4	10.3	328	34.3	41.7	19.0
2. WMUS-F	35/20.8	22.3	19.0	275	23.1	34.5	27.7
3. WQWQ-F	16/ 9.5	10.7	7.6	190	14.9	17.4	16.6
4. WKBZ-F	12/ 7.1	6.6	15.2	210	17.5	17.2	25.8
5. WLAV-F	10/ 6.0	2.0	---	108	9.9	6.5	---
6. WKBZ-F	8/ 4.8	3.0	4.3	128	10.4	10.7	10.5
7. WLCS-F	7/ 4.2	3.6	.5	143	12.7	11.7	6.5
8. WCXT-F	5/ 3.0	4.6	6.0	91	7.5	10.1	9.9
WKLQ-F	5/ 3.0	4.6	12.0	81	10.1	12.4	19.5
WKWM	5/ 3.0	---	---	44	5.0	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSNX-F	1. WMUS-F	1. WMUS-F	1. WSNX-F>
2. WMUS-F>	2. WSNX-F>	2. WSNX-F>>	2. WMUS-F
3. WKBZ	3. WQWQ-F	3. WQWQ-F>	3. WKWM
4. WQWQ-F	4.	4. WLAV-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WSNX-F>>	1. WMUS-F>	1. WMUS-F>>
2. WLAV-F>	2. WSNX-F>>	2. WQWQ-F>
3. WLCS-F	3. WLAV-F	3. WKBZ-F
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMUS	1090	Muskegon	1.2/5.1
WSNX	1600	Muskegon	---/1.3
WCUZ-F	101.3	Grand Rapids	.6/2.9
WGN	720	Chicago	1.8/3.8
WGRD-F	97.9	Grand Rapids	.6/3.2
WOOD-F	105.7	Grand Rapids	.6/3.7

RADIO STATIONS

WKBZ,	850,	1 KW/1 KW	, AC	ABC-I,MBS,$16.00 (Roslin)	Reams		F. Tascone
WCXT-F,	105.3,	100 KW @ 650,	AC	,$18.00 (Masla)		(HART)	L. Nalley
WKBZ-F,	95.3,	3 KW @ 367,	AC	ABC-I,MBS,$16.00 (Roslin)	Reams	(WHITEHALL)	F. Tascone
WLCS-F,	98.3,	3 KW @ 380,	CLASSIC HITS	,$ NA (---)			T. Morris
WQWQ-F,	101.7,	3 KW @ 300,	BTFL/EZ	,$16.00 (Masla)	Kuiper		W. Kuiper
WSNX-F,	104.5,	50 KW @ 360,	CHR	,$32.00 (Banner)	Goodrich		

Other ranked stations - See Grand Rapids in Spring 88 edition of American Radio

NAPLES - MARCO ISLAND, FL

MSA Rank/Pop: 277/127,000
ARB Rank/Pop: 216/109,900
Market TSL: 18.75 hours
Average Person Ratings: 13.6

Diaries: 283/388:1
Sample Target: 280
% Below Line: 48.1
% Not Listed: 12.0

Retail $: 1.06 Bil
FM Share: 78.20%
Stations: 13/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WCVU-F	26/17.4	19.9	22.6	287	26.1	36.2	32.8
2. WNOG	15/10.1	12.0	14.3	175	15.9	18.6	23.6
WHEW-F	15/10.1	3.6	---	135	12.6	5.9	---
4. WZOR	14/ 9.4	---	---	65	7.7	---	---
5. WAVV-F	13/ 8.7	---	---	119	11.2	---	---
WRXK-F	13/ 8.7	12.0	.6	133	13.9	21.1	5.1
7. WIXI-F	12/ 8.1	6.0	---	160	14.6	13.5	---
8. WRGI-F	9/ 6.0	6.6	11.3	147	16.9	23.4	21.5
9. WINK-F	8/ 5.4	8.4	9.5	138	16.1	18.2	23.3
10. WIKX-F	3/ 2.0	4.2	1.2	58	5.3	9.5	6.4
WSGL-F	3/ 2.0	11.4	14.9	84	8.4	21.1	20.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNOG	1. WCVU-F>	1. WCVU-F>	1. WZOR
2. WCVU-F>	2. WAVV-F	2. WRXK-F	2. WCVU-F
3. WIXI-F	3. WIXI-F<	3. WZOR	3. WNOG
4. WZOR	4. WHEW-F	WHEW-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZOR	1. WAVV-F	1. WCVU-F
2. WRXK-F>>	2. WZOR >	2. WHEW-F
3. WAVV-F	3. WHEW-F	3. WAVV-F
WRGI-F	4. WCVU-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOOJ-F 107.1 LeHigh Acres 1.3/5.0

RADIO STATIONS

WNOG, 1270, 5 KW/2.5 KW (DA-N), TALK	CBS,MBS,$23.00	(Christal)		J. Eddens
WZOR, 1490, 1 KW/1 , SPANISH	,$ 6.00	(Caballero)	(IMMOKALEE)	M. Ritchey
WAVV-F, 101.1, 100 KW @ 1035, SOFT AC	,$36.00	(CBS)	(MARCO)	N. Alpert
WIKX-F, 98.3, 1 KW @ 565, COUNTRY	SMN,$15.00	(---)	(IMMOKALEE)	W. Roof
WIXI-F, 105.5, 3 KW @ 678, NOSTALGIA	SMN,$16.00	(Torbet)		M. Wodlinger
WRGI-F, 93.5, 3 KW @ 300, AC	US 1,$20.00	(Roslin)		J. Norman
WSGL-F, 103.1, 2 KW @ 384, NOSTALGIA	,$31.00	(Banner)		B. Michael

Other ranked stations - See Ft. Myers

NEW BEDFORD - FALL RIVER, MA

MSA Rank/Pop: 228/168,500
ARB Rank/Pop: 83/412,900
Market TSL: 23.75 hours
Average Person Ratings: 18.1

Diaries: 505/818:1
Sample Target: 400
% Below Line: 97.3
% Not Listed: 6.8

Retail $: 3.77 Bil
FM Share: 74.18%
Stations: 36/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WPRO-F	116/15.5	9.1	6.7	1061	33.6	25.5	20.2
2. WHJY-F	67/ 9.0	8.4	9.3	573	17.2	21.6	21.2
3. WLKW-F	49/ 6.6	8.6	6.6	571	13.8	17.3	15.6
4. WODS-F	36/ 4.8	---	1.8	465	11.3	---	8.7
5. WMYS-F	31/ 4.1	8.8	7.3	519	13.2	15.0	14.0
6. WBZ	30/ 4.0	4.5	4.2	338	8.6	7.5	9.9
7. WHJJ	26/ 3.5	1.1	1.6	201	4.9	4.7	3.5
8. WWLI-F	25/ 3.3	3.1	4.9	355	8.9	10.2	11.7
9. WALE	23/ 3.1	1.7	3.4	234	5.7	4.7	5.8
WSNE-F	23/ 3.1	4.5	2.6	479	12.7	10.4	10.1
WWAZ	23/ 3.1	1.7	1.8	192	4.7	2.9	4.1
12. WPLM-F	20/ 2.7	1.1	2.2	230	5.7	3.3	5.9

12+ AMD

1. WPRO-F>
2. WHJY-F
3. WBZ
4.
5.

12+ MID

1. WPRO-F
2. WHJY-F
3. WLKW-F
4. WMYS-F
5.

12+ PMD

1. WPRO-F>
2. WHJY-F
3. WLKW-F
4.
5.

12+ EVE

1. WPRO-F>>
2. WHJY-F
3. WBZ
4. WHJJ
5.

ADULTS 18-34

1. WPRO-F
2. WHJY-F>>
3.
4.
5.

ADULTS 25-54

1. WPRO-F
2. WHJY-F
3. WODS-F
4. WMYS-F
5.

ADULTS 35-64

1. WLKW-F>
2. WPRO-F
3. WODS-F
4. WMYS-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARA	1320	Attleboro	.7/3.0
WBSM	1420	New Bedford	2.1/6.2
WNBH	1340	New Bedford	1.2/4.7
WPEP	1570	Taunton	1.2/3.0
WAAF-F	107.3	Worcester	1.1/4.5
WBCN-F	104.1	Boston	1.2/4.7
WBDS-F	92.9	Brookline	1.3/5.6
WBRU-F	95.5	Providence	1.1/8.2
WCAV-F	97.7	Brockton	.4/2.3
WCRB-F	102.5	Waltham	2.3/3.0
WEEI	590	Boston	.5/4.8
WHDH	850	Boston	.9/4.4
WHIM	1110	Providence	.7/3.0
WJIB-F	96.9	Boston	1.3/3.4
WMJX-F	106.7	Boston	1.2/2.6
WPLM	1390	Plymouth	---/ .2
WPRO	630	Providence	1.7/6.0
WRKO	680	Boston	1.3/4.7
WROR-F	98.5	Boston	1.3/5.6
WVBF-F	105.7	Framingham	2.3/4.3
WWRX-F	103.7	Westerly	.8/3.2
WXKS-F	107.9	Medford	1.5/5.7
WZLX-F	100.7	Boston	2.3/5.2
WZOU-F	94.5	Boston	2.0/7.1

RADIO STATIONS

WALE, 1400, 1 KW/1 KW , TALK MBS,$27.00 (Mc-Guild) (FALL RIVER) F. Battaglia
WBSM, 1420, 5 KW/1 KW (DA-1), TALK NBC,$32.00 (Christal) Sage (NEW BEDFORD) D. Shackett

Other ranked stations - See Providence or Boston in Spring 88 edition of American Radio

NEW LONDON, CT

MSA Rank/Pop: 164/262,000
ARB Rank/Pop: 148/211,900
Market TSL: 21.0 hours
Average Person Ratings: 16.0

Diaries: 454/467:1
Sample Target: 400
% Below Line: 39.7
% Not Listed: 13.2

Retail $: 1.75 Bil
FM Share: 77.97%
Stations: 25/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WQGN-F	60/17.6	---	---	549	32.3	---	---
2. WCTY-F	44/12.9	---	---	431	21.4	---	---
3. WWRX-F	42/12.4	---	---	491	26.6	---	---
4. WTYD-F	24/ 7.1	---	---	367	18.4	---	---
5. WICH	23/ 6.8	---	---	203	10.1	---	---
6. WVVE-F	13/ 3.8	---	---	213	10.4	---	---
7. WSUB	9/ 2.6	---	---	159	7.5	---	---
WHCN-F	9/ 2.6	---	---	141	7.4	---	---
WTIC	9/ 2.6	---	---	182	8.6	---	---
10. WCBS	8/ 2.4	---	---	219	10.3	---	---

12+ AMD

1. WQGN-F>
2. WCTY-F
3. WICH
4. WWRX-F
5. WTYD-F

12+ MID

1. WQGN-F
2. WCTY-F>
3. WWRX-F
4. WTYD-F
5. WICH

12+ PMD

1. WQGN-F
2. WWRX-F>
3. WCTY-F
4. WTYD-F
5. WICH

12+ EVE

1. WQGN-F>
2. WWRX-F
3. WCTY-F>>
4. WTYD-F
5.

ADULTS 18-34

1. WQGN-F
2. WWRX-F>>
3. WCTY-F
4. WICH
5.

ADULTS 25-54

1. WCTY-F
   WQGN-F
3. WWRX-F
4. WICH
5. WVVE-F

ADULTS 35-64

1. WCTY-F
2. WTYD-F
3. WICH
   WQGN-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC	1510	New London	1.5/7.0
WAAF-F	107.3	Worcester	.9/4.9
WDRC-F	102.9	Hartford	1.5/8.2
WHJY-F	94.1	Providence	.9/3.4
WILI-F	98.3	Willimantic	1.8/3.8
WINS	1010	New York	.6/3.7
WKCI-F	101.3	Hamden	1.2/4.4
WKSS-F	95.7	Hartford	.9/2.9
WNBC	660	New York	1.8/7.2
WOR	710	New York	.9/3.0
WPLR-F	99.1	New Haven	.9/4.7
WRCH-F	100.5	New Britain	.9/3.8
WTIC-F	96.5	Hartford	1.2/5.3
WWLI-F	105.1	Providence	.6/5.4
WWYZ-F	92.5	Waterbury	.6/2.7

RADIO STATIONS

WICH, 1310, 5 KW/5 KW	, CONTEMP	,$ NA	(Torbet)		R. Reed
WNLC, 1510, 10 KW/5 KW (DA),	OLDIES	CBS,$ NA	(Mc-Guild)		R. Wolf
WSUB, 980, 1 KW/	, OLDIES	APR,$ NA	(Eastman)	(GROTON)	S. Wodlinger
WCTY-F, 97.7, 3 KW @ 300,	COUNTRY	ABC-F,$ NA	(Torbet)	(NORWICH)	R. Reed
WQGN-F, 105.5, 3 KW @ ?? ,	CHR	,$ NA	(Eastman)	Hartstone-Dickstein	(GROTON)
WTYD-F, 100.9, 3 KW @ 559,	BTFL/EZ	,$ NA	(Mc-Guild)		R. Wolf
WVVE-F, 102.3, 3 KW @ 439,	AC	,$20.00	(HNWH)	(STONINGTON)	D. Quinn

Other ranked stations - See New York, Hartford or Providence in Spring 88 edition of American Radio

NORTHWEST MICHIGAN, MI
(Traverse City - Petoskey - Charlevoix)

MSA Rank/Pop: NA
ARB Rank/Pop: 226/101,800
Market TSL: 22.5 hours
Average Person Ratings: 16.8

Diaries: 329/309:1
Sample Target: 290
% Below Line: 0
% Not Listed: 12.3

Retail $: 1.22 Bil
FM Share: 90.00%
Stations: 15/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WKHQ-F	31/18.1	18.2	19.9	380	37.3	37.6	36.8
2. WTCM-F	25/14.6	10.7	13.6	195	19.2	18.9	18.6
3. WMBN-F	15/ 8.8	8.0	9.9	176	17.3	18.4	16.5
4. WCCW-F	14/ 8.2	10.7	3.3	142	13.9	18.8	9.6
WLDR-F	14/ 8.2	1.6	5.3	133	13.1	7.6	12.2
6. WKPK-F	12/ 7.0	5.3	2.6	173	17.0	21.3	15.6
7. WKLT-F	11/ 6.4	8.0	14.6	108	10.6	18.1	18.8
8. WJML-F	7/ 4.1	8.6	9.9	131	12.9	22.0	17.8
9. WMKC-F	6/ 3.5	3.2	2.0	58	5.7	7.5	8.1
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKHQ-F>	1. WTCM-F	1. WKHQ-F>	1. WKHQ-F>>
WTCM-F	2. WKHQ-F	2. WTCM-F	2. WKLT-F
3. WLDR-F	3. WMBN-F	3. WMBN-F	3. WKPK-F
4. WMBN-F	4. WCCW-F	4. WCCW-F	WTCM-F
5.	5. WLDR-F	WKLT-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKHQ-F>	1. WKHQ-F	1. WTCM-F>
2. WKLT-F	2. WTCM-F	2. WLDR-F
3. WCCW-F	3. WCCW-F	3. WKHQ-F
WKPK-F	4. WLDR-F	WMBN-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKHQ	1270	Charlevoix	.6/1.7
WTCM	580	Traverse City	2.3/9.7
WWPZ	1340	Petoskey	2.9/4.1

RADIO STATIONS

WCCW-F, 92.1, 3 KW @ 251, OLDIES	ABC-E,$14.00	(Durpetti)		(TRAVERSE CITY)	H. Payne
WMKC-F, 102.9, 100 KW @ 370, COUNTRY	ABC-E,ABC-I,$13.00	(Patt)		(ST. IGNACE)	T. Ahlborn
WJML-F, 98.9, 100 KW @ 800, AC	,$18.00	(HNWH)		(PETOSKY)	D. Dexter
WKHQ-F, 105.9, 100 KW @ 922, CHR	ABC-C,$20.00	(Mc-Guild)	Mid. Family	(CHARLEVOIX)	T. Moore
WKLT-F, 97.7, 1.3 KW @ 500, AOR	Source,$18.00	(Unirep)		(KALKASKA)	R. Box
WKPK-F, 106.7, 100 KW @ 570, CHR	US 1,$12.00	(Mich. Spot)		(GAYLORD)	J. DeGroot
WLDR-F, 101.9, 100 KW @ 590, AC	US 2,$15.00	(Masla)		(TRAVERSE CITY)	D. Wiitala
WMBN-F, 96.3, 100 KW @ 980, BTFL/EZ	MBS,$16.00	(Christal)	MacDonald	(PETOSKY)	P. MacDonald
WTCM-F, 103.5, 100 KW @ 1000, COUNTRY	NBC,$28.00	(Katz)		(TRAVERSE CITY)	R. Biederman

ODESSA - MIDLAND, TX

MSA Rank/Pop: 258/139,800
ARB Rank/Pop: 150/206,000
Market TSL: 23.5 hours
Average Person Ratings: 16.9

Diaries: 473/436:1
Sample Target: 380
% Below Line: 0
% Not Listed: 6.9

Retail $: 2.57 Bil
FM Share: 78.70%
Stations: 15/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KODM-F	56/16.1	16.8	16.9	610	29.6	23.5	31.7
2. KWES-F	47/13.5	14.3	12.0	502	24.4	29.2	25.8
3. KGEE-F	37/10.6	8.8	4.3	336	16.3	13.3	11.5
4. KNFM-F	36/10.3	12.8	13.5	441	21.4	23.9	19.2
5. KJJT	32/ 9.2	3.7	7.2	173	8.4	6.2	9.4
6. KBAT-F	29/ 8.3	12.5	6.6	396	19.2	14.8	14.7
7. KWMJ-F	27/ 7.8	8.5	9.2	272	13.2	16.2	16.0
8. KCKS	12/ 3.4	3.7	2.3	159	7.7	9.5	8.8
KMND	12/ 3.4	1.2	1.7	101	4.9	2.3	4.5
10. KUFO-F	11/ 3.2	1.2	1.7	119	5.8	3.1	6.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KHFM-F	1. KODM-F	1. KODM-F>	1. KWES-F
2. KODM-F	2. KNFM-F	2. KWES-F	2. KODM-F>>
3. KWES-F	3. KWMJ-F	3. KNFM-F	3. KBAT-F
4. KGEE-F	4. KGEE-F	4. KBAT-F	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KODM-F>	1. KODM-F	1. KGEE-F
2. KWES-F	2. KNFM-F	KNFM-F
3. KBAT-F	3. KGEE-F	3. KWMJ-F
4.	4.	4. KODM-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KENT	920	Odessa	1.1/2.3
KJBC	1150	Midland	1.1/3.8
KKKK-F	99.1	Odessa	.6/5.0
KQIP-F	96.9	Odessa	2.9/9.8
KRIC	1410	Odessa	1.4/4.3

RADIO STATIONS

KCRS, 550, 5 KW/1 KW (DA-2),	MOR	UPI,	$30.00 (Mc-Guild)	Mayes	P. Humes
KJJT, 1000, 250 W	, SPANISH		,$24.00 (Caballero)		W. Valasquez
KMND, 1510, 500 W	, OLDIES	ABC-I,	$ NA (Banner)		G. Bakke
KBAT-F, 93.3, 100 KW @ 500,	AOR		,$19.00 (Katz)		B. Hicks
KGEE-F, 99.9, 100 KW @ 500,	COUNTRY		,$ NA (Republic)	(MONAHANS)	J. Lovell
KNFM-F, 92.3, 100 KW @ 490,	COUNTRY	ABC-E,	$22.00 (Banner)	Bakcor	B. Bunch
KODM-F, 97.9, 100 KW @ 380,	AC		,$27.00 (HNWH)		B. Gruber
KUFO-F, 100.3, 100 KW @ 800,	AC	CBS,	$15.00 (Target)	(LAMESA)	W. Bundy
KWES-F, 102.1, 100 KW @ 970,	CHR		,$23.00 (Christal)	(MONAHANS)	M. Deardorff
KWMJ-F, 103.3, 100 KW @ 920,	BTFL/EZ		,$30.00 (Mc-Guild)	Mayes	

OWENSBORO, KY

MSA Rank/Pop: 331/87,800
ARB Rank/Pop: 251/71,600
Market TSL: 20.25 hours
Average Person Ratings: 15.1

Diaries: 264/271:1
Sample Target: 250
% Below Line: 53.5
% Not Listed: 6.5

Retail $: .60 Bil
FM Share: 91.09%
Stations: 8/3

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WBKR-F	38/35.2	30.6	36.5	331	49.7	46.9	44.3
2. WSTO-F	37/34.3	33.9	30.4	261	46.1	48.1	50.6
3. WIKY-F	7/ 6.5	5.8	7.0	93	13.5	11.1	13.8
4. WVJS	6/ 5.6	13.2	8.7	175	26.3	32.1	31.0
WKDQ-F	6/ 5.6	6.6	2.6	118	17.0	16.1	14.8
6. WGBF-F	4/ 3.7	---	---	40	6.6	---	---
7. WOMI	3/ 2.8	3.3	5.2	77	10.8	12.1	13.3
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBKR-F>>	1. WBKR-F>	1. WBKR-F	1. WSTO-F
2. WSTO-F>>	2. WSTO-F>>	WSTO-F>>	2.
3. WVJS >	3. WVJS	3. WKDQ-F	3.
4. WIKY-F	WGBF-F	4.	4.
WKDQ-F	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WSTO-F>>	1. WBKR-F	1. WBKR-F>>
2. WBKR-F>>	2. WSTO-F	2. WSTO-F
3. WGBF-F	3.	3.
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGBF 1280 Evansville ---/ .8

RADIO STATIONS

WOMI, 1490, 1 KW/1 KW , COUNTRY NBC,$28.00 (HNWH) P. Daniel
WVJS, 1420, 5 KW/1 KW (DA-2), AC ABC-C,$24.00 (Republic) L. Norcia

Other ranked stations - See Evansville in Spring 88 edition of American Radio

PALM SPRINGS, CA

MSA Rank/Pop: NA
ARB Rank/Pop: 188/143,600
Market TSL: 22.5 hours
Average Person Ratings: 16.9

Diaries: 349/411:1
Sample Target: 300
% Below Line: 9.2
% Not Listed: 9.9

Retail $: 1.0 Bil
FM Share: 75.69%
Stations: 16/15

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KCMJ-F	30/12.4	2.9	1.4	220	19.0	12.0	5.1
2. KWXY-F	29/12.0	13.3	9.8	269	18.7	18.0	15.8
3. KDES-F	21/ 8.7	14.8	22.9	267	23.4	34.6	39.1
KRCK	21/ 8.7	5.2	3.3	99	9.1	10.7	5.2
5. KUNA	19/ 7.9	1.0	5.1	124	10.8	5.3	7.4
6. KEZN-F	18/ 7.4	4.8	6.5	184	12.8	9.4	14.5
7. KPSI-F	16/ 6.6	19.5	9.8	207	20.3	33.2	26.6
8. KPLM-F	15/ 6.2	8.1	3.3	248	17.3	17.1	9.5
9. KBZT-F	13/ 5.4	---	---	141	10.3	---	---
10. KCMJ	10/ 4.1	3.8	1.9	133	9.7	8.5	5.9
11. KPSI	8/ 3.3	4.3	2.8	87	6.1	6.0	7.3
KVIM	8/ 3.3	3.3	7.9	81	7.8	7.3	13.6

12+ AMD

1. KWXY-F>
2. KCMJ-F
3. KUNA
4. KPSI-F
5. KDES-F

12+ MID

1. KCMJ-F
2. KWXY-F
3. KEZN-F
4. KPSI-F
5. KRCK-F

12+ PMD

1. KCMJ-F
2. KDES-F
3. KWXY-F
4. KPSI-F
   KUNA

12+ EVE

1. KCMJ-F
2. KRCK-F
3. KDES-F
   KUNA
5. KVIM
   KWXY-F

ADULTS 18-34

1. KCMJ-F>
2. KRCK-F
3. KUNA
4. KPSI-F
   KDES-F

ADULTS 25-54

1. KDES-F
2. KRCK-F
3. KUNA
4. KCMJ-F
5. KPLM-F

ADULTS 35-64

1. KEZN-F
2. KWXY-F
3. KUNA
4. KBZT-F
   KCMJ
   KPLM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	1.2/7.2
KNWZ	1270	Palm Desert	.8/4.6
KWXY	1340	Cathedral City	1.2/4.5
KLOS-F	95.5	Los Angeles	.8/3.6

RADIO STATIONS

KCMJ,	1140,	10 KW/2.5 KW (DA-N),	COUNTRY	CBS,$30.00	(HNWH)		S. Kiner
KPSI,	1450,	1 KW/1 KW	, TALK	ABC-I,$17.00	(Christal)		J. Gilliard
KUNA,	1400,	1 KW/1 KW	, SPANISH	,$19.00	(Katz)		T. Ayers
KVIM,	970,	5 KW/1 KW	, SPANISH	,$12.00	(Lotus)		S. Gorges
KBZT-F,	96.7,	650 W @ 580,	NOSTALGIA	CNN,$ NA	(Gillis)	(LA QUINTA)	E. Kibbey
KCMJ-F,	92.7,	3 KW @ 578,	AC	,$16.00	(HNWH)	(INDIO)	S. Kiner
KDES-F,	104.7,	42 KW @ 540,	CONTEMP	,$42.00	(Mc-Guild)		J. Tourtelot
KEZN-F,	103.1,	640 W @ 590,	BTFL/EZ	MBS,$22.00	(Torbet)		L. Ward
KPLM-F,	106.1,	50 KW @ 392,	NOST (?)	,$30.00	(Katz)		
KPSI-F,	100.9,	560 W @ 300,	CHR	,$ NA	(Christal)		J. Gilliard
KRCK-F,	93.7,	50 KW @ 252,	AOR	,$ NA	(Torbet)	(COACHELLA)	S. Gorges
KWXY-F,	98.5,	50 KW @ 500,	BTFL/EZ	,$25.00	(Eastman)	(CATHEDRAL CITY)	G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 285/124,400
ARB Rank/Pop: 228/101,100
Market TSL: 21.0 hours
Average Person Ratings: 14.6

Diaries: 281/360:1
Sample Target: 260
% Below Line: 0
% Not Listed: 10.8

Retail $: .78 Bil
FM Share: 87.12%
Stations: 8/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WPFM-F	38/25.7	16.7	20.7	287	36.1	33.0	32.0
2. WFSY-F	27/18.2	25.4	15.7	251	28.3	34.0	23.2
3. WPAP-F	20/13.5	23.9	27.9	231	24.8	35.7	39.6
4. WILN-F	12/ 8.1	2.9	14.3	144	16.8	10.7	22.7
5. WGNE	11/ 7.4	8.7	5.7	127	12.9	12.7	17.0
6. WJST-F	10/ 6.8	2.2	2.9	126	13.1	9.2	12.2
7. WRBA-F	8/ 5.4	4.3	---	81	8.9	5.5	---
8. WPCF	6/ 4.1	4.3	.7	60	6.5	5.2	6.2
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPFM-F	1. WPFM-F	1. WPFM-F	1. WPFM-F>>
2. WFSY-F	2. WFSY-F	2. WFSY-F	2. WPAP-F
3. WPAP-F>>	3. WPAP-F>	3. WPAP-F	WFSY-F
4.	4.	4. WILN-F>	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPFM-F>>	1. WFSY-F	1. WPAP-F
2.	2. WPFM-F	2. WFSY-F>
3.	3. WPAP-F>>	3. WGNE
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

NONE

RADIO STATIONS

WGNE, 590, 1.7 KW/2.5 KW (DA-N),	OLDIES	ABC-D,	$12.00	(Torbet)	Woodfin	F. Lindholm
WPCF, 1290, 500 W	RELIGION		$ 5.00	(---)		K. Winstanley
WFSY-F, 98.5, 100 KW @ 328,	AC	ABC-D,	$25.00	(Torbet)	Woodfin	F. Lindholm
WILN-F, 106.3, 3 KW @ 300,	CHR		$ NA	(Banner)		J. Broaddus
WJST-F, 94.5, 100 KW @ 991,	COUNTRY	APR,	$24.00	(Roslin)	(PORT ST. JOE)	R. Knight
WPAP-F, 92.5, 100 KW @ 1230,	COUNTRY		$24.00	(Mc-Guild)		B. Bowman
WPFM-F, 107.9, 100 KW @ 840,	CHR		$25.00	(Christal)		
WRBA-F, 95.9, 3 KW @ 300,	BTFL/EZ	Trans,	$ NA	(---)	(SPRINGFIELD)	M. Battle

PARKERSBURG - MARIETTA, WV-OH

MSA Rank/Pop: 236/156,800
ARB Rank/Pop: 196/130,200
Market TSL: 20.0 hours
Average Person Ratings: 14.5

Diaries: 356/366:1
Sample Target: 330
% Below Line: 1.1
% Not Listed: 6.3

Retail $: 1.63 Bil
FM Share: 86.44%
Stations: 11/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WXIL-F	53/28.0	28.5	28.8	559	42.9	42.5	38.1
2. WXKX-F	32/16.9	14.5	13.5	408	31.3	23.6	20.8
3. WNUS-F	30/15.9	12.7	18.3	337	25.9	26.4	29.7
4. WMGP-F	20/10.6	7.3	6.3	240	18.4	13.2	12.4
5. WEYQ-F	16/ 8.5	7.3	1.9	256	19.7	12.6	10.3
6. WKYG	8/ 4.2	8.5	7.7	158	12.1	16.2	17.1
7. WADC	7/ 3.7	6.1	7.7	125	9.6	9.3	8.6
8. WMOA	6/ 3.2	1.2	2.9	91	7.0	4.3	7.9
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXIL-F	1. WXIL-F>>	1. WXIL-F>>	1. WXIL-F>
2. WXKX-F	2. WXKX-F	2. WXKX-F>	2. WEYQ-F
3. WNUS-F>	3. WNUS-F>	3. WNUS-F	3. WMGA-F
4. WMGP-F	4. WMGP-F	4. WMGP-F	4. WNUS-F
5.	5.	5.	5. WXKX-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WXIL-F>>	1. WXIL-F	1. WXKX-F
2. WMGP-F>	2. WXKX-F>>	2. WNUS-F
3. WXKX-F	3. WMGP-F	3. WXIL-F>>
4. WEYQ-F	4. WNUS-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRJ	910	Marietta	.5/2.6
WLTP	1410	Parkersburg	1.1/3.2
WRRR-F	101.7	St. Mary's	1.1/4.4

RADIO STATIONS

WADC, 1050, 5 KW/143 W	, NOSTALGIA	MBS,Trans,$19.00	(Regional)		D. Milhoan
WKYG, 1230, 1 KW/1 KW (DA-1),	COUNTRY	ABC-E,$15.00	(Mc-Guild)	Fritz	J. Beard
WMOA, 1490, 1 KW/1 KW	, BTFL/EZ	CBS,$ 7.00	(Regional)	(MARIETTA)	J. Wharff
WEYQ-F, 94.3, 3 KW @ 200,	AC	RADRAD,US 2,$12.00	(Savalli)	(MARIETTA)	G. Seigfried
WMGP-F, 99.3, 3 KW @ 210,	AC	,$19.00	(---)		D. Milhoan
WNUS-F, 107.1, 2.31 KW @ 370,	COUNTRY	,$19.00	(Dome)	Somerset (BELPRE)	B. Bain
WXIL-F, 95.1, 50 KW @ 500,	CHR	,$23.00	(Katz)	Burbach	K. McCall
WXKX-F, 103.1, 3 KW @ 550,	COUNTRY	ABC-E,$20.00	(Mc-Guild)	Fritz	J. Beard

PASCAGOULA - MOSS POINT, MS

MSA Rank/Pop: 275/127,700
ARB Rank/Pop: 229/101,000
Market TSL: 20.0 hours
Average Person Ratings: 15.0

Diaries: 294/344:1
Sample Target: 280
% Below Line: 49.2
% Not Listed: 13.9

Retail $: .62 Bil
FM Share: 93.85%
Stations: 16/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WZKX-F	24/15.9	4.6	1.4	171	23.2	13.3	6.9
2. WKNN-F	23/15.2	19.9	17.3	214	23.1	30.0	28.1
3. WKKY-F	22/14.6	7.3	10.8	150	18.6	15.3	16.0
4. WQID-F	15/ 9.9	16.6	20.9	228	28.4	33.8	35.5
5. WGUD-F	13/ 8.6	7.9	2.9	187	19.0	17.9	9.5
6. WOSM-F	6/ 4.0	6.0	2.9	82	8.1	12.0	9.8
WAVH-F	6/ 4.0	.7	1.4	75	8.3	2.5	6.5
WBLX-F	6/ 4.0	7.9	8.6	74	9.7	13.8	14.6
9. WABB-F	4/ 2.6	9.9	3.6	109	14.0	20.5	10.2
10. WVMI	3/ 2.0	2.0	5.8	77	9.0	6.7	9.4

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WZKX-F	1. WKNN-F	1. WKNN-F	1. WKKY-F>
2. WKNN-F	2. WZKX-F	2. WKKY-F	2. WZKX-F>
3. WKKY-F	3. WQID-F>	3. WZKX-F<	3. WQID-F
4. WGUD-F	4. WGUD-F	4. WQID-F	4.
5. WQID-F	5. WKKY-F	5. WGUD-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZKX-F	1. WKNN-F	1. WKNN-F
2. WQID-F	2. WZKX-F	2. WGUD-F
3. WKKY-F	3. WKKY-F	3.
4. WKNN-F	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGUD	1460	Pascagoula	1.3/3.7
WPMO	1580	Pascagoula	---/4.6
WKRG-F	99.9	Mobile	1.3/3.5
WTIX	690	New Orleans	1.3/3.6
WWL	870	New Orleans	.7/6.1
WXLS-F	107.1	Gulfport	.7/5.4

RADIO STATIONS

WGUD-F, 106.3,	3 KW @ 350, COUNTRY	,$15.00	(Masla)	G. Murphey
WKKY-F, 104.9,	3 KW @ 223, CHR	ABC-R,$19.00	(Masla)	S. Farnham
WOSM-F, 103.1,	3 KW @ 328, GOSPEL	,$ 5.00	(---)	M. Cooper
WKNN-F, 99.1,	100 KW @ ?? , ? ?	ABC-I,$38.00	(Durpetti)	

Other ranked stations - See Biloxi in this edition or Mobile in Spring 88 edition of American Radio

POUGHKEEPSIE, NY

MSA Rank/Pop: 169/258,100
ARB Rank/Pop: 146/219,900
Market TSL: 21.5 hours
Average Person Ratings: 16.1

Diaries: 415/530:1
Sample Target: 400
% Below Line: 32.6
% Not Listed: 15.6

Retail $: 3.76 Bil
FM Share: 71.81%
Stations: 21/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WSPK-F	67/19.0	13.5	13.4	581	35.4	32.0	27.1
2. WPDH-F	61/17.3	16.4	15.1	574	28.5	28.3	24.6
3. WHUD-F	39/11.0	11.6	15.8	395	18.6	25.7	27.4
4. WCZX-F	15/ 4.2	5.8	3.7	301	14.6	13.3	11.3
WEOK	15/ 4.2	3.4	2.2	214	10.0	8.5	5.7
WHVW-F	15/ 4.2	2.9	2.7	110	5.0	5.0	5.5
WKIP	15/ 4.2	7.9	6.4	178	9.0	13.1	13.7
8. WABC	11/ 3.1	2.4	2.0	174	8.3	7.9	9.2
9. WCBS	9/ 2.5	1.6	1.5	166	8.2	8.2	7.1
10. WBNR	8/ 2.3	1.9	---	107	4.9	7.3	---
11. WYNY-F	7/ 2.0	---	---	76	4.1	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSPK-F	1. WPDH-F	1. WPDH-F	1. WSPK-F>>
2. WPDH-F>	2. WSPK-F	2. WSPK-F>	2. WPDH-F>
3. WHUD-F	3. WHUD-F	3. WHUD-F	3. WHUD-F
4. WKIP	4.	4.	4. WFAN
5. WHVW	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WPDH-F>	1. WPDH-F>	1. WHUD-F>>
2. WSPK-F	2. WSPK-F>	2. WSPK-F
3.	3. WHUD-F	3. WKIP
4.	4.	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGNY-F	103.1	Newburgh	.8/5.2	WFAN	1050	New York	1.1/4.8
WMJV-F	105.5	Patterson	.6/3.0	WGNA-F	107.7	Albany	.8/2.1
				WLTW-F	106.7	New York	1.4/3.5
WBPM-F	94.3	Kingston	.6/3.9	WNBC	660	New York	1.1/4.7
WCBS-F	101.1	New York	1.1/4.0	WOR	710	New York	.8/3.3
WDST-F	100.1	Woodstock	1.7/4.7				

RADIO STATIONS

WBNR, 1260, 1 KW (DA)	, OLDIES	ABC-E,$19.00	(HNWH)	(BEACON)	R. Lessner
WEOK, 1390, 5 KW/106 W (DA)	, MOR	ABC-D,$21.00	(Phillips)		M. Harris
WHVW, 950, 5 KW/57 W	, MOR/NOST	MBS,$26.00	(Andrews)		L. Kinney
WKIP, 1450, 1 KW/1 KW	, AC	ABC-I,$41.00	(Katz)		S. Berner

WCZX-F, 97.7, 300 W @ 1390, CLASSIC HITS		,$29.00	(Katz)	(HYDE PARK)	H. Gregor
WPDH-F, 101.5, 4.5 KW @ 1560, AOR		ABC-R,$38.00	(Phillips)		M. Harris
WSPK-F, 104.7, 7.4 KW @ 1250, CHR		ABC-F,$34.00	(HNWH)		A. Lessner

Other ranked stations - See New York in Spring 88 edition of American Radio

RAPID CITY, SD

MSA Rank/Pop: 341/77,300
ARB Rank/Pop: 242/80,900
Market TSL: 22.0 hours
Average Person Ratings: 16.8

Diaries: 276/293:1
Sample Target: 250
% Below Line: 5.5
% Not Listed: 5.9

Retail $: .68 Bil
FM Share: 64.06%
Stations: 11/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KGGG-F	31/22.8	25.0	20.5	276	34.1	42.9	37.0
2. KSQY-F	19/14.0	11.2	7.3	177	21.9	17.1	11.3
3. KIMM	17/12.5	13.8	13.2	203	25.1	19.3	19.4
4. KEZV-F	12/ 8.8	4.3	6.6	106	13.1	17.3	17.2
5. KPHR-F	11/ 8.1	10.3	11.3	203	25.1	21.3	24.6
6. KOTA	9/ 6.6	9.5	7.9	153	18.9	25.6	25.1
KTOQ-F	9/ 6.6	5.2	7.9	111	13.7	15.2	21.3
8. KSLT-F	7/ 5.1	1.7	1.3	64	7.9	6.0	6.3
9. KKLS	6/ 4.4	7.8	7.3	116	14.3	15.4	15.3
10. KBHB	5/ 3.7	---	6.0	64	7.9	---	9.8

12+ AMD

1. KGGG-F>
2. KIMM
3. KSQY-F
4. KTOQ-F
5.

12+ MID

1. KGGG-F
2. KIMM >
3. KSQY-F
4. KEZV-F
5.

12+ PMD

1. KGGG-F>
2. KSQY-F>
3. KIMM
4.
5.

12+ EVE

1. KGGG-F>
2. KSQY-F
3. KPHR-F
4.
5.

ADULTS 18-34

1. KGGG-F>>
2. KSQY-F>>
3. KPHR-F
4.
5.

ADULTS 25-54

1. KGGG-F
2. KIMM
   KSQY-F
4. KEZV-F
5.

ADULTS 35-64

1. KIMM
2. KEZV-F
3. KGGG-F
   KOTA
   KTOQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KRCS-F 93.1 Sturgis 1.5/6.8

RADIO STATIONS

KBHB, 810, 25 KW	, COUNTRY	UPI,$17.00	(Masla)	(STURGIS)	D. Caldwell
KIMM, 1150, 5 KW/27 W (DAYS)	, COUNTRY	ABC-E,$30.00	(Christal)	Ingstad	R. Hanson
KKLS, 920, 5 KW/100 W (DAYS,DA)	, AC	US 2,$29.00	(Mc-Guild)	So. Minn.	K. Tilkens
KOTA, 1380, 5 KW/5 KW (DA-N)	, AC	CBS,MBS,$14.00	(Katz)		W. Duhamel
KTOQ, 1340, 1 KW/1 KW	, COUNTRY	NBC,$12.00	(Hix)		T. Kearns
KEZV-F, 101.1, 85 KW @ 1606,	SOFT AC/BTFL	APR,$13.00	(---)	(SPEARFISH)	C. Young
KGGG-F, 100.3, 100 KW @ 450,	CHR	ABC-R,$30.00	(Christal)	Ingstad	R. Hanson
KPHR-F, 93.9, 100 KW @ 650,	CHR	NBC,Source,$29.00	(Mc-Guild)		
KSQY-F, 95.1, 100 KW @ 1707,	AOR	,$14.00	(Torbet)	(DEADWOOD)	J. Kresbach
KSLT-F, 107.3, 100 KW @ 1702,	RELIGION	UPI,$ 7.00	(---)	(SPEARFISH)	

READING, PA

MSA Rank/Pop: 143/321,700
ARB Rank/Pop: 129/276,500
Market TSL: 22.5 hours
Average Person Ratings: 16.9

Diaries: 415/666:1
Sample Target: 400
% Below Line: 47.7
% Not Listed: 12.2

Retail $: 2.25 Bil
FM Share: 70.66%
Stations: 23/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WRFY-F	103/22.1	16.3	17.9	899	37.7	33.7	33.5
2. WEEU	53/11.4	8.0	13.9	668	24.4	21.9	27.9
3. WRAW	36/ 7.7	6.6	6.9	385	13.9	14.2	12.2
4. WYSP-F	32/ 6.9	5.7	5.8	361	14.2	14.5	14.9
5. WMMR-F	25/ 5.4	7.8	5.1	273	10.8	13.7	13.4
6. WAGO	18/ 3.9	5.7	8.5	321	11.6	11.6	16.7
WIOV-F	18/ 3.9	6.6	5.2	225	8.6	11.6	11.9
8. WEGX-F	16/ 3.4	1.9	---	203	10.2	6.4	---
9. WOGL-F	13/ 2.8	1.5	1.8	155	6.1	6.3	4.8
10. WEAZ-F	12/ 2.6	4.7	6.9	190	7.1	8.8	12.3
11. KYW	11/ 2.4	1.7	2.2	212	7.7	11.4	11.0
12. WXTU-F	10/ 2.1	3.6	1.1	186	6.7	7.4	4.4

12+ AMD

1. WRFY-F
2. WEEU >>
3. WRAW <
4. WYSP-F
5.

12+ MID

1. WRFY-F>>
2. WEEU >
3. WRAW
4. WMMR
   WYSP-F

12+ PMD

1. WRFY-F>>
2. WYSP-F
3. WRAW
   WMMR-F
5. WEEU

12+ EVE

1. WRFY-F>>
2. WEEU
   WOGL-F
   WYSP-F
5.

ADULTS 18-34

1. WRFY-F>>
2. WYSP-F
3. WMMR-F>
4. WEGX-F
5.

ADULTS 25-54

1. WRFY-F>>
2. WEEU
3. WYSP-F
4. WMMR-F
5. WAGO

ADULTS 35-64

1. WRFY-F>
2. WEEU
3. WAGO
   WRAW
5. WIOV-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBYO-F	107.5	Boyertown	.9/3.9	WKSZ-F	100.3	Media	1.3/2.6
				WNCE-F	101.3	Lancaster	1.5/2.7
WAEB-F	104.1	Allentown	1.7/6.9	WSNI-F	104.5	Philadelphia	1.7/7.2
WFIL	560	Philadelphia	.4/2.2	WUSL-F	98.9	Philadelphia	1.7/4.0
WFLN-F	95.7	Philadelphia	.9/2.9	WWDB-F	96.5	Philadelphia	1.5/3.5
WFMZ-F	100.7	Allentown	1.3/2.9	WZZO-F	95.1	Bethlehem	.4/3.8

RADIO STATIONS

WAGO, 1240, 1 KW/1 KW , OLDIES	MBS,$ NA	(HNWH)	Brill	J. Weinlein
WEEU, 850, 1 KW/1 KW (DA-N), MOR	ABC-E,$ NA	(Mc-Guild)		R. Schilpp
WRAW, 1340, 1 KW/1 KW , MOR	CBS,$ NA	(Torbet)		T. Franco
WBYO-F, 107.5, 50 KW @ 610, COUNTRY	APR,$16.00	(---)	(BOYERTOWN)	D. Hendricks
WRFY-F, 102.5, 15 KW @ 820, CONTEMP	US 1,$ NA	(Torbet)		T. Franco

Other ranked stations - See Philadelphia or Lancaster in Spring 88 edition of American Radio

REDDING, CA

MSA Rank/Pop: 263/137,300
ARB Rank/Pop: 210/113,600
Market TSL: 18.75 hours
Average Person Ratings: 13.6

Diaries: 349/326:1
Sample Target: 290
% Below Line: 7.9
% Not Listed: 9.7

Retail $: .81 Bil
FM Share: 81.43%
Stations: 14/11

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KEWB-F	31/20.0	18.1	12.4	216	27.3	29.0	26.2
KNCQ-F	31/20.0	13.0	10.3	281	26.8	18.5	11.8
3. KSHA-F	22/14.2	4.1	7.2	186	17.5	13.4	18.7
4. KARZ-F	15/ 9.7	7.8	13.4	167	16.5	15.2	23.6
5. KQMS	10/ 6.5	10.4	8.2	137	12.1	15.9	21.6
6. KFMF-F	8/ 5.2	6.2	---	94	8.3	6.9	---
7. KHTE	6/ 3.9	6.2	6.2	114	10.8	14.4	15.0
8. KRDG	5/ 3.2	1.0	7.7	82	7.2	6.5	10.0
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNCQ-F	1. KNCQ-F	1. KEWB-F	1. KEWB-F>>
2. KEWB-F>	2. KSHA-F	2. KNCQ-F	2. KARZ-F
3. KSHA-F	3. KEWB-F	3. KSHA-F>	3. KNCQ-F
4. KQMS	4. KQMS	4. KARZ-F	4. KSHA-F
5. KARZ-F	5. KARZ-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KEWB-F>>	1. KNCQ-F>>	1. KNCQ-F
2. KNCQ-F	2. KEWB-F	2. KSHA-F>>
3. KARZ-F>	KSHA-F	3. KARZ-F
4. KFMF-F	4. KARZ-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAVA	1450	Burney	1.9/4.0
KDJQ-F	102.7	Red Bluff	1.3/7.7
KPAK	1230	Redding	1.3/7.7
KVIP-F	98.1	Redding	1.3/6.7
KALF-F	95.7	Red Bluff	.6/4.6
KCEZ-F	100.7	Corning	1.3/2.8

RADIO STATIONS

KHTE, 600, 5 KW/1 KW (DA-2),	CLASSIC HITS	US 1,$13.00 (Christal)			J. Martin
KQMS, 1400, 1 KW/1 KW	, MOR	ABC-E,$15.00 (Mc-Guild)	John Price		G. Hill
KRDG, 1330, 5 KW	, OLDIES	CBS,$13.00 (Torbet)			B. Breck
KARZ-F, 106.1, 100 KW @ 2000,	AC	,$16.00 (Christal)		(BURNEY)	M. Martin
KEWB-F, 94.3, 3 KW @ 1290,	CHR	,$26.00 (Torbet)		(ANDERSON)	B. Breck
KNCQ-F, 97.3, 28.2 KW @ ?? ,	COUNTRY	,$19.00 (Durpetti)			C. McCarthy
KSHA-F, 104.3, 100 KW @ 1560,	AC	ABC-D,$15.00 (Mc-Guild)	John Price		

KFMF - See Chico

ROCHESTER, MN

MSA Rank/Pop: 323/99,300
ARB Rank/Pop: 243/80,600
Market TSL: 18.5 hours
Average Person Ratings: 13.6

Diaries: 264/305:1
Sample Target: 250
% Below Line: 13.2
% Not Listed: 17.3

Retail $: .83 Bil
FM Share: 67.03%
Stations: 13/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KROC-F	23/20.9	21.0	16.3	316	39.2	36.8	33.3
2. KROC	14/12.7	13.0	6.1	177	22.0	21.3	15.9
3. KNXR-F	12/10.9	9.0	13.3	162	20.1	17.9	19.4
4. KOLM	10/ 9.1	1.0	1.0	75	9.3	2.4	7.0
5. KRCH-F	9/ 8.2	12.0	13.3	186	23.1	30.0	34.9
6. KWWK-F	7/ 6.4	4.0	4.1	106	13.2	12.4	10.8
7. KWEB	4/ 3.6	8.0	7.1	123	15.3	21.7	23.1
KJJO-F	4/ 3.6	3.0	1.0	50	6.2	4.3	5.6
9. WLTE-F	3/ 2.7	1.0	2.0	35	4.3	6.5	3.7
10.							

12+ AMD

1. KROC-F>
2. KROC
3. KRCH-F>
4. KNXR-F
5.

12+ MID

1. KRCH-F<
2. KNXR-F
3. KROC
   KROC-F
5. KOLM

12+ PMD

1. KROC-F>>
2. KNXR-F
3. KOLM
   KWWK-F
5. KRCH-F>>

12+ EVE

1. KROC-F>>
2. KWWK-F
3. KROC
4. KNXR-F
5.

ADULTS 18-34

1. KROC-F>>
2. KRCH-F>
3. KROC >
4. KOLM
5.

ADULTS 25-54

1. KROC-F
2. KROC
3. KOLM
4. KNXR-F
   KRCH-F
   KWWK-F

ADULTS 35-64

1. KNXR-F
2. KOLM
   KROC
4. KWWK-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAUS-F	99.9	Austin	.9/ 8.3
KQRS-F	92.5	Golden Valley	.9/ 5.2
KSTP-F	94.5	St. Paul	.9/ 4.8
WCCO	830	Minneapolis	1.8/12.4

RADIO STATIONS

KOLM, 1520, 10 KW	, OLDIES	MBS,$20.00 (Mc-Guild)			H. Bill
KROC, 1340, 1 KW/1 KW	, AC/OLDIES	ABC-I,$30.00 (Torbet)			G. Gentling
KWEB, 1270, 5 KW/1 KW (DA-2)	, AC	NBC,$32.00 (HNWH)		So. Minn.	C. Mahuman
KNXR-F, 97.5, 100 KW @ 1055	, BTFL/EZ	ABC-E,$15.00 (Market 4)			T. Jones
KRCH-F, 101.7, 3 KW @ 560	, CONTEMP	NBC,$41.00 (HNWH)			C. Mahlman
KROC-F, 106.9, 100 KW @ 1110	, CHR	Source,$40.00 (Torbet)		So. Minn.	G. Gentling
KWWK-F, 96.7, 3 KW @ 300	, COUNTRY	MBS,$17.00 (Mc-Guild)			H. Bill

Other ranked stations - See Minneapolis in Spring 88 edition of American Radio

ST. CLOUD, MN

MSA Rank/Pop: 218,176,900
ARB Rank/Pop: 187/144,900
Market TSL: 21.75 hours
Average Person Ratings: 16.4

Diaries: 393/369:1
Sample Target: 340
% Below Line: 46.9
% Not Listed: 12.7

Retail $: 1.44 Bil
FM Share: 63.29%
Stations: 22/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KCLD-F	32/13.5	16.5	17.0	401	34.2	30.3	35.4
WCCO	32/13.5	8.4	10.6	335	24.1	19.8	23.6
3. WJON	26/11.0	6.8	8.9	329	24.2	18.7	18.7
4. WWJO-F	22/ 9.3	8.9	8.5	228	16.4	18.6	19.5
5. WHMH-F	13/ 5.5	4.2	3.8	188	14.4	9.7	10.5
KQRS-F	13/ 5.5	5.5	6.8	183	13.7	13.4	16.6
7. KSTP-F	12/ 5.1	3.4	6.0	183	14.3	10.2	15.0
8. KASM	11/ 4.6	11.0	8.5	124	8.6	12.1	11.5
9. KJJO-F	7/ 3.0	---	---	64	5.8	---	---
WLTE-F	7/ 3.0	3.4	2.1	122	8.8	9.3	7.9
11. WVAL	6/ 2.5	1.3	2.6	78	5.4	5.1	4.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJON	1. WJON	1. KCLD-F>	1. WCCO >
2. KCLD-F	2. KCLD-F	2. WWJO-F	2. KCLD-F>
3. WCCO	3. WWJO-F	3. WCCO	3. KQRS-F
4. WWJO-F	4. WCCO	4. KQRS-F	4. WHMH-F
5.	5. WHMH-F	5.	WWJO-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KCLD-F	1. WWJO-F	1. WWJO-F
2. KQRS-F	2. WJON	2. WJON
3. WHMH-F	3. KSTP-F	WCCO
4. WJON	WCCO	4.
WWJO-F	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCLD	1450	St. Cloud	---/2.6
KDWB	630	St. Paul	.4/4.6
KDWB-F	101.3	Richfield	2.1/6.6
KEEY-F	102.1	St. Paul	2.1/6.3
KMGK-F	107.9	Anoka	2.1/8.7
KQIC-F	102.5	Willmar	.8/2.8
			---/ .3
KQRS	1440	Golden Valley	---/ .3
KTCZ-F	97.1	Minneapolis	.4/2.3
WAYL	980	Richfield	---/ .1
WAYL-F	93.7	Minneapolis	2.1/3.8
WLOL-F	99.5	Minneapolis	.8/7.6

RADIO STATIONS

KASM, 1150, 2.5 KW , COUNTRY ,$13.00 (---) (ALBANY) B. Gretsch
WJON, 1240, 1 KW/1 KW , MOR ABC-E,$28.00 (---) A. Hilger

KCLD-F, 104.7, 100 KW @ 500, CHR ABC-C,ABC-I,$34.00 (Roslin) C. Johnson
WHMH-F, 101.7, 3 KW @ 297, AOR Source,$14.00 (Evans) (SAUK RAPIDS) H. Hoppe
WWJO-F, 98.1, 100 KW @ 420, COUNTRY ABC-E,$28.00 (---) A. Hilger

SAN ANGELO, TX

MSA Rank/Pop: 322/99,700
ARB Rank/Pop: 241/82,700
Market TSL: 19.5 hours
Average Person Ratings: 14.0

Diaries: 317/261:1
Sample Target: 250
% Below Line: 0
% Not Listed: 8.6

Retail $: 1.17 Bil
FM Share: 88.68%
Stations: 10/10

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KIXY-F	35/30.2	32.5	27.3	328	39.7	44.2	40.3
2. KGKL-F	20/17.2	20.3	21.9	215	26.0	35.9	36.0
3. KELI-F	16/13.8	7.3	---	176	21.3	15.9	---
4. KBIL-F	11/ 9.5	2.4	8.6	185	22.4	14.6	20.6
5. KSJT-F	10/ 8.6	7.3	5.5	73	8.8	10.1	5.8
6. KAYJ	7/ 6.0	3.3	3.1	127	15.4	7.9	9.1
7. KGKL	3/ 2.6	.8	9.4	95	11.5	10.6	18.8
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIXY-F	1. KIXY-F>	1. KIXY-F>	1. KIXY-F>
2. KGKL-F	2. KGKL-F	2. KGKL-F	2. KELI-F>
3. KELI-F	3. KELI-F>	3. KELI-F	3. KSJT-F
4. KBIL-F	4. KBIL-F	4. KBIL-F	4. KBIL-F
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KIXY-F>>	1. KIXY-F	1. KELI-F
2. KGKL-F>	2. KGKL-F>>	2. KGKL-F
3. KBIL-F	3. KELI-F	KIXY-F
4.	4. KBIL-F	4. KSJT-F
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBIL	1420	San Angelo	.9/3.5
KTEO	1340	San Angelo	.9/7.9
KTEO-F	93.9	San Angelo	1.7/9.2

RADIO STATIONS

KAYJ, 1260, 1 KW (DAYS)	, NOSTALGIA	,$19.00	(Torbet)	W. Foster
KGKL, 960, 5 KW/1 KW (DA-N),	MOR	ABC-I,$ NA	(Katz)	A. Lewis
KBIL-F, 92.9, 100 KW @ 729,	MOR	,$12.00	(Banner)	S. Everett
KELI-F, 98.7, 100 KW @ 1290,	BTFL/EZ	APR,$14.00	(Katz-Powell)	G. Thomas
KGKL-F, 97.5, 100 KW @ 64,	COUNTRY	ABC-E,$17.00	(Katz)	A. Lewis
KIXY-F, 94.7, 100 KW @ 446,	CHR	,$37.00	(Torbet)	W. Foster
KSJT-F, 107.5, 100 KW @ 656,	SPANISH	,$14.00	(Lotus)	

SANTA BARBARA, CA

MSA Rank/Pop: 135/345,600
ARB Rank/Pop: 175/162,300
Market TSL: 20.0 hours
Average Person Ratings: 14.9

Diaries: 379/428:1
Sample Target: 360
% Below Line: 25.5
% Not Listed: 15.7

Retail $: 1.60 Bil
FM Share: 77.94%
Stations: 18/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KTYD-F	34/14.0	8.9	12.2	386	27.8	28.9	28.7
2. KMGQ-F	24/ 9.9	10.2	10.0	300	18.9	20.3	18.5
3. KHTY-F	23/ 9.5	10.2	10.0	236	21.1	24.6	25.5
4. KRUZ-F	22/ 9.1	10.6	14.3	333	20.7	18.0	21.6
5. KTMS	16/ 6.6	7.6	10.0	280	17.7	19.6	18.4
6. KHAY-F	15/ 6.2	1.7	.4	103	6.3	4.8	3.9
7. KDB-F	14/ 5.8	8.5	7.0	208	12.8	17.5	16.4
8. KKSB	9/ 3.7	2.5	1.7	62	3.8	6.4	5.4
KLOS-F	9/ 3.7	2.1	2.2	106	6.5	8.0	7.3
KNX	9/ 3.7	3.8	3.9	168	10.4	10.9	11.0
11. KIST	8/ 3.3	5.1	5.7	203	12.7	13.0	11.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KTYD-F	1. KMGQ-F	1. KHTY-F<	1. KTYD-F>
2. KTMS	2. KTYD-F<	2. KTYD-F	2. KMGQ-F
3. KMGQ-F	3. KRUZ-F	3. KMGQ-F	3. KHTY-F
4. KHTY-F	4. KHTY-F	4. KRUZ-F	4. KRUZ-F
KRUZ-F	5. KDB-F	5.	5. KTMS

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTYD-F>>	1. KMGQ-F	1. KMGQ-F
2. KHTY-F	2. KTYD-F	KRUZ-F
3. KMGQ-F	3. KRUZ-F	3. KHAY-F
4. KLOS-F	KHAY-F	4. KTMS
5.	5.	5. KDB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLIT-F	101.7	Carpinteria	.8/5.5
KCAQ	104.7	Oxnard	1.7/8.3
KFI	640	Los Angeles	1.2/2.8
KNX-F	93.1	Los Angeles	.4/2.6
KRTH-F	101.1	Los Angeles	1.7/4.7
KTWV-F	94.7	Los Angeles	1.2/3.9
KZTR-F	95.9	Camarillo	1.7/3.5

RADIO STATIONS

KIST, 1340,	1 KW/1 KW	, OLDIES		,$15.00 (CBS)		R. Yamin
KKSB, 990,	5 KW/500 W (DA-1),	NOSTALGIA	MBS,	$30.00 (Roslin)		R. Yamin
KTMS, 1250,	2.5 KW1 KW (DA-1)	, TALK	ABC-T,APR,	$32.00 (Christal)		C. Larson
KDB-F ,	93.7, 12.5 KW @ 870,	CLASSICAL		,$32.00 (HNWH)		B. Scott
KHTY-F,	97.5, 17.5 KW @ 2900,	CHR	ABC-F,	$28.00 (Durpetti)		M. Morehouse
KMGQ-F,	106.3, 3 KW @ 879,	AC		,$29.00 (CBS)	(GOLETA)	P. Wardlaw
KRUZ-F,	103.3, 105 KW @ 2980,	BTFL/EZ		,$48.00 (Katz)		C. Schuele
KTYD-F,	99.9, 34 KW @ 2550,	AOR		,$43.00 (Mc-Guild)	Home News	A. Reimer

Other ranked stations - See Oxnard or Los Angeles in Spring 88 edition of American Radio

SANTA FE, NM

MSA Rank/Pop: NA
ARB Rank/Pop: 238/87,500
Market TSL: 19.0 hours
Average Person Ratings: 14.6

Diaries: 269/325:1
Sample Target: 260
% Below Line: 82.3
% Not Listed: 11.7

Retail $: .71 Bil
FM Share: 84.96%
Stations: 21/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KHFM-F	11/8.6	6.5	3.7	142	16.2	11.5	8.6
KKBR-F	11/8.6	2.6	1.5	123	14.1	8.5	5.9
KZRR-F	11/8.6	2.6	2.2	129	14.7	11.3	8.3
4. KNMQ-F	10/7.8	11.1	11.9	221	25.3	28.4	32.2
5. KKOB-F	9/7.0	7.2	4.4	129	14.7	21.7	18.3
KKSS-F	9/7.0	2.6	1.5	108	12.3	8.2	13.0
7. KRST-F	7/5.5	3.3	3.0	128	14.6	9.5	12.3
8. KIVA-F	6/4.7	5.2	10.4	117	13.4	19.0	22.9
9. KDCE	5/3.9	7.8	4.4	67	7.7	9.5	10.5
KMGA-F	5/3.9	3.3	3.7	92	10.5	12.9	10.2

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKBR-F	1. KZRR-F	1. KZRR-F	1. KIVA-F
KNMQ-F	2. KKBR-F	2. KNMQ-F	2. KKBR-F
3. KKOB-F	3. KHFM-F	3. KHFM-F	3. KZRR-F
4. KHFM-F	4. KKSS-F	4. KKOB-F	KLSK-F
KRST-F	KMGA-F	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KZRR-F>	1. KKBR-F	1. KHFM-F
2. KNMQ-F	2. KKOB-F	2. KKOB-F
3. KKOB-F	3. KRST-F	KRST-F
4.	4. KNMQ-F	4.
5.	KZRR-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMIX	810	Santa Fe	3.1/10.2	KFMG-F	107.9	Albuquerque	3.1/12.5
KNYN-F	95.5	Santa Fe	3.9/11.7	KKJY-F	100.3	Albuquerque	3.1/10.2
KRSN	1490	Los Alamos	.8/ 4.3	KKOB	770	Albuquerque	1.6/ 8.1
KTRC	1400	Santa Fe	3.1/ 8.1	KLSK-F	104.1	Santa Fe	3.1/12.8
KVSF	1260	Santa Fe	.8/ 5.8				

RADIO STATIONS

KDCE, 970, 1 KW/250 W	, SPANISH	UPI,$15.00	(Lotus)	(ESPANOLA)	R. Garcia
KMIK, 810, 5 KW	, TALK	CBS,MBS,$ NA	(---)		
KTRC, 1400, 1 KW/1 KW	, NOSTALGIA	MBS,$16.00	(---)		B. Hanrahan
KNYN-F, 95.5, 100 KW @ 280	, COUNTRY	MBS,$20.00	(---)		

Other ranked stations - See Albuquerque in Spring 88 edition of American Radio

SANTA ROSA, CA

MSA Rank/Pop: 132/349,200
ARB Rank/Pop: 118/298,500
Market TSL: 22.5 hours
Average Person Ratings: 17.1

Diaries: 527/566:1
Sample Target: 400
% Below Line: 64.9
% Not Listed: 12.4

Retail $: 2.18 Bil
FM Share: 48.10%
Stations: 33/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KZST-F	46/9.0	11.0	11.7	566	22.5	24.3	22.8
2. KGO	44/8.6	7.3	8.4	452	15.7	17.6	15.4
3. KREO-F	30/5.9	6.4	7.9	479	21.1	17.9	19.5
4. KNBR	28/5.5	4.4	3.3	398	13.7	14.3	12.1
5. KFRC	26/5.1	4.4	2.0	361	13.1	11.7	8.0
6. KRQR-F	24/4.7	3.3	4.0	311	11.5	9.4	7.9
7. KCBS	22/4.3	5.2	7.1	414	13.9	17.0	17.2
8. KRPQ-F	20/3.9	4.0	1.8	255	8.9	6.8	5.2
KABL	20/3.9	3.7	4.6	310	10.6	8.2	8.3
10. KMGG-F	19/3.7	4.6	3.3	375	13.3	12.1	9.2
KNEW	19/3.7	6.6	6.2	246	8.9	12.7	12.3
12. KABL-F	18/3.5	3.9	6.6	219	7.5	8.8	10.6

12+ AMD

1. KZST-F
   KGO
3. KCBS
4. KNBR
5.

12+ MID

1. KZST-F
2. KGO
3. KFRC
4. KNBR
   KRQR-F

12+ PMD

1. KZST-F
2. KREO-F
3. KGO
   KNEW <
5. KRQR-F

12+ EVE

1. KNBR
2. KGO
3. KREO-F
4. KRQR-F
5. KABL

ADULTS 18-34

1. KRQR-F
2. KZST-F
3. KREO-F
4. KMGG-F
5.

ADULTS 25-54

1. KZST-F>
2. KNBR
3. KGO
4. KMGG-F
   KRQR-F

ADULTS 35-64

1. KZST-F
2. KGO
3. KABL-F
4. KFRC
5. KDFC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KPLS	1150	Santa Rosa	2.7/4.3
KSRO	1350	Santa Rosa	2.5/8.6
KVRE-F	101.7	Santa Rosa	2.9/7.8
KBLX	1400	Berkeley	.2/1.0
KBLX-F	102.9	Berkeley	.8/1.9
KDFC	1220	Palo Alto	.4/2.0
KDFC-F	102.1	San Francisco	2.7/4.1
KFOG-F	104.5	San Francisco	.6/2.1
KIOI-F	101.3	San Francisco	.8/4.0
KIQI	1010	San Francisco	1.4/1.9
KITS	105.3	San Francisco	1.0/2.3
KKHI	1550	San Francisco	---/ .5
KKHI	95.7	San Francisco	1.2/3.2
KMEL	106.1	San Francisco	2.7/9.4
KOFY	1050	San Mateo	1.0/2.3
KOIT	1260	San Francisco	---/ .6
KOIT	96.5	San Francisco	1.0/3.6
KSAN	94.9	San Francisco	.8/2.7
KSFO	560	San Francisco	2.2/8.0
KYA-F	93.3	San Francisco	.4/3.1
KYUU-F	99.7	San Francisco	.4/4.4

RADIO STATIONS

KPLS, 1150, 5 KW/500 W (DA-2), COUNTRY	SMN,$24.00 (Katz)	M. Maertins
KSRO, 1350, 5 KW/5 KW (DA-N) , MOR	NBC,$18.00 (Torbet)	F. McLaurin
KMGG-F, 97.7, 3 KW @ 1100, AC	,$39.00 (Republic)	Liggett (MONTE RIO) K. Bjugstad
KREO-F, 92.9, 2.3 KW @ ?? , CHR	,$31.00 (Torbet)	(HEALDSBURG) F. McLaurin
KRPQ-F, 104.9, 3 KW @ 915, COUNTRY	,$31.00 (---)	(ROHNERT PARK) R. Castro
KVRE-F, 101.7, 3 KW @ 300, AOR	,$22.00 (HHWH)	J. Detz
KZST-F, 100.1, 3 KW @ 240, AC	,$35.00 (Mc-Guild)	G. Zlot

Other ranked stations - See San Francisco in Spring 88 edition of American Radio

SIOUX CITY, IA

MSA Rank/Pop: 303/114,900
ARB Rank/Pop: 235/95,100
Market TSL: 19.5 hours
Average Person Ratings: 14.3

Diaries: 403/236:1
Sample Target: 290
% Below Line: 9.0
% Not Listed: 10.3

Retail $: .72 Bil
FM Share: 50.00%
Stations: 12/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KGLI-F	34/25.0	24.4	20.1	375	39.4	40.1	35.0
2. KMNS	22/16.2	11.9	12.4	225	23.7	18.3	23.2
3. KSEZ-F	17/12.5	20.0	21.9	276	29.0	32.9	39.7
4. KSCJ	15/11.0	14.1	12.4	255	26.8	28.1	28.5
5. KWSL	11/ 8.1	11.1	9.5	163	17.1	19.1	21.3
6. KZZL-F	9/ 6.6	6.7	11.8	162	17.0	17.5	23.0
7. WOW	7/ 5.1	.7	3.0	99	10.4	6.4	8.2
8.							
9.							
10.							

12+ AMD

1. KGLI-F
2. KSCJ
3. KMNS >
4. KSEZ-F
5. KWSL

12+ MID

1. KGLI-F
2. KSEZ-F
3. KMNS
4. KWSL
   KZZL-F

12+ PMD

1. KGLI-F>>
2. KSEZ-F
3. KMNS
4.
5.

12+ EVE

1. KGLI-F>>
2. KMNS
3. KSCJ
4. KSEZ-F
5.

ADULTS 18-34

1. KGLI-F>>
2. KSEZ-F>>
3.
4.
5.

ADULTS 25-54

1. KGLI-F
2. KMNS >
3. KWSL
4.
5.

ADULTS 35-64

1. KMNS >>
2. KSCJ
3. KWSL
4. KGLI-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTFC-F	103.3	Sioux City	2.2/5.4
KEZO-F	1490	Omaha	.7/2.3
KWMT	540	Fort Dodge	1.5/3.2
WNAX	570	Yankton	.7/7.0

RADIO STATIONS

KMNS, 620, 1 KW/1 KW (DA-2), COUNTRY	MBS,$13.00	(Mc-Guild)	Sage	J. Schnacke
KSCJ, 1360, 5 KW/5 KW (DA-N), MOR	ABC-I,$17.00	(Masla)		J. Magnuson
KWSL, 1470, 5 KW/5 KW (DA-2), MOR	US 2,$13.00	(Torbet)		T. Mann
KGLI-F, 95.5, 100 KW @ 900, AC	US 1,$24.00	(Torbet)		T. Mann
KSEZ-F, 97.9, 62 KW @ 280, CHR	ABC-F,$21.00	(Christal)	Sage	J. Schnacke
KZZL-F, 99.5, 100 KW @ 794, SOFT AC	,$16.00	(Roslin)	(LEMARS)	P. Olson

SPRINGFIELD, IL

MSA Rank/Pop: 210/190,500
ARB Rank/Pop: 174/163,100
Market TSL: 24.5 hours
Average Person Ratings: 18.7

Diaries: 400/408:1
Sample Target: 370
% Below Line: 4.7
% Not Listed: 9.8

Retail $: 1.20 Bil
FM Share: 74.91%
Stations: 13/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WYMG-F	71/23.3	17.9	8.9	495	35.1	28.4	15.2
2. WNNS-F	56/18.4	8.6	10.7	468	32.4	25.8	21.4
3. WFMB-F	37/12.1	17.2	11.4	435	27.4	26.3	20.8
4. WTAX	28/ 9.2	9.0	12.9	335	20.8	24.2	25.9
5. WDBR-F	24/ 7.9	11.8	16.4	318	24.3	25.7	30.5
6. WMAY	18/ 5.9	7.9	7.9	169	11.0	16.6	16.9
7. WVEM-F	15/ 4.9	9.0	8.6	199	12.2	13.2	13.1
8. WCVS	13/ 4.3	3.6	5.0	229	15.5	13.7	15.3
9. KMOX	7/ 2.3	3.6	3.9	153	10.0	8.9	9.1
10.							

12+ AMD

1. WYMG-F
2. WNNS-F
3. WFMB-F<
4. WTAX >
5. WMAY

12+ MID

1. WNNS-F
   WYMG-F>>
3. WFMB-F
4. WDBR-F>
5. WTAX

12+ PMD

1. WYMG-F>
2. WNNS-F
3. WFMB-F
4. WDBR-F
5.

12+ EVE

1. WYMG-F
   WNNS-F>>
3. WTAX
4. KMDX
5. WDBR-F

ADULTS 18-34

1. WYMG-F>>
2. WNNS-F>>
3. WDBR-F
4. WFMB-F
5.

ADULTS 25-54

1. WNNS-F
2. WYMG-F>
3. WFMB-F>
4. WDBR-F
5.

ADULTS 35-64

1. WNNS-F
2. WFMB-F
3. WTAX
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGN	720	Chicago	.7/3.3
WKZW-F	93.3	Peoria	.3/2.9
WLS	890	Chicago	.3/2.9
WXFM-F	99.3	Mount Zion	.7/2.3

RADIO STATIONS

WCVS, 1450, 1 KW/1 KW	, MOR	ABC-D,$20.00	(Mc-Guild)	Eastern	G. Neuhoff
WMAY, 970, 1 KW/500 W (DA-2),	COUNTRY	NBC,$ NA	(HNWH)	Mid. Family	T. Kushak
WTAX, 1240, 1 KW/1 KW	, MOR	CBS,MBS,$ NA	(Christal)	Sage	B. Bagg
WDBR-F, 103.7, 50 KW @ 318,	CHR	,$ NA	(Christal)	Sage	S. Harbison
WFMB-F, 104.7, 43 KW @ 427,	COUNTRY	ABC-I,$ NA	(Mc-Guild)	Eastern	G. Neuhoff
WNNS-F, 98.7, 50 KW @ 500,	AC	US 1,$ NA	(HNWH)	Mid. Family	T. Kushak
WVEM-F, 101.9, 50 KW @ 300,	BTFL/EZ	ABC-E,$18.00	(Katz-Powell)		D. Menghini
WYMG-F, 100.5, 50 KW @ 500,	AOR	,$27.00	(Katz)	Saga (JACKSONVILLE)	P. Donsbach

STAMFORD - NORWALK, CT

MSA Rank/Pop: 204/199,700
ARB Rank/Pop: 126/281,000
Market TSL: 18.25 hours
Average Person Ratings: 13.9

Diaries: 384/732:1
Sample Target: 400
% Below Line: 71.6
% Not Listed: 11.0

Retail $: 2.94 Bil
FM Share: 68.97%
Stations: 32/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WSTC	33/8.4	7.3	3.9	400	14.6	13.6	11.8
2. WNEW-F	22/5.6	5.9	3.0	311	12.3	13.3	7.3
3. WCBS	21/5.4	5.0	4.9	617	22.6	14.3	19.3
4. WEBE-F	20/5.1	2.3	1.6	326	12.0	12.4	6.6
5. WHTZ-F	19/4.9	4.1	7.2	257	13.7	11.7	15.5
WXRK-F	19/4.9	4.5	5.1	265	10.8	14.7	10.1
7. WNCN-F	16/4.1	4.3	4.4	327	11.9	11.1	8.1
WRKS-F	16/4.1	3.0	2.3	90	5.0	5.8	6.5
9. WGMX-F	15/3.8	3.9	5.1	228	9.8	13.0	15.0
WEZN-F	15/3.8	6.4	6.9	364	13.0	16.3	15.8
11. WCBS-F	13/3.3	2.7	2.5	299	11.0	7.9	9.6
12. WGCH	12/3.1	1.6	4.6	219	7.8	5.9	5.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSTC	1. WEBE-F	1. WEBE-F	1. WRKS-F
2. WCBS	WSTC	2. WNEW-F	2. WGCH
3. WXRK-F	3. WNCN-F	3. WRKS-F	3. WHTZ-F
4. WGCH	WNEW-F<	4. WCBS <	4.
WNBC	5. WEZN-F	5. WNCN-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WNEW-F	1. WEBE-F	1. WSTC >
2. WEBE-F	WSTC	2. WNCN-F
3. WXRK-F	3. WXRK-F	3. WCBS
4. WHTZ-F	4. WCBS	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCFS	1260	Westport	.8/2.6
WJAZ-F	96.7	Stamford	2.0/8.5
WNLK	1350	Norwalk	2.0/5.9
WABC	770	New York	1.3/7.2
WBAB-F	102.3	Babylon	1.8/4.8
WBLS-F	107.5	New York	.8/3.9
WDRE-F	92.7	Garden City	2.0/4.8
WFAN	1050	New York	1.5/4.7
WINS	1010	New York	1.0/ 6.4
WLTW-F	106.7	New York	2.3/ 5.8
WNBC	660	New York	2.8/ 8.1
WNSR-F	105.1	New York	1.3/ 4.2
WOR	710	New York	1.3/ 3.3
WPIX-F	101.9	New York	.5/ 2.5
WPLR-F	99.1	New Haven	1.3/ 4.9
WQHT-F	103.5	Lake Success	1.8/ 7.3
WQXR-F	96.3	New York	2.3/ 6.8
WRKI-F	95.1	Brookfield	2.0/ 3.2
WWPR-F	95.5	New York	2.0/11.5
WYNY-F	97.1	New York	1.5/ 5.3

RADIO STATIONS

WGCH, 1490, 1 KW/1 KW , MOR	NBC,$38.00 (Republic)	(GREENWICH)	W. Broadhurst
WNLK, 1350, 1 KW/500 W (DA-N), AC	ABC-E,$80.00 (Christal)	Hanson	M. Hanson
WSTC, 1400, 1 KW/1 KW , MOR	ABC-I,$90.00 (Katz)	Chase	W. Lada
WGMX-F, 95.9, 3 KW @ 300, AC	,$70.00 (Christal)		M. Hanson
WJAZ-F, 96.7, 3 KW @ 461, JAZZ	,$38.00 (Katz)	Chase	W. Lada

Other ranked stations - See New York or Bridgeport in Spring 88 edition of American Radio

STAUNTON - WAYNESBORO, VA

MSA Rank/Pop: NA
ARB Rank/Pop: 245/80,100
Market TSL: 21.5 hours
Average Person Ratings: 15.9

Diaries: 268/299:1
Sample Target: 250
% Below Line: 4.7
% Not Listed: 16.5

Retail $: .55 Bil
FM Share: 41.51%
Stations: 12/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WKDW	~~31/~~24.4	26.3	23.3	242	30.2	37.4	29.0
2. WSGM-F	27/21.3	19.3	18.6	237	29.6	38.8	35.6
3. WANV-F	9/ 7.1	4.4	8.5	121	15.1	12.1	17.0
WNLR	9/ 7.1	.9	7.8	84	10.5	5.8	8.4
5. WANV	8/ 6.3	8.8	6.2	109	13.6	18.6	15.1
6. WTON	7/ 5.5	7.0	5.4	143	17.9	21.1	21.4
7. WSVA	6/ 4.7	4.4	3.9	58	.2	7.9	9.6
8.							
9.							
10.							

12+ AMD
1. WKDW >
2. WSGM-F>>
3. WTON
4.
5.

12+ MID
1. WSGM-F
2. WKDW >>
3. WANV-F
4.
5.

12+ PMD
1. WKDW <
2. WSGM-F
3.
4.
5.

12+ EVE
1. WSGM-F
2. WKDW
3.
4.
5.

ADULTS 18-34
1. WSGM-F>>
2. WKDW
3.
4.
5.

ADULTS 25-54
1. WKDW >>
2. WSGM-F>
3. WNLR
4.
5.

ADULTS 35-64
1. WKDW >>
2.
3.
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WQPO-F	100.7	Harrisburg	2.4/10.0
WZKT	1490	Waynesboro	.8/ 8.0

RADIO STATIONS

WANV,	970,	5 KW/1 KW (DA-2),	COUNTRY	US 2,$11.00	(---)		C. Rogers
WKDW,	900,	2.5 KW/129 W	, COUNTRY	APR,$12.00	(---)		N. Brooks
WNLR,	1150,	1 KW	, RELIGION	,$ 7.00	(---)	(HARRISONBURG)	R. Ashby
WSVA,	550,	5 KW/1 KW	, TALK	,$30.00	(---)		D. Ridgeway
WTON,	1240,	1 KW/1 KW	, AC	ABC-E,$ 9.00	(---)	Ogden	C. Neer
WANV-F,	99.7,	50 KW @ 2400, BTFL (?)		US 2,$10.00	(---)		C. Rogers
WSGM-F,	93.5,	3 KW @ 352, AC		APR,$10.00	(---)	Ogden	N. Brooks

TEXARKANA, TX

MSA Rank/Pop: 295/120,800
ARB Rank/Pop: 230/99,500
Market TSL: 17.5 hours
Average Person Ratings: 13.0

Diaries: 302/329:1
Sample Target: 280
% Below Line: 35.7
% Not Listed: 13.2

Retail $: .77 Bil
FM Share: 75.89%
Stations: 17/11

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KXAR-F	16/12.4	4.5	7.3	92	12.4	10.8	10.3
2. KCMC	14/10.9	9.9	17.1	162	16.3	15.5	25.2
KTAL-F	14/10.9	9.0	8.5	133	17.0	16.6	13.5
4. KRMD-F	13/10.1	8.1	4.9	142	14.8	17.7	15.5
5. KLLI-F	10/ 7.8	8.1	6.7	124	14.4	17.4	18.5
6. KADO	9/ 7.0	14.4	6.7	119	13.9	21.0	13.9
KTWN-F	9/ 7.0	15.3	9.8	176	18.0	19.6	16.8
8. KI[illegible]T-F	7/ 5.4	1.8	2.4	118	14.2	9.3	13.3
9. KMLA-F	5/ 3.9	3.6	4.3	100	11.1	11.3	10.1
KTUX-F	5/ 3.9	2.7	3.7	63	10.9	9.0	11.1
11. KOSY	3/ 2.3	.9	1.8	68	6.8	5.3	7.7
KPYN-F	3/ 2.3	2.7	1.8	31	3.1	4.4	2.5

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KCMC <	1. KTAL-F>	1. KTAL-F	1. KXAR-F>
2. KTWN-F	2. KLLI-F	2. KLLI-F	2. KRMD-F>
3. KXAR-F<	3. KRMD-F	3. KRMD-F	3. KTUX-F
4. KRMD-F	4. KCMC	4. KTWN-F	4. KLLI-F
5. KTAL-F	5. KADO	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KTAL-F	1. KRMD-F	1. KRMD-F>
2. KXAR-F	KTAL-F	2. KTWN-F
3. KADO	3. KLLI-F	KCMC
KLLI-F	KXAR-F	4. KXAR-F
5.	5. KTWN-F	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KARQ-F	92.1	Ashdown	1.6/4.3
KMLA	1400	Texarkana	---/2.9
KNBO	1530	New Boston	.8/2.6
KRMD	1340	Shreveport	---/2.0
KVKI-F	96.5	Shreveport	.8/3.6

RADIO STATIONS

KADO,	940,	2.5 KW/13 W , BLACK	ABC-C,$14.00	(Lazar)		J. Bell
KCMC,	740,	1 KW/1 KW (DA-1), COUNTRY	MBS,$15.00	(Katz)		D. Davis
KLLI-F,	95.9,	3 KW @ 450, AC	,$16.00	(Mc-Guild)	(HOOKS)	R. Weber
KMLA-F,	103.9,	2.65 KW @ 355, COUNTRY	ABC-I,$11.00	(---)	(ASHDOWN, AR)	G. Leach
KTWN-F,	107.1,	1.4 KW @ 490, COUNTRY	ABC-E,$15.00	(Roberts)		J. Bell
KXAR-F,	101.7,	3 KW @ 300, BLACK	SBN,$ 9.00	(Masla)	(HOPE)	J. Mason

Other ranked stations - See Shreveport in Spring 88 edition of American Radio

TRENTON, NJ

MSA Rank/Pop: 145/318,500
ARB Rank/Pop: 130/273,000
Market TSL: 21.25 hours
Average Person Ratings: 16.2

Diaries: 436/626:1
Sample Target: 400
% Below Line: 69.5
% Not Listed: 13.5

Retail $: 2.30 Bil
FM Share: 75.98%
Stations: 32/7

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WEGX-F	31/7.0	1.7	1.3	322	14.9	5.0	3.3
2. WKXW-F	29/6.5	5.7	6.6	481	18.7	15.1	14.4
WMMR-F	29/6.5	4.7	7.7	389	16.6	12.1	17.4
4. WHWH	25/5.6	5.9	3.3	405	15.3	10.9	8.9
5. WPST-F	24/5.4	8.3	7.9	543	22.3	26.6	20.8
6. WUSL-F	22/5.0	6.4	9.2	240	10.3	8.5	12.8
7. WYSP-F	20/4.5	3.6	2.4	407	16.2	10.0	6.9
WBUD	20/4.5	7.3	5.1	233	8.5	12.5	11.6
9. WOR	19/4.3	2.1	1.5	207	7.6	8.4	5.3
10. WSNI-F	15/3.4	2.6	3.5	227	9.4	8.7	10.2
WXTU-F	15/3.4	3.1	1.1	219	8.2	5.8	4.5
12. WEAZ-F	14/3.2	4.7	4.2	190	7.2	10.2	8.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHWH	1. WKXW-F	1. WMMR-F	1. WEGX-F
2. WKXW-F	WEGX-F	2. WEGX-F	2. WYSP-F
3. WEGX-F	3. WMMR-F	3. WKXW-F	3. WKXW-F
4. WMMR-F	4. WPST-F	4. WPST-F	WCAU
5. WPST-F	5.	5.	WUSL-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WMMR-F	1. WMMR-F	1. WHWH
2. WEGX-F	2. WEGX-F	2. WEAZ-F
3. WYSP-F	3. WYSP-F	3. WKXW-F
4. WPST-F	4. WXTU-F	WXTU-F
5. WKXW-F	WKXW-F	5. WBUD

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	1.8/3.9
WPRB-F	103.3	Princeton	.5/4.5
WTTM	920	Trenton	2.0/5.6
WABC	770	New York	.5/3.0
WCAU	1210	Philadelphia	2.7/8.1
WCBS	880	New York	1.4/5.9
WDAS-F	105.3	Philadelphia	.9/6.9
WFIL	560	Philadelphia	.7/4.2
WFLN-F	95.7	Philadelphia	.7/ 3.5
WFMZ-F	100.7	Allentown	.9/ 2.9
WIOQ-F	102.1	Philadelphia	1.6/ 3.3
WMGK-F	102.9	Philadelphia	1.8/ 8.5
WNBC	660	New York	.9/ 3.9
WNEW	1130	New York	.7/ 3.1
WNEW-F	102.7	New York	.5/ 3.9
WOGL-F	98.1	Philadelphia	2.7/10.2
WWDB-F	96.5	Philadelphia	2.7/ 4.2
WWPR-F	95.5	New York	1.8/ 7.3
WXRK-F	92.3	New York	.7/ 2.3
WYNY-F	97.1	New York	1.8/ 4.3

RADIO STATIONS

WBUD, 1260, 5 KW/1 KW (DA-1), MOR	NBC,$55.00 (Roslin)			T. Watts
WHWH, 1350, 5 KW/5 KW (DA-2), MOR	ABC-E,$35.00 (Katz)	Nassau	(PRINCETON)	J. Morris
WKXW-F, 101.5, 18 KW @ 868, AC	,$55.00 (Roslin)			T. Watts
WPST-F, 97.5, 50 KW @ 462, CHR	,$55.00 (Katz)	Nassau		J. Morris

Other ranked stations - See New York or Philadelphia in Spring 88 edition of American Radio

TRI-CITIES, WA
(Richland - Kennewick - Pasco)

MSA Rank/Pop: 245/147,400
ARB Rank/Pop: 213/112,200
Market TSL: 17.0 hours
Average Person Ratings: 12.8

Diaries: 329/341:1
Sample Target: 330
% Below Line: 2.4
% Not Listed: 14.6

Retail $: .81 Bil
FM Share: 74.80%
Stations: 10/9

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KIOK-F	36/25.0	23.1	17.6	389	34.7	34.7	30.4
2. KZZK-F	19/13.2	8.1	8.5	263	23.4	18.5	18.7
3. KONA	18/12.5	8.8	8.0	251	22.4	21.9	22.0
4. KONA-F	14/ 9.7	10.6	9.6	217	19.3	17.4	18.0
5. KOTY-F	13/ 9.0	2.5	6.4	157	14.0	7.8	17.1
6. KEYW-F	7/ 4.9	7.5	---	113	10.1	13.2	---
7. KALE	5/ 3.5	2.5	5.9	80	7.1	13.9	12.7
KORD	5/ 3.5	5.0	9.0	96	8.6	11.4	15.3
9.							
10.							

12+ AMD

1. KIOK-F
2. KONA
3. KZZK-F>
4. KOTY-F
5.

12+ MID

1. KIOK-F
2. KONA
3. KONA-F
4. KOTY-F
5.

12+ PMD

1. KIOK-F
2. KONA
3. KONA-F
4. KOTY-F
5.

12+ EVE

1. KIOK-F<
2. KZZK-F>>
3.
4.
5.

ADULTS 18-34

1. KIOK-F>>
2. KZZK-F>
3. KOTY-F
4.
5.

ADULTS 25-54

1. KIOK-F
2. KONA-F
3. KZZK-F
4.
5.

ADULTS 35-64

1. KONA-F
2. KONA >
3. KOTY-F
4.
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOTY	1340	Kennewick	2.1/ 7.1
KNLT-F	95.7	Walla Walla	2.1/10.1

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), AC	NBC,$13.00	(HNWH)	SRO	O. Kneedson
KONA, 610, 5 KW/5 KW (DA-2), MOR	ABC-I,$15.00	(Katz-Powell)		D. Mitchell
KORD, 870, 10 KW/250 W , COUNTRY	ABC-D,$12.00	(MMR)		G. Hamblin
KEYW-F, 98.3, 3 KW @ 200, OLDIES	,$12.00	(Republic)		R. McDowell
KIOK-F, 94.9, 100 KW @ 1250, CHR	,$28.00	(HNWH)	SRO	O. Knudson
KONA-F, 105.3, 100 KW @ 1180, BTFL/EZ	CBS,$16.00	(Katz-Powell)		D. Mitchell
KOTY-F, 106.5, 25 KW @ -44, ? ?	MBS,$19.00	(Christal)		J. Iles
KZZK-F, 102.7, 100 KW @ 1100, CHR	ABC-R,$12.00	(MMR)		G. Hamblin

TUSCALOOSA, AL

MSA Rank/Pop: 257/140,100
ARB Rank/Pop: 206/119,700
Market TSL: 20.5 hours
Average Person Ratings: 15.3

Diaries: 337/355:1
Sample Target: 310
% Below Line: 28.9
% Not Listed: 13.1

Retail $: 1.32 Bil
FM Share: 81.13%
Stations: 16/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WACT-F	23/12.6	7.6	12.6	257	22.6	17.2	17.9
2. WZBQ-F	22/12.0	4.7	--	212	20.9	15.9	---
3. WFFX-F	20/10.9	15.8	15.5	286	26.2	34.7	33.2
4. WTUG-F	19/10.4	19.3	19.5	184	20.2	21.7	23.5
5. WZZK-F	18/ 9.8	11.1	8.0	250	23.3	23.9	16.8
6. WTSK	17/ 9.3	8.8	5.7	167	15.0	13.2	10.2
7. WACT	10/ 5.5	4.7	3.4	130	10.9	8.3	8.5
8. WMJJ-F	9/ 4.9	1.2	---	100	8.6	4.4	---
9. WAPI-F	6/ 3.3	5.8	6.9	92	9.7	14.2	14.8
10. WENN-F	4/ 2.2	1.8	3.4	89	9.6	9.2	10.2
WKXX-F	4/ 2.2	1.2	1.7	64	7.2	8.3	8.8

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WACT-F	1. WZBQ-F<	1. WFFX-F	1. WTUG-F>>
2. WTSK <	2. WFFX-F	WTUG-F	2. WZBQ-F
3. WZZK-F	3. WACT-F	3. WACT-F	3. WACT-F
4. WZBQ-F	4. WZZK-F	WZZK-F	WFFX-F
5. WFFX-F	5. WTUG-F	5. WZBQ-F	WTSK

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WZBQ-F>	1. WZZK-F	1. WACT-F>
2. WFFX-F>	2. WFFX-F	2. WTSK
3. WTUG-F>	WZBQ-F	WZZK-F
4. WZZK-F	4. WTUG-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNPT	1280	Tuscaloosa	1.1/3.7
WZBQ	1150	Tuscaloosa	---/1.2
WDJC-F	93.7	Birmingham	1.1/5.3
WVRT-F	101.7	Gordo	1.1/3.7
WZZK	610	Birmingham	.5/1.6

RADIO STATIONS

WACT, 1420, 5 KW	, COUNTRY	APR,$ NA	(Roslin)			C. Price
WTSK, 790, 5 KW/36 W	, GOSPEL/BLACK	,$40.00	(Republic)			J. Shaw
WACT-F, 105.5, 3 KW @ 300,	COUNTRY	APR,$14.00	(Roslin)			C. Price
WFFX-F, 95.7, 100 KW @ 500,	AC	,$35.00	(Eastman)	Keymarket		G. Drear
WTUG-F, 92.7, 3 KW @ 300,	BLACK	SBN,$50.00	(Republic)			
WZBQ-F, 102.5, 13 KW @ ?? ,	? ?	ABC-I,$ NA	(---)		(JASPER)	

Other ranked stations - See Birmingham in Spring 88 edition of American Radio

TYLER, TX

MSA Rank/Pop: 238/156,100
ARB Rank/Pop: 195/130,500
Market TSL: 21.5 hours
Average Person Ratings: 15.9

Diaries: 370/353:1
Sample Target: 310
% Below Line: 4.0
% Not Listed: 15.4

Retail $: .98 Bil
FM Share: 73.86%
Stations: 12/8

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KNUE-F	45/21.6	13.2	10.7	375	31.0	22.6	20.3
2. KTBB	24/11.5	7.4	5.6	284	21.8	21.1	20.5
KTYL-F	24/11.5	16.7	11.2	291	24.2	28.7	25.3
4. KOOI-F	21/10.1	9.3	17.2	177	13.6	16.9	15.5
5. KROZ-F	20/ 9.6	2.5	4.2	123	13.9	10.9	10.6
6. KZEY	18/ 8.7	19.6	14.9	173	15.5	22.0	20.1
7. KEYP-F	17/ 8.2	9.8	14.4	168	17.2	23.2	23.5
8.							
9.							
10.							

12+ AMD

1. KNUE-F>
2. KTBB >
3. KTYL-F
4. KOOI-F
5.

12+ MID

1. KNUE-F>
2. KZEY
3. KOOI-F
4. KTYL-F
5. KTBB

12+ PMD

1. KNUE-F>
2. KOOI-F
   KTYL-F
4. KEYP-F
   KROZ-F

12+ EVE

1. KNUE-F
2. KTYL-F
3. KROZ-F>
4. KEYP-F
5. KZEY

ADULTS 18-34

1. KNUE-F>
2. KTYL-F
3. KEYP-F>
4. KROZ-F
5.

ADULTS 25-54

1. KNUE-F>
2. KTYL-F>>
3. KTBB
4. KZEY
5.

ADULTS 35-64

1. KNUE-F>>
2. KZEY
3. KOOI-F
   KTYL-F
5. KTBB

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTYL	1330	Tyler	---/1.2
KEGL-F	97.1	Fort Worth	.5/4.8
KRLD	1080	Dallas	1.0/4.4
KYKX-F	105.7	Longview	1.0/6.0
WBAP	820	Fort Worth	1.0/3.2

RADIO STATIONS

KTBB, 600, 5 KW/2.5 KW (DA-2), MOR/AC ABC-I,Trans,$32.00 (Banner) D. Chaney
KZEY, 690, 1 KW/250 W (DA-2) , BLACK SBN,$25.00 (Mc-Guild) M. Walker

KEYP-F, 99.3, 3 KW @ 300, CHR US 1,$22.00 (Christal) (WHITEHOUSE) C. Morgan
KNUE-F, 101.5, 100 KW @ 1074, COUNTRY ,$35.00 (Banner) D. Chaney
KOOI-F, 106.5, 100 KW @ 1468, BTFL/EZ ABC-E,$18.00 (Republic) (JACKSONVILLE) D. Waller
KROZ-F, 92.1, 3 KW @ 280, COUNTRY ,$28.00 (Mc-Guild) M. Walker
KTYL-F, 93.1, 100 KW @ 375, AC ABC-C,$44.00 (Durpetti) A. Drake

VICTORIA, TX

MSA Rank/Pop: 342/76,700
ARB Rank/Pop: 256/62,700
Market TSL: 20.25 hours
Average Person Ratings: 15.2

Diaries: 289/217:1
Sample Target: 250
% Below Line: 16.7
% Not Listed: 11.6

Retail $: .58 Bil
FM Share: 65.48%
Stations: 11/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KVIC-F	29/30.5	27.8	23.0	229	45.9	45.9	46.1
2. KZEU-F	13/13.7	20.3	17.0	151	26.3	29.2	28.0
3. KNAL	12/12.6	6.3	11.0	131	21.9	16.7	23.5
4. KPLV-F	7/ 7.4	8.9	7.0	112	21.5	21.7	23.1
5. KAMG	6/ 6.3	6.3	5.0	99	17.4	15.0	11.6
KGUL	6/ 6.3	2.5	12.0	57	9.1	7.3	11.0
7. KTXN-F	3/ 3.2	3.8	4.0	50	8.0	9.9	9.9
KTSA	3/ 3.2	---	1.0	25	4.6	---	2.7
9. KMJQ-F	2/ 2.1	6.3	---	26	4.5	4.6	---
KTRH	2/ 2.1	---	---	39	6.9	---	---

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KVIC-F>	1. KVIC-F>	1. KVIC-F>>	1. KVIC-F
2. KNAL	2. KZEU-F>>	2. KZEU-F	2.
3. KZEU-F>>	3. KTSA	3. KPLV-F	3.
4. KAMG	KPLV-F	4. KAMG	4.
KGUL	5.	KGUL	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KVIC-F>>	1. KVIC-F>	1. KZEU-F
2. KPLV-F	2. KZEU-F>	2. KNAL
3. KZEU-F	3. KAMG-F	3. KVIC-F
4.	4. KPLV-F	4. KGUL
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KOUL-F 103.7 Sinton 1.1/3.7

RADIO STATIONS

KAMG, 1340, 1 KW/1 KW	, OLDIES	ABC-D,$ 8.00	(Mc-Guild)	Mayes		R. Woodman
KNAL, 1410, 500 W/500 W (DA-N),	COUNTRY	,$21.00	(Riley)			R. Martin
KGUL, 1560, 500 W	, SPANISH	,$13.00	(---)		(PORT LAVACA)	D. Muse
KPLV-F, 93.3, 100 KW @ 700,	CLASSIC	,$15.00	(Christal)		(PORT LAVACA)	M. Diangelo
KTXN-F, 98.7, 100 KW @ 347,	BTFL/EZ	CNN,$18.00	(Masla)			D. Freed
KVIC-F, 95.1, 100 KW @ 500,	CHR	,$25.00	(Mc-Guild)	Mayes		R. Woodman
KZEU-F, 107.9, 100 KW @ 362,	COUNTRY	,$18.00	(---)			H. Smith

KTSA - See San Antonio in Spring 88 edition of American Radio

KMJQ, KTRH - See San Antonio in Spring 88 edition of American Radio

WATERBURY, CT

MSA Rank/Pop: 199/211,100
ARB Rank/Pop: 166/178,700
Market TSL: 21.0 hours
Average Person Ratings: 15.8

Diaries: 507/352:1
Sample Target: 400
% Below Line: 80.2
% Not Listed: 10.6

Retail $: 1.43 Bil
FM Share: 69.38%
Stations: 24/5

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WKCI-F	34/12.0	8.8	7.8	352	23.7	24.7	23.8
2. WATR	24/ 8.5	8.8	8.1	277	16.3	16.8	18.3
WKSS-F	24/ 8.5	7.6	9.1	222	17.5	20.0	18.9
4. WEZN-F	21/ 7.4	5.8	9.4	181	11.1	12.0	14.3
5. WDRC-F	20/ 7.1	9.7	5.3	251	14.7	20.0	16.7
6. WRCH-F	18/ 6.4	4.8	5.9	156	8.7	10.4	14.0
7. WQQW	14/ 4.9	4.5	3.4	175	10.2	8.3	10.4
WIOF-F	14/ 4.9	6.4	8.1	203	11.4	19.4	19.5
9. WPLR-F	13/ 4.6	7.0	3.4	180	10.9	15.7	14.8
10. WHCN-F	9/ 3.2	3.6	5.3	137	8.6	9.9	15.3

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKCI-F	1. WKCI-F	1. WKCI-F	1. WKCI-F
2. WTIC	2. WATR <	2. WDRC-F	2. WEZN-F
3. WATR >	3. WRCH-F	WEZN-F	WKSS-F
4. WEZN-F	4. WKSS-F<	4. WRCH-F	4. WTIC
5. WDRC-F	5. WEZN-F	5.	5. WATR

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. WKCI-F>	1. WKCI-F	1. WATR
2. WKSS-F	2. WDRC-F	2. WTIC
3. WPLR-F	3. WTIC	3. WEZN-F
4. WDRC-F	4. WKSS-F	WRCH-F
5. WHCN-F	5. WATR	5. WDRC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNAQ	1380	Naugatuck	1.8/4.6	WCCC-F	106.9	Hartford	.4/ 3.6
WWCO	1240	Waterbury	1.4/6.1	WEBE-F	107.9	Westport	.7/ 4.0
WWYZ-F	92.5	Waterbury	1.1/4.4	WNBC	660	New York	1.4/ 3.0
				WQHT-F	103.5	Lake Success	.4/ 2.2
WABC	770	New York	.4/3.2	WRKI-F	95.1	Brookfield	1.8/ 4.3
WBLS-F	107.5	New York	.4/2.4	WRKS-F	98.7	New York	.7/ 2.9
WCBS	880	New York	1.4/6.7	WTIC-F	96.5	Hartford	1.8/10.3

RADIO STATIONS

WATR, 1320, 5 KW/1 KW (DA-2), MOR	CBS,$35.00 (Banner)	F. Erwin
WQQW, 1590, 5 KW/5 KW (DA-1), NOSTALGIA	APR,$33.00 (Kettell)	M. Pite

Other ranked stations - See Hartford, Bridgeport or New Haven in Spring 88 edition of American Radio

WATERTOWN, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 247/76,300
Market TSL: 20.25 hours
Average Person Ratings: 15.3

Diaries: 288/265:1
Sample Target: 250
% Below Line: 3.9
% Not Listed: 12.0

Retail $: .52 Bil
FM Share: 72.82%
Stations: 11/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WTNY-F	40/34.2	32.1	---	360	47.2	46.5	---
2. WTNY	19/16.2	20.4	30.3	237	31.1	40.5	50.2
3. WNCQ-F	18/15.4	19.0	18.0	172	22.5	26.3	26.6
4. WTOJ-F	14/12.0	7.3	17.2	165	21.6	24.4	34.0
5. WNCQ	5/ 4.3	4.4	4.9	79	10.4	11.5	13.2
6. WATN	4/ 3.4	2.2	7.4	71	9.4	10.5	15.0
7.							
8.							
9.							
10.							

12+ AMD

1. WTNY-F
2. WTNY >>
3. WNCQ-F>
4. WTOJ-F
5.

12+ MID

1. WTNY-F>>
2. WNCQ-F>
3. WTNY
4.
5.

12+ PMD

1. WTNY-F>>
2. WNCQ-F
3. WTNY
4.
5.

12+ EVE

1. WTNY-F>>
2.
3.
4.
5.

ADULTS 18-34

1. WTNY-F>>
2.
3.
4.
5.

ADULTS 25-54

1. WTNY-F>>
2. WTOJ-F
3. WNCQ-F
   WTNY
5.

ADULTS 35-64

1. WNCQ-F>
2. WTNY
3. WTNY-F
   WTOJ-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

CFLY-F	98.1	Kingston	.9/4.1
WKFM-F	104.7	Fulton	.9/5.4
WSCP	1070	Sandy Creek	.9/2.8
WYYY-F	94.5	Syracuse	.9/4.6

RADIO STATIONS

WATN, 1240, 1 KW/1 KW	, COUNTRY	ABC-E,$10.00 (Roslin)	J. Brosk
WNCQ, 1410, 5 KW/1 KW (DA-N),	AC	,$10.00 (Katz-Powell)	J. Graham
WTNY, 790, 1 KW/1 KW (DA-N),	MOR	CBS,US 1,$50.00 (Torbet)	D. Alexander
WNCQ-F, 97.5, 41.3 KW @ 285,	COUNTRY	,$20.00 (Katz-Powell)	J. Graham
WTNY-F, 93.5, 3 KW @ 330,	CHR	,$50.00 (Torbet)	D. Alexander
WTOJ-F, 103.1, 3 KW @ 670,	AC	,$14.00 (Roslin) (CARTHAGE)	J. Riley

WICHITA FALLS, TX

MSA Rank/Pop: 288/123,900
ARB Rank/Pop: 221/105,300
Market TSL: 20.50 hours
Average Person Ratings: 14.9

Diaries: 360/293:1
Sample Target: 300
% Below Line: 1.5
% Not Listed: 14.6

Retail $: 1.41 Bil
FM Share: 89.55%
Stations: 8/6

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KLUR-F	54/34.4	27.8	38.1	431	43.2	39.9	48.5
2. KKQV-F	26/16.6	11.8	12.9	262	29.2	29.6	24.1
3. KNIN-F	21/13.4	22.2	17.0	276	33.0	40.2	31.2
4. KTLT-F	19/12.1	13.2	9.5	238	23.4	27.3	24.2
5. KGTM	10/ 6.4	4.9	5.4	119	11.3	9.1	16.6
6.							
7.							
8.							
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLUR-F>>	1. KLUR-F>>	1. KLUR-F>>	1. KLUR-F>
2. KKQV-F<	2. KKQV-F	2. KKQV-F	2. KNIN-F>
3. KNIN-F	3. KTLT-F	3. KNIN-F	3. KKQV-F
4. KTLT-F>	4. KNIN-F	4. KTLT-F	4.
5. KGTM	5. KGTM	5. KGTM	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KLUR-F	1. KLUR-F>>	1. KLUR-F>>
2. KKQV-F>	2. KTLT-F	2. KTLT-F
3. KNIN-F	3. KKQV-F>	3. KGTM
KTLT-F	4. KNIN-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWFT	620	Wichita Falls	1.3/9.8
KRLD	1080	Dallas	.6/2.7
WBAP	820	Fort Worth	.6/6.6

RADIO STATIONS

KGTM, 990, 1 KW/1 KW	, COUNTRY	,$16.00	(Banner)	D. Stalker
KKQV-F, 103.3, 100 KW @ 440,	CHR	,$20.00	(Mc-Guild)	R. Jordan
KLUR-F, 99.9, 100 KW @ 820,	COUNTRY	ABC,$34.00	(Katz)	S. Beard
KNIN-F, 92.9, 100 KW @ 930,	CHR	ABC-C,$39.00	(Banner)	D. Hargrove
KTLT-F, 106.3, 3 KW @ 400,	AC	US 2,$18.00	(Christal)	A. Maxwell

WILLIAMSPORT, PA

MSA Rank/Pop: 302/115,800
ARB Rank/Pop: 231/98,200
Market TSL: 22.0 hours
Average Person Ratings: 16.9

Diaries: 337/291:1
Sample Target: 290
% Below Line: 0.6
% Not Listed: 3.6

Retail $: .64 Bil
FM Share: 81.25%
Stations: 13/12

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. WILQ-F	43/25.9	25.1	27.3	345	36.9	38.3	35.0
2. WFXX-F	31/18.7	21.1	18.8	273	32.0	35.7	33.2
WHTO-F	31/18.7	.6	7.3	236	31.6	4.0	14.2
4. WKSB-F	14/ 8.4	10.5	7.9	172	19.5	24.6	16.9
WLYC	14/ 8.4	12.9	8.5	147	15.0	20.1	9.6
6. WWPA	12/ 7.2	8.2	9.7	142	14.5	18.2	22.4
7. WWZU-F	7/ 4.2	2.3	---	63	6.4	5.2	---
8.							
9.							
10.							

12+ AMD

1. WILQ-F>>
2. WHTO-F
3. WFXX-F>
4. WKSB-F
5. WLYC

12+ MID

1. WILQ-F
2. WFXX-F
3. WHTO-F>
4. WKSB-F<
5. WLYC

12+ PMD

1. WILQ-F>
2. WHTO-F<
3. WFXX-F
4.
5.

12+ EVE

1. WHTO-F
2. WFXX-F
3. WILQ-F
4.
5.

ADULTS 18-34

1. WFXX-F
2. WHTO-F
3.
4.
5.

ADULTS 25-54

1. WILQ-F
2. WFXX-F
3. WHTO-F
4. WKSB-F
5.

ADULTS 35-64

1. WILQ-F>>
2. WFXX-F
   WKSB-F
   WWPA
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFXX	1450	S. Williamsport	.6/5.3
WJSA	1600	Jersey Shore	.6/1.1
WJSA-F	93.5	Jersey Shore	1.2/5.4
WRAK	1400	Williamsport	1.2/7.3
WYRS-F	97.7	Jersey Shore	.6/4.3
WOEZ-F	100.9	Milton	.6/3.4

RADIO STATIONS

WLYC, 1050, 1 KW/35 W	, NOSTALGIA	ABC-I,$22.00 (---)		R. Cunnion
WWPA, 1340, 1 KW/1 KW	, AC	CBS,$16.00 (Radio Station)		W. Ott
WFXX-F, 99.3, 3 KW @ 1280,	CHR	ABC-F,$25.00 (Katz-Powell)		W. Diggins
WHTO-F, 103.9, 1.3 KW @ 429,	CHR	,$11.00 (---)	(MUNCY)	V. Michael
WILQ-F, 105.1, 3.8 KW @ 1300,	COUNTRY	ABC-I,$32.00 (---)		R. Cunnion
WKSB-F, 102.7, 53 KW @ 1270,	AC	,$15.00 (---)		J. Dame
WWZU-F, 92.1, 3 KW @ 225,	AOR	,$13.00 (Pates)	(LOCK HAVEN)	J. Lipez

YAKIMA, WA

MSA Rank/Pop: 215/185,300
ARB Rank/Pop: 184/149,600
Market TSL: 19.75 hours
Average Person Rating: 14.4

Diaries: 372/402:1
Sample Target: 350
% Below Line: 0.6
% Not Listed: 16.3

Retail $: 1.78 Bil
FM Share: 66.67%
Stations: 13/12

12+ METRO	1/4/SHARE	SPG 87	SPG 86	METRO CUME	METRO CUME RATING S88	S87	S86
1. KATS-F	38/17.7	8.6	10.0	377	25.2	17.5	16.7
2. KXDD-F	35/16.3	13.3	13.0	344	23.0	16.5	18.4
3. KIT	24/11.2	9.0	7.4	305	20.4	22.3	21.1
4. KFFM-F	19/ 8.8	10.3	6.5	308	20.6	24.2	15.0
5. KUTI	17/ 7.9	6.9	12.6	159	10.6	15.0	20.3
6. KZHR-F	11/ 5.1	7.7	9.1	217	14.5	17.5	18.8
7. KRSE-F	9/ 4.2	8.2	7.4	114	7.6	12.6	10.7
8. KRKN-F	7/ 3.3	3.4	---	76	5.1	4.2	---
9.							
10.							

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KATS-F	1. KXDD-F	1. KXDD-F<	1. KATS-F>
2. KIT	2. KATS-F>	2. KATS-F	2. KFFM-F
3. KXDD-F>	3. KIT	3. KFFM-F	3. KIT
4.	4.	4.	4.
5.	5.	5.	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1. KATS-F>>	1. KATS-F>	1. KXDD-F
2. KXDD-F>	2. KXDD-F>	2. KIT
3. KFFM-F	3. KIT	3.
4.	4. KFFM-F	4.
5.	5.	5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	Yakima	2.3/7.5
KMWX	1460	Yakima	2.3/9.2
KREW	1210	Sunnyside	1.4/5.3
KXXE	1020	Selah	2.8/5.4
KONA-F	105.3	Kennewick	.5/2.9

RADIO STATIONS

KIT , 1280, 5 KW/1 KW	, MOR	ABC-I,$30.00	(Mc-Guild)		J. Goetz
KUTI, 980, 5 KW/500 W (DA-N),	COUNTRY	ABC-E,$19.00	(Christal)		N. Anglin
KATS-F, 94.5, 100 KW @ 850,	AOR	ABC-R,$30.00	(Mc-Guild)		J. Goetz
KFFM-F, 107.3, 100 KW @ 904,	CHR	Source,$21.00	(---)		G. Myhre
KRKN-F, 96.9, 3 KW @ -772,	? ?	SMN,$ NA	(---)	(NACHES)	
KRSE-F, 98.3, 700 W @ 560,	BTFL/EZ	,$15.00	(MMR)		P. Fretwell
KXDD-F, 104.1, 62.5 KW @ 840,	COUNTRY	ABC-O,$30.00	(Christal)		N. Anglin
KZHR-F, 92.7, 2.5 KW @ 25,	CHR	,$12.00	(Radio West)	(TUPPENISH)	C. Lalande

S E C T I O N B

BIRCH NON-MONTHLY MARKETS
(12+ Share and 12+ Cume Rating)

LIMA, OH (January - May, 1988)

1.	WZOQ-F	44.4/53.9	92.1,	3 KW @ 328,	CHR		ABC-C,$ NA	(Christal)	
2.	WIMA	10.6/29.9	1150,	1 KW ,	MOR	ABC-E,ABC-I,	$32.00	(Katz)	
3.	WIMA-F	10.1/25.4	102.1,	8 KW @ 1055,	COUNTRY		,$13.00	(Katz)	
4.	WLSR-F	5.1/12.4	104.9,	3 KW @ 260,	AC	NBC,Trans,	$ NA	(Roslin)	
	WQTL-F	5.1/11.2	106.3,	3 KW @ 297,	CHR		ABC-R,$ NA	(---)	(OTTAWA)

CENTRAL UPPER MICHIGAN (January - May, 1988)

1.	WGLQ-F	19.9/37.0	97.1,	100 KW @ 1066,	CONTEMP	ABC-C,	$19.00	(Mc-Guild) Mid. Family	(ESCANABA)
2.	WRUP-F	15.9/26.6	103.3,	100 KW 544,	AC	US 2,	$16.00	(---)	(MARQUETTE)
3.	WMQT-F	14.6/29.6	107.5,	100 KW @ 530,	CHR		,$12.00	(---)	(ISHPEMING)
4.	WJPD-F	11.1/24.9	92.3,	100 KW @ 470,	COUNTRY	NBC,	$15.00	(---)	(ISHPEMING)
5.	WYKX-F	6.2/14.2	104.7,	100 KW @ 350,	COUNTRY		,$ NA	(---)	(ESCANABA)

BENTON HARBOR, MI (January - May, 1988)

1.	WIRX-F	16.9/32.2	107.1,	3 KW @ 300,	CHR		,$36.00	(Mc-Guild)	Midwest Family
2.	WHFB-F	8.9/22.3	99.9,	50 KW @ 478,	EZ		,$28.00	(Katz)	Wincom
3.	WNDU-F	8.5/24.7		See South Bend in Spring 88 American Radio					
4.	WSJM	7.2/15.4	1400,	1 KW @ ,	MOR	MBS,NBC,	$34.00	(Mc-Guild)	Midwest Family
	WBMX-F	7.2/14.3		See Chicago in Spring 88 American Radio					

OCALA, FL (January - May, 1988)

1.	WMOP	13.3/18.6	900,	5 KW (DAYS),	COUNTRY		,$18.00	(Southern)
2.	WKTK-F	11.8/17.9		See Gainesville in this edition				
3.	WMFQ-F	7.5/10.0	92.9,	50 KW @ 500,	EZ		,$19.00	(Roslin)
4.	WTRS-F	6.7/11.0	102.3,	3 KW @ 300,	COUNTRY		,$13.00	(---)
5.	WOCL-F	6.3/ 7.8		See Orlando in Spring 88 American Radio				

YUBA CITY, CA (January - May, 1988)

1.	KRAK	12.9/24.0	See Sacramento in Spring 88 American Radio
	KWOD-F	12.9/27.6	See Sacramento in Spring 88 American Radio
3.	KRFD-F	10.6/30.4	See Chico in this edition
4.	KZAP-F	9.8/18.2	See Sacramento in Spring 88 American Radio
	KRAK-F	9.8/17.9	See Sacramento in Spring 88 American Radio

(7)	KUBA	6.1/12.1	1600,	5 KW/2.5 KW (DA-N),	COUNTRY	UPI,	$14.00	(K & P)

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